

MSIL: CSL: NSE: 2014

28<sup>th</sup> October 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,

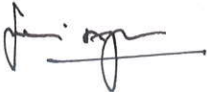
Please find enclosed herewith as Annexure - “A”, a copy of press release being issued today.

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

### Maruti Suzuki Swift now with 10% improved fuel efficiency with refined engine

- ✓ Fuel efficiency higher by 10%
- ✓ New features such as push start button, reverse park assist
- ✓ New front fascia
- ✓ Trendy premium interiors
- ✓ 3 new colours
- ✓ Packaged with several comfort and convenience features

**New Delhi, 28 October, 2014:** Car market leader Maruti Suzuki unveiled the refreshed edition of its bestseller Swift with 10 per cent improved fuel efficiency here today. Aggressively priced at Rs. 4.42 lakh onwards, the Swift is a delight for customers looking for contemporary styling design, superior comfort & convenience features and enhanced fuel efficiency. The reborn Swift will be available in both, Petrol and Diesel fuel options.

#### All new exteriors

- Distinctive bumper & grille
- Stylish alloy wheels
- Electric ORVMs with turn indicators
- Fog lamp (bezel) silver accents
- Aerodynamic lines
- Sporty athletic stance

#### Premium Interiors and Comfort

- Engine push start button
- Rich premium upholstery
- Wrap around premium trims with sporty silver accents
- Tilt steering
- Super comfortable deep bucket front seats
- Driver seat height adjuster
- Automatic climate control
- Instrument panel with multi information display

#### Convenience features

- 60:40 split seats
- Additional reading light
- Bluetooth and audio control on steering wheel
- Audio system with blue tooth.
- Electromagnetic back door opener
- Steering mounted audio control
- Speed based auto volume

#### Safety features

- Reverse parking sensors
- New generation ABS with EBD
- Dual airbags
- 3-point ELR front & rear seatbelts

#### New / enhanced features in Bold

**Refreshing inside and outside:** The Swift comes with sporty new looks accentuated with distinctive new bumper, stylish grille, bezel fog lamps and trendy alloys. In the interiors wrap around premium trims with sporty silver accents add flair.

Other premium features on the list include push start button, electric retractable ORVMs with turn indicators, new stylish alloy wheels, premium upholstery, reverse parking sensor, intelligent speed based auto volume and Bluetooth connectivity, audio switch in steering wheel and Electromagnetic back door opener.

**More for every litre:** The highpoint of the new Swift is the substantial improvement in fuel efficiency. The Swift Diesel has a certified fuel efficiency of 25.2\* kmpl, up by 10%. The Swift Petrol comes with a 9.67 % improvement and has a certified fuel efficiency of 20.4\* kmpl.

(\* as certified by Test Agency under Rule 115 of CMVR 1989)

On the introduction of the new Swift, **Mr. R.S. Kalsi, Executive Director Marketing & Sales**, Maruti Suzuki India said, *"We have over 12 lakh proud Swift owners. The Swift now comes with improved fuel efficiency of 10% and a rich equipment list like push start button, a 60:40 split rear seat, electric retractable outside mirrors, reverse parking sensor etc. With this change, we retain the DNA of the Swift and yet add features to make excitement come alive. The reborn Swift is a tribute to the bestseller of the industry and in line with Maruti Suzuki's commitment to the customers to keep refining our models and win their hearts."*

**Engine:** The new Swift comes powered by the acclaimed 1248cc DDiS 190 diesel engine returning torque of 190Nm @ 2000 rpm & unmatched power of 75ps @ 4000rpm. The Petrol variant comes with 1197cc K series VVT engine that delivers a power of 84.3ps @ 6000rpm and a torque of 115Nm @ 4000rpm.

#### Smart facts on Swift

- ❖ Over 12,08,000 units sold in India
- ❖ Launched in May 2005
- ❖ Diesel variant launched in Jan 2007
- ❖ Full model change in Aug 2011
- ❖ 100,000 units: Jan 2007
- ❖ 200,000 units: Mar 2008
- ❖ 300,000 units: Feb 2009
- ❖ 400,000 units: Jan 2010
- ❖ 500,000 units: Sep 2010
- ❖ 10 Lakh units: Sep 2013

Several innovations by Maruti and Suzuki engineers to improve fuel efficiency include changes in engine hardware leading to improved thermal efficiency, reduced frictional losses and changes in engine calibration.

While the compact combustion chamber and higher compression ratio on gasoline engine helps to improve engine efficiency, the advanced thermal management system in diesel engine along with low friction engine oil and modified fuel injection system help diesel engine in faster warm up and lower frictional losses.

**Colours:**

|                     |              |                 |
|---------------------|--------------|-----------------|
| * Mysterious Violet | Fire red     | Granite Gray    |
| Pearl Arctic White  | Silky Silver | Glistening Grey |

< < < New colours

\* Exclusive colour for the new Swift

**Introductory Prices:**

| Fuel type | Variant | Ex showroom Delhi prices in Rs lakhs | Fuel type | Variant | Ex showroom Delhi prices in Rs lakhs |
|-----------|---------|--------------------------------------|-----------|---------|--------------------------------------|
| Petrol    | LXi     | 442,000                              | Diesel    | LDi     | 556,000                              |
|           | LXi (O) | 449,000                              |           | VDi     | 599,900                              |
|           | VXi     | 508,000                              |           | ZDi     | 695,000                              |
|           | ZXi     | 590,000                              |           |         |                                      |