

MSIL: CSL: NSE: 2014

3rd November 2014

The Vice President
National Stock Exchange of India Limited
“Exchange Plaza”, Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

Sub: Press Release

Dear Sir,

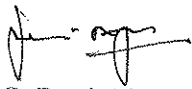
Please find enclosed herewith as Annexure - “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



S. Ravi Aiyar

Executive Director (Legal)
& Company Secretary

Encl.: As above

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Press Release

Next generation Alto K10 comes with new looks, more space and 15 % higher fuel efficiency

Auto gear shift introduced, 6 trim levels including CNG

New Delhi, November 3, 2014: Car market leader Maruti Suzuki India Limited launched the peppier, more fuel efficient, next generation Alto K10 here today.

Sporting new youthful looks, the next generation Alto K10 delivers an outstanding fuel efficiency of 24.07 kilometres per litre, an improvement of 15 per cent over the outgoing model.

The popular Auto Gear Shift technology, which offers the convenience of automatic transmission without compromising on fuel efficiency, is being introduced in the new Alto K10.

In addition, the newly added CNG trim powered by the Intelligent Gas Port Injection (iGPI) delivers mileage of 32.26 kilometers per kg in CNG mode.

Presenting the next generation Alto K10, **Mr. Kenichi Ayukawa, Managing Director & CEO** said, *"Having won millions of customers we decided to upgrade an already successful car with a full model change that makes Alto K10 taller, wider and roomier. Meeting customer demand, the Alto K10 is 15 per cent more fuel efficient, delivering best in class 24.07 kmpl. Alto K10 is the third Maruti Suzuki car within few weeks where our suppliers and engineers have improved the fuel efficiency substantially. The Auto Gear Shift with impressive fuel efficiency is another big technology advantage. The wider range of the Alto K10 comes with 6 variants including a CNG option and will strengthen Maruti Suzuki's entry level range and get incremental numbers."*



Refreshing Youthful exteriors: The wide horizontal lines on the hood married to a 3D curved bonnet impart good road presence to the offering. The sporty bumper and a dash of chrome on the grille together with swept back stylish headlamps demonstrate the Alto K10 DNA of dynamism and zippiness.

Other interesting design cues smartly tucked in next generation Alto K10 include:



○ Distinct rear combination lamp

- Aerodynamic shoulder lines running all along the sides giving a sense of action/ momentum to the vehicle
- Body coloured ORVMs
- Side body moulding
- Body coloured door handles
- B-Pillar Black out tape
- Clean and Sculpted rear that lends a sporty and wider look
- Unique wedged profile & inclined windows lend a modern look

Energetic and Exciting interiors: Free flowing curves and energetic lines on the dash lend space and premium feel to the Alto K10. The selection of graphics and use of special finishes gives an upmarket touch. New cool upholstery and color schemes are inviting and upmarket. Interiors in the Alto K10 offer a host of new features like:

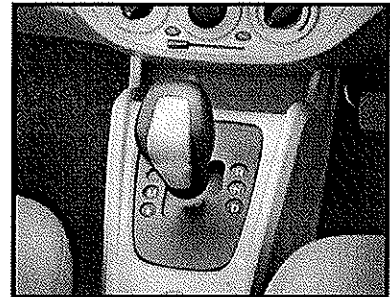
- Classy instrument panel with a sporty speedometer
- Newly designed 3-spoke steering wheel
- Dual-tone interiors
- Newly designed steering with silver accents, silver garnished door trim, AC louvres and gear shift bezel
- New premium piano black finish audio (*typically associated with high end cars*)
- Keyless entry system, internally adjustable outside mirrors, accessory socket, gear shift indicator, key off reminder, headlamp warning buzzer, a digital clock and front power windows are other newly designed features
- Smart design packaging is reflected in the dashboard that is ergonomically placed and smartly packs much more in less space.

- An array of smart utility storage spaces like a center console storage box, coin and ticket holder, IP utility hook, front console dual cup holder, rear parcel tray, front door trim pocket, IP upper tray, rear console bottle holder are handy and user friendly.

Roomier Cabin: The taller (+15mm @ 1475mm) wider (+15mm @ 1490mm) next generation Alto K10 offers enhanced head room, and leg room. To enhance legroom for rear seat occupants, the back of front seats is scooped out.

Peppy, responsive and evolved K-Next engine: Under the hood lies the 998 cc, revolutionary K-Next all-aluminum light-weight engine. The K-Next engine alongwith drive by wire technology has been smartly integrated to offer a zippy drive, both in the city and on highways. The next generation Alto K10 zips from 0 to 60 kmph in 5.3 seconds. The K-Next engine effortlessly pumps out Max power of 68 PS @ 6000 rpm and Max torque of 90Nm @3500 rpm.

Superbly geared transmission for city conditions: The next generation Manual Transmission on the new Alto K10 offers improved gearshift performance by use of detent pin technology (DPT) and diagonal shift assist (DSA). Gear ratios have been optimized for better drive and fuel efficiency. The Auto Gear Shift transmission facilitates comfortable driving in stop-go traffic conditions in cities.



Improved drive experience: Overall steering is lighter which makes driving easier. Gas filled dampers have been deployed for better ride and handling. Brakes are designed to bring down brake pedal efforts.

More for every litre: The next generation Alto K10's aerodynamic styling and initiatives to reduce weight and minimise frictional losses, have together helped improve fuel efficiency by over 15 per cent for the petrol car. Use of high tensile steel, lightening of the engine unit by re-designing engine and use of light weight material in engine auxiliaries have helped bring down kerb weight. Low viscosity engine oil and low drag brake calliper bring down frictional losses. Drive-by wire by ensuring precise throttle control, improves fuel efficiency on the next generation Alto K10.

Smooth Ride: The choice of MacPherson strut suspension with coil springs on the front and trailing link with coil springs on the rear contribute to the excellent handling and comfortable ride on Indian roads.

Besides, the next generation Alto K10 comes with the option of driver side airbag, front fog lamps, fasten seat belt indicators, 3 point ELR seat belt, key off reminder, high mount stop lamp and head lamp leveling.

Colours: The new Alto K10 comes with dual interior colour scheme. 'Tango Orange' is the signature colour that has a Metallic finish to perfectly complement the refreshing exteriors. The 6 body colours on the new Alto K10 are:

New>>>	Tango Orange (<i>signature colour</i>)	Granite Grey	Cerulean Blue
	Fire Brick Red	Silky Silver	Superior White

The next generation Alto K10 now has a wider range of 6 variants including a CNG variant.

Introductory Prices - Ex showroom (Delhi):

Manual variants	INR
Alto K10 LX	306,000
Alto K10 LXi	321,687
Alto K10 VXi	337,750
Alto K10 VXi (O)	356,687
Alto K10 LXi (CNG)	381,687

Auto Gear Shift	INR
Alto K10 Vxi	380,187

[Link to high-resolution images](#)