

## **Auto Expo 2010**

5th January 2010

Good morning!

I extend a warm welcome to all members of media, and other distinguished guests

Auto Expo 2010 comes at a historic time for Maruti Suzuki

For the first time in 26 years, we hope to sell one million vehicles in one year

Our domestic sales plus exports are on track to reach one million in 2009-10

I thank India, and all our stakeholders, partners, well wishers and employees for taking us towards this threshold

We are now working on the next one million

The Maruti Suzuki pavilion showcases our strategies for the future

Offering a wide range of products, with focus on small cars, will be the basis for our future

We will also strengthen our presence in segments other than small cars, to enable our customers to upgrade and to meet their diverse lifestyle needs

Our product efforts, while led by Suzuki Motor Corporation, will now be ably supported by inhouse R & D

Two years ago, we had resolved to build critical R & D capability in Maruti Suzuki

For that purpose, we recruited and nurtured a large number of engineers

We have also taken steps to set up a new R & D Centre, which will make Maruti Suzuki the research and design hub for South Asia and the Gulf

The Concept rIII (Concept R3), at the centre of our pavilion, is a creation of Maruti Suzuki R & D and points to the possibilities for the future

As we go forward, this R & D capability will be a critical part of our strategy, enabling us to offer more product and fuel options to Indian customers at a rapid pace

In recent months, Maruti Suzuki engineers have worked closely with the Indian government on hybrid and electric vehicle technologies

Some of those technologies are showcased at our pavilion

We will continue to partner on these technologies of the future

At the same time, we believe that India also needs technologies that are clean, affordable and can be used on a mass scale

For this purpose, we will strengthen our K-series initiative in petrol engine technology, so that India can enjoy high fuel efficiency without compromise on performance

In the next few months, we will introduce the latest CNG technology in India, and gradually offer a wide range of products with this clean and affordable fuel option

Ladies and gentlemen

The one million sales mark is a landmark, not just for Maruti Suzuki

It is an important threshold for the Indian passenger vehicle industry

How can we reach the next million in ways that are sustainable and mutually beneficial?

This is a question that needs more attention today than it did in the past

India needs plenty of more cars, but also more roads and public transport

We need ways to manage congestion and promote safe driving

Maruti Suzuki is making several small efforts to make growth sustainable

We are partnering governments to promote safe driving by setting up infrastructure, training drivers and training trainers, and providing managerial and financial contribution

We offer ourselves for similar collaborative solutions in the future

We are also investing to make our cars ELV compliant, so they can be recycled at the end of their useful life

These are baby steps

Much more needs to be done by all of us in Industry, in partnership with governments and civil society, to make growth inclusive and sustainable

Auto Expo 2010 is my opportunity to flag these issues, so that together we can evolve collaborative, long term solutions for India

Ladies and gentlemen

About three decades ago, a group of wise and visionary people broke the boundaries of mind and geography, and laid the foundation for Maruti

It was a defining moment, not just for one company, but for an economy and a Nation

Today, at the start of a new decade, we are again at the door, ready to usher in a fresh phase of prosperity, growth and abundance

I thank you for your support, and we promise to continue doing our best in the future

Thank you