

Vice President

National Stock Exchange of India Limited

“Exchange Plaza”, Bandra – Kurla Complex

Bandra (E)

Mumbai – 400 051

**Sub: Press Release**

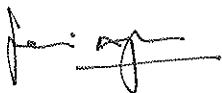
Dear Sir,

Please find enclosed herewith (as annexure “A”) a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

*For* **Maruti Suzuki India Limited**

S. Ravi Aiyar

Chief General Manager (Legal)

&amp; Company Secretary

**MARUTI SUZUKI INDIA LIMITED**

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**Press Release****Global premiere of New compact MPV - Ertiga at Maruti Suzuki pavilion**

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| <ul style="list-style-type: none"> <li>▪ Marks the entry of country's leading car maker in the Utility Vehicle segment</li> <li>▪ A sub-segment created in Utility Vehicles</li> <li>▪ Powered by next generation K-series 1.4litre V V T engine, first offering in the Suzuki portfolio to have this engine</li> </ul> | <ul style="list-style-type: none"> <li>▪ Reinforces that what is displayed at Auto Expo is launched in India</li> <li>▪ Redefines space utilization in compact vehicles</li> <li>▪ Built on theme of togetherness</li> <li>▪ Fuel efficiency (Indian cycle)<br/>Diesel 20.77 and Petrol 16.02 Km per litre</li> </ul> |
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**New Delhi, January 6, 2011:** Car market leader Maruti Suzuki India Limited unveiled India's first compact Multi Purpose Vehicle - ERTIGA here today.

Ertiga's compact dimensions make it easy to park and maneuver. Its active and dynamic stance from the outside, and the quality fit and finish and features in the interiors, enhances its appeal among customers. Ertiga will be offered in both petrol and diesel versions.

The glistening 'Serene Blue' compact MPV was unveiled by Mr. Kenichi Ayukawa, Deputy Executive General Manager, Global Marketing, Suzuki Motor Corporation and Mr. Shinzo Nakanishi, Managing Director & CEO, Maruti Suzuki India Limited.

Speaking at the unveiling Mr. Kenichi Ayukawa said, *"Suzuki Motor Corporation has taken the opportunity of the Delhi Auto Show to showcase models that hold our message as a compact car manufacturing expert. This is because the event has been getting more and more prominence and importance in the global automotive industry. India is one of the countries that has been drawing increasing attention from the world."*

*"Through the Ertiga, XA Alpha and all the other cars on display at this pavilion we want to deliver a message of our brand philosophy of - Way of Life."*

Managing Director and CEO of Maruti Suzuki Mr. Shinzo Nakanishi said, *"The global premier of the Utility Vehicle portfolio at the Auto Expo is an iconic event as it is a reflection of the Company's preparedness for the future competitive scenario. The Ertiga brings space, style and compactness to Utility vehicles for customers in India. As India gears to be amongst the largest global automobile markets by 2020, with the foray into UV segment, Maruti Suzuki will strengthen its leadership position in the industry. With Ertiga the Maruti Suzuki will step into the Utility Vehicle segments and effectively create a new Compact MPV segment in India."*

**Compact MPV segment**

The Utility Vehicle (UV) segment accounts for around 14 per cent of the Indian automobile industry, a 66 per cent (two third) of these are Multi-Purpose Vehicles (MPV), the segment where Ertiga is positioned. In the Indian automobile industry, the MPV is the fastest growing sub-segment amongst UVs showing a growth of around 15 per cent in the last four years. At the same time Utility Vehicles segment (MPV + SUV) have shown a growth rate of over 12 per cent in the last four years.

The Ertiga is launched in India with an aim to pioneer a new market of compact 3-row vehicles.

**Theme of togetherness**

Ertiga is a bold and aggressive initiative, wherein company's designers have carefully built in 'features and attributes' of a sedan in a compact MPV to evolve a next generation vehicle.

Built on the central theme of 'togetherness', Ertiga is an interesting mobility solution for young dynamic confident Indian who want to retain individuality yet retain Indian custom of 'togetherness'.

Ertiga's compact proportions are its uniqueness and give the users excellent flexibility to park and maneuver even in congested lanes and by-lanes of metros and semi-urban cities.

Ertiga has been crafted to address the need of evolving Indian customer for individual day-to-day running, unwinding with family on a weekend shopping, dining, fun time with colleagues and friends and long weekend leisure drives etc. Ertiga fits the best with this positioning as its compact size offers optimized seating for any urban family.

**Conceptualizing the Ertiga**

Though an MPV, Ertiga retains characteristics of a passenger car - it is stylish, sporty and has an elegant appearance. With an active and dynamic stance that delivers energy, the youthful Ertiga is an example of innovative use of space.

The key styling of the Ertiga revolves around the basic elements of Passenger car characteristics, Ertiga's powerful road presence with an assurance of safety that complements Suzuki's strong identity.

### **Compact yet Spacious**

The Ertiga is distinguished by its compact dimensions (overall length: 4265mm, overall width: 1695mm, overall height: 1685mm). The bold and aggressive stance complemented by the 2740 mm wheel base along with 15 inch alloy wheels combined with a strong shoulder thick section gives Ertiga an absolute power of presence.

### **Interiors – Redefining driving pleasure**

The plush and premium interiors of Ertiga exude confidence, elegance, class, versatile character and agility. The interiors offer a host of new features such as a 3-spoke, tilt adjustable electric steering, twin AC, audio system (USB Compatible, 4+2 speakers), steering mounted audio controls, central door locking and keyless entry, multi information display, power windows with auto down and electrically adjustable mirror. The feature rich Ertiga is sure to delight the customer looking for rich features in the MPV.

### **Introducing the K-14 VVT engine first time on Ertiga**

The all new powerful and light weight K-14 VVT petrol engine will debut on Ertiga. In that way it's also a global unveiling and extension of the 'K' family engines. In addition, the Ertiga's diesel variant will be powered by the acclaimed 1.3 litre DDiS Super Turbo diesel engine.

### **Class leading Performance and Efficiency**

The Indian specification Ertiga with a petrol engine delivers a peak performance of 70kw@6000rpm and a maximum torque of 130Nm @ 4000rpm. The Certified fuel efficiency (as per CMV Rule 155, India cycle) of Petrol Ertiga is a top of the class 16.02 km per litre.

The Ertiga with the high powered Diesel engine in India will deliver a peak power of 66kw@4000rpm and a top end torque of 200Nm@1750rpm. The Certified fuel efficiency (CMV Rule 155, India cycle) of Diesel Ertiga is a class leading 20.77 km per litre.

### **Versatile seating**

The Ertiga offers a three-row flexi-seating options for 7 passengers (2x3x2) that is easier to operate and is high on storage space. Each row of the car has been designed keeping in mind the occupants seating requirements; whether for an individual's day-to-day business commitments or for a family's weekend shopping, dining or week end drives.