

Press Release

Maruti Suzuki Celerio crosses the 100,000 sales mark
Auto Gear Shift and multiple fuel options power sales

New Delhi, July 9, 2015: Maruti Suzuki India Limited's bestseller Celerio clocks sale of over 100,000 units

Launched at Delhi Auto Expo 2014, Celerio is credited with introducing Auto Gear Shift Technology in the Indian automobile industry.

By offering the convenience of automatic transmission at an affordable cost and with fuel efficiency at par with manual transmission, Celerio has delighted customers by fulfilling a latent need. Sensing the customer need, Maruti Suzuki introduced the Celerio Diesel in June 2015.

Key highlights: <ul style="list-style-type: none">✓ Launched in February 2014✓ First car to offer convenience of Auto Gear Shift✓ Petrol, CNG & diesel fuel options✓ Increased Maruti Suzuki's share in lower hatchback segment by 10% within one year of launch✓ Celerio Diesel launched in June 2015

Celebrating the landmark, **Mr. RS Kalsi, Executive Director, Marketing and Sales, Maruti Suzuki India Limited** said, *"We thank customers for their support to brand Celerio. Celerio is the first car in India to introduce the acclaimed Auto Gear Shift technology and almost one third of the sales are of the Auto Gear Shift variants. Customers appreciated the convenience of automatic gear shifting with no loss in fuel efficiency on Celerio and within a year of its launch Maruti Suzuki's share in the lower hatchback has shot up to 71% from 61%."*

Celerio is the only car to be available in petrol, CNG and diesel fuel options and offer two transmission options (Manual and Auto Gear Shift).

Celerio is one of Maruti Suzuki's top selling models and among the top 10 selling cars in India.

Click here for the 100,000 Celerio Image <https://flic.kr/p/vkXkt9>

CELERIO EZ ATTRIBUTES

- **EZ DRIVE:** The breakthrough EZ Drive technology with the revolutionary Auto Gear Shift and all new manual transmission. The all new manual transmission of the Celerio is developed to offer a peppy drive.
- **EZ PERFORMANCE:** The Celerio Diesel is India's most fuel efficient car and promises EZ Performance with a high torque per cc. Celerio diesel also delivers a smooth drive.
- **EZ TECHNOLOGY:** K-Next petrol engine with Drive-by-Wire, New generation super compact DDiS 125 all aluminium diesel engine, All new manual transmission
- **EZ SPACE:** XpanDesign, Roomy cabin, Spacious headroom, legroom and shoulder-room, Large boot space and 15 smart utility spaces
- **EZ GIZMOS:** Stereo with Bluetooth connectivity, Steering mounted audio controls, Multi-info display, User-friendly customizable security settings
- **EZ STYLE:** CICO (Curve In Curve Out) Styling, Sweeping wave dashboard design.