

MSIL: CSL: NSE&BSE: 2015

4th June 2015

Vice President

✓ National Stock Exchange of India Limited
"Exchange Plaza", Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

General Manager

Department of Corporate Services
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

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

Executive Director (Legal)

& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

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Annexure-"A"

Press Release

Maruti Suzuki's focus on lower vehicle emissions

To adopt new technologies to enhance fuel efficiency

Fleet emission down by over 11.6% in last five years

New Delhi, 4th June, 2015: On the eve of World Environment Day, car market leader Maruti Suzuki India Limited (MSIL) said it would continue its work on bringing down vehicle emissions as a means to promote clean air and delight customers.

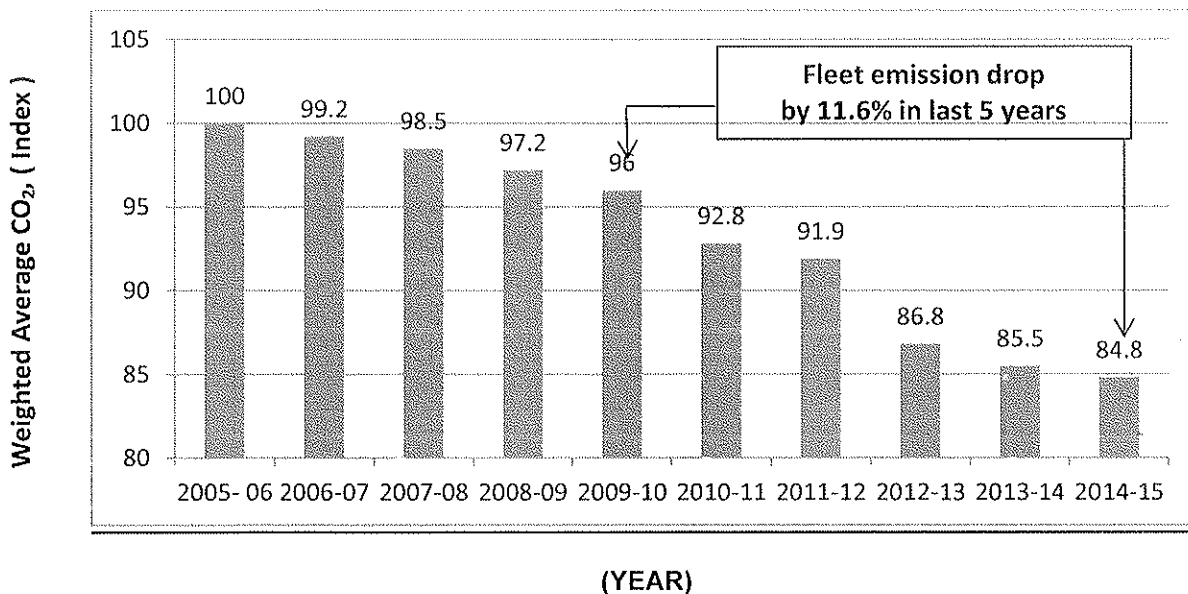
Outlining its commitment towards bringing environment friendly products, **Mr. Kenichi Ayukawa, Managing Director & CEO**, said, "Maruti Suzuki has always been known for class leading fuel efficiency. In the last few years, the Company has worked systematically towards reducing vehicle emissions and achieved new benchmarks. The recent new models, product upgrades and even minor changes have been substantially more fuel efficient than the outgoing ones. With Auto Gear Shift technology the Company is able to offer the convenience of an automatic without the need to emit more."

He added, "Going forward, we will continue our focus on investing in new technologies and strengthen our capability to bring down emissions per vehicle by enhancing fuel efficiency of our cars."

Maruti Suzuki' parent company Suzuki Motor Corporation had showcased three new technologies at the Geneva Motor Show which include a new-generation light weight platform, a new downsized direct-injection turbo petrol engine called BOOSTERJET and the SHVS mild hybrid system. These future technologies will bring down emissions while raising vehicle performance. These technologies could find relevance in India and the Company may explore these options as per customer requirements.

Fleet Emissions down by over 11.6 % in five years

With focussed efforts, Maruti Suzuki has been successful in bringing down the weighted average of CO₂ emission by over 11.6 % in last five years. This has been possible through fuel efficiency improvements, reduction of exhaust emissions and development of alternate fuel products during this period.

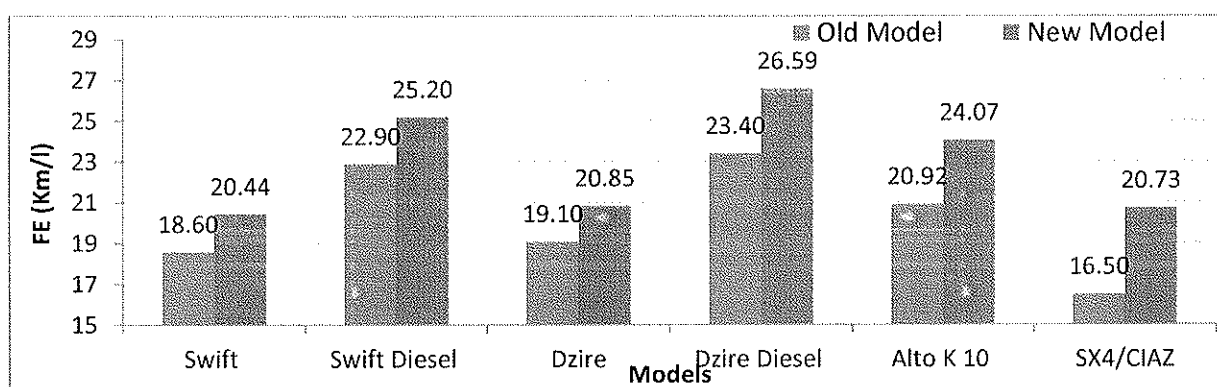


Kaizens in fuel efficiency

As a focused initiative, Maruti Suzuki engineers worked towards improving fuel efficiency and bringing down emissions per car in 2014-15. The three most fuel efficient cars in India are all from Maruti Suzuki: Celerio, DZire and Ciaz.

Some of the innovations included;

- Introducing changes in engine hardware to improve thermal efficiency and engine calibration.
- Optimizing transmission gear ratios for better drive and fuel efficiency.
- Improved aerodynamic styling and weight reduction initiatives
- Making compact combustion chamber
- Enhancing compression ratio on gasoline engine
- Adopting advanced thermal management system along with low friction engine oil and modified fuel injection system that assist faster warm up to improve engine efficiency of diesel engine.
- Introducing new generation alternator management to optimize the charging of battery through alternator and hence contribute to better fuel efficiency.



Fuel efficiency improvement chart

Efforts in Alternate Fuel Technology:

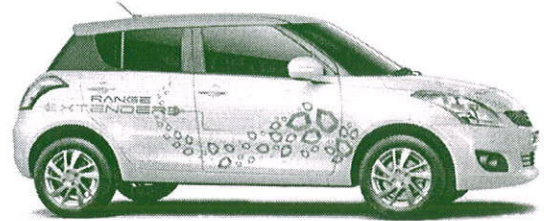
Promoting clean fuel, Maruti Suzuki, was the first Company to introduce factory-fitted CNG cars in India in 2006. It currently offers six dual fuel (CNG+Petrol) models namely Alto, Alto K-10, Celerio, Wagon R, Eeco and Ertiga. The CNG variants of Alto K-10 and Celerio were launched in 2014-15. Powered by the acclaimed Intelligent Gas Port Injection (i-GPi) technology, MSIL's CNG vehicles deliver the advantage of best in class fuel efficiency, besides safety, reliability and performance

Model	Fuel Efficiency in CNG mode
Alto	30.46 km/kg
Alto K-10	32.26 km/kg
Celerio	31.79 km/kg
Wagon R	26.6 km/kg
Eeco	21.8 km/kg
Ertiga	20.80 km/kg

Future sustainable technologies

Working on future technologies, under the National Electric Mobility Mission Plan 2020 (NEMMP), Maruti Suzuki has demonstrated the Swift Range Extender (REEV). Swift RE-EV is an electric vehicle with an engine driven generator.

The vehicle functions like a pure Battery Electric Vehicle (BEV) for customers who commute short distances. Once the battery power is depleted, the on board IC engine starts functioning and runs the generator for supplying power to the electric motor, thereby eliminating the “range anxiety” issue generally associated with BEV's. The vehicle can be charged at home from a household power outlet.



- 660cc Internal Combustion engine + Electric Motor
- EV Range : 25.5 km
- Combined Fuel Efficiency : 48.2 km/l