

Press Release

World premiere of Maruti Suzuki compact MPV Concept *rIII*

NEW DELHI, January 5, 2010: India's leading car manufacturer Maruti Suzuki India Limited unveiled an array of interesting concepts at Auto Expo 2010 here today.

The car maker, known for its small, fuel-efficient and reliable cars has chosen this year's Auto Expo to showcase its R&D strength and capabilities to diversify further in passenger vehicles and eco friendly future technologies. The show-stoppers include:

- **Concept *rIII*:** Next generation compact Multi Purpose Vehicle (MPV), designed in-house by a team of young and enthusiastic Maruti Suzuki engineers
- **SX4 hybrid:** A Full Parallel Hybrid car designed by Maruti Suzuki engineers, showcasing the capability to design and develop next generation green technologies for the country
- **Suzuki Kizashi:** A super luxury car that marks the entry of parent Suzuki Motor Corporation in the premium segment
- **Suzuki SX4 hatchback:** A hatchback version of its popular sedan SX4 is being showcased for the first time. The SX4 hatchback, an international bestseller, is one of the hot-selling hatchbacks in European markets

Maruti Suzuki Managing Director and CEO Shinzo Nakanishi said: *"The Maruti Suzuki pavilion showcases our strategies for future. Offering a wide range of products, with focus on small cars, will be the basis for our future approach. Concept *rIII*, a creation of Maruti Suzuki R&D, points to future possibilities. As we go forward, R&D capability will be critical part of our strategy. At this show we present our engineers' work on hybrid and electric vehicle technologies. These are future technologies. I believe India needs affordable, clean technologies for use on a mass scale. We will scale up K-series initiative in petrol engine. We will also introduce the latest CNG clean fuel technology in India"*.

Highlighting the industry's role in sustainable and mutually beneficial growth, Mr. Nakanishi said, *"The one million units mark soon to be achieved by Maruti Suzuki is an important threshold for the Indian passenger vehicle industry. India needs still more cars. At the same time, we need more roads and public transport. India needs ways to manage road congestion and promote safe driving. While Maruti Suzuki is making several small efforts, much more needs to be done by industry in partnership with governments and civil*

society for inclusive and sustainable growth. Auto Expo 2010 is my opportunity to flag these issues so that together we can evolve collaborative, long term solutions for India.”

Concept *rIII*

Concept *rIII* is a bold and aggressive initiative, where Maruti Suzuki engineers have carefully built in ‘features and attributes’ of a sedan in a compact MPV to evolve a next generation vehicle.

Built on a central theme of ‘togetherness’, Concept *rIII* brings forth an interesting mobility solution for users, who want to move together in a big family. Concept *rIII* offers elegance, sportiness, excellent roominess and space for the ‘big family’ with ‘bigger needs’ without the vehicle looking awkwardly voluminous or bulky.

Its compact proportions are its USP and offer its users excellent flexibility to park and maneuver even in congested lanes and by-lanes of metros and semi-urban cities.

Concept *rIII* carries forward the aggressive Suzuki design philosophy seen in recent exciting bestsellers such as Swift, Ritz, A star and SX4.

SX4 Hybrid

SX4 Hybrid concept brings forward an interesting dimension on how eco-friendliness and personal mobility can be attractively packaged together as an exciting product.

Through this exercise Maruti Suzuki is keen to expand its learnings on green technologies that put minimal stress on non-renewable energy. On this project Maruti Suzuki engineers have worked with global hybrid technology and component suppliers. The team worked under the Government initiated, National Hybrid Propulsion Program (NHPP) and the Ministry of New and Renewable Energy Sources (MNRE)’s High Energy Density Battery Development Program

Concept SX4 Hybrid is a Full Parallel Hybrid Concept sedan. Maruti Suzuki will demonstrate a fleet of SX4 Hybrid cars during Commonwealth Games in October 2010 to showcase its focus on hybrid vehicle technology.

Super luxury Suzuki Kizashi

The Kizashi is Suzuki Motor Corporation’s step towards premium-car territory.

Maruti Suzuki will use the Auto Expo 2010 platform to showcase the production model of Suzuki Kizashi. The Kizashi, powered by a J24B 2.4-litre petrol engine, is Suzuki Motor

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Corporation's new international flagship model in the D-segment. The production model on display is already on sale in Japan.

Kizashi is the sixth World Strategic Model from Suzuki stable. Kizashi is a Japanese word meaning 'a sign of great things to come.'

Chic Kizashi combines Japanese quality with European-style flair. Kizashi is the new stimulant for luxury, engaged driving and lifestyle enjoyment.

Suzuki SX4 Hatchback

For the first time Maruti Suzuki has put on display a hatchback version of its popular sedan SX4. In Europe the SX4 hatchback is available in multiple engine options. The SX4 hatchback on display at the Auto Expo is a 2.0 litre machine that has been exclusively imported for display at India's biggest auto show.

Maruti Suzuki range as swanky concepts

The pavilion will also house 14 other automobiles including ten production models accessorized with gadgets and body kits to display a range of exciting possibilities for individual customization and enhanced product experience.

Technology and Innovation

The Maruti Suzuki display has a dedicated section on Research and Development. This section represents the growing expertise of Maruti Suzuki engineers to conceive, design and produce cars in India for a cross section of customers. This is in line with parent Suzuki Motor Corporation's big aim of turning Maruti Suzuki into a global hub for small car design.

On display is a new gas injection engine concept, the iGPI (intelligent Gas Port Injection), fuel efficient K-series engine, active and passive safety technologies of Maruti Suzuki vehicles and a special section on environment friendly technologies. Maruti Suzuki designers and modelers will also interact and showcase their renderings and modeling skills.

High on interactivity

The Maruti Suzuki pavilion puts contemporary technology to its best use for visitor interface. Interactive touch screens will dot the pavilion to help the visitors understand more about the company, the display and the concepts. Through the use of these interactive



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interface based on Microsoft's latest Windows 7 platform, the company intends to keep the visitors engaged and informed.

Suzuki 2-wheelers

On display at the Maruti Suzuki Pavilion at the Auto Expo is range of nine Suzuki two-wheelers including power-bikes and scooters.

Joys of Life

The theme of the Maruti Suzuki pavilion is "Joys of Life". The 'Joys of Life' pavilion showcases the company's wide range of products and services, and how these enable the company to delight the Indian and global consumer. The Auto Expo 2010 theme is in resonance with 'Way of Life', the parent Suzuki Motor Corporation's global corporate philosophy.

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**Maruti Suzuki's exclusive Auto Expo website: www.marutisuzukimotorshow.com
brings all the action from the venue.**