

Press Release

With new variant Ciaz RS; brand Ciaz becomes even more tempting

New Delhi, October 19, 2015: In the midst of the festive season, Maruti Suzuki today announced the introduction of Ciaz RS, a new variant of its popular mid-size sedan.

Ciaz RS comes with new sporty black interiors and a stylish grey chrome finish instrument panel, adding to the classy appeal of the car. The spoiler pack – front under spoiler, side under spoiler, trunk lid spoiler and rear underbody spoiler – impart a distinct sporty look to Ciaz RS while enhancing the aerodynamics of the car. Ciaz RS offers all the features and benefits of Ciaz Z+, and is available in petrol and smart hybrid diesel options.

Brand Ciaz is one of the most successful models in the country. Over 56,000 Ciaz cars have been sold since launch in October 2014. Regular innovations in the product have attracted customers. Some of these are: first car to offer SmartPlay Infotainment system, first smart hybrid diesel car in the country, India’s most fuel efficient diesel car at 28.09 Km/litre and safety features like dual airbags and ABS offered base variants upwards.

Executive Director (Marketing and Sales), Maruti Suzuki, Mr R S Kalsi said: “Ciaz has emerged as one of our strong brands. It has enabled us to strengthen our position in the mid-size premium sedan segment. Brand Ciaz has been appreciated by customers for denoting high style, being feature-rich and offering best in class mileage in both petrol and diesel options. Further, the introduction of smart hybrid diesel, and safety features such as dual airbags and ABS in base variants, has enhanced the reputation of Ciaz. For customers who love Ciaz and want something even more distinctive and stylish, Ciaz RS is irresistible”.

Colors:

Pearl Snow White	Metallic Silky Silver	Pearl Midnight Black
Pearl Metallic Dignity Brown	Metallic Glistening Gray	Metallic Clear Beige
Pearl Sangria Red		

Price (Rs, Ex-showroom Delhi):

Model	Zxi+ RS	Zdi+ SHVS RS (Smart Hybrid Diesel)
Ciaz	920000	1028000

Click <http://bit.ly/1jQhLzM> for high resolution image of the Ciaz RS.