

**Press Release**

**Ciaz Smart Hybrid Launched**

***At 28.09 Km/l, tops fuel efficiency chart***

- ✓ *Ciaz equipped with Suzuki's innovative technology, Smart Hybrid Vehicle by Suzuki (SHVS)*
- ✓ *Smart Hybrid Features: Power Assist, Break Energy Regeneration, Idle Engine Start/Stop, Gear Shift Indicator*
- ✓ *Attempt to make the hybrid technology attractive & accessible*
- ✓ *Ciaz Smart Hybrid a commitment to government's vision to promote hybrid and electric technology*

**New Delhi, September 1, 2015:** Maruti Suzuki India (MSIL), leader in passenger vehicles, today launched Ciaz SHVS, India's first Smart Hybrid Diesel Car.

Equipped with smart hybrid features including Idle Engine Start/Stop, Power Assist and Brake Energy Regeneration, Ciaz SHVS is able to create a new benchmark in fuel efficiency, making it friendly for the customer as well as the environment.

Ciaz Smart Hybrid participates in Government of India's FAME\* program which aims to promote Hybrid and Electric vehicles in the country.

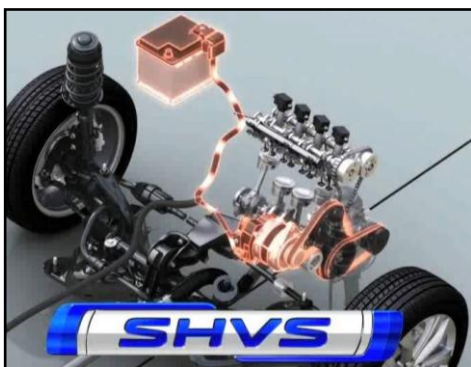
Ciaz Smart Hybrid was unveiled in the presence of Mr. Ambuj Sharma, Additional Secretary, Ministry of Heavy Industries and Public Enterprises, Government of India.

On the occasion of the launch, Mr. Kenichi Ayukawa, Managing Director and CEO, MSIL, said, *"Through Ciaz Smart Hybrid, we are deploying technology to benefit the customer and the environment, both at the same time. Brand Ciaz has been one of the major success stories for Maruti Suzuki in the past one year. It has won nearly 60,000 customers in India and overseas and established itself as a leading brand in the premium sedan segment. Ciaz Smart Hybrid will further strengthen its position."*

He emphasized *"Ciaz Smart Hybrid is special also, because it helps us participate in India's vision of promoting hybrid and electric vehicles. By offering support through the FAME program, the Government has ensured that hybrid technology, while being clean and customer friendly, also becomes more attractive and accessible."*

Ciaz Smart Hybrid offers a fuel efficiency of 28.09 Km/l, enabling Ciaz to regain the position of most fuel efficient diesel car in the country. It is followed by Celerio Diesel and DZire Diesel.

**How SHVS Works**



SHVS (Smart Hybrid Vehicle by Suzuki) technology uses an Integrated Starter Generator (ISG) and an advance high capacity battery. This system supplements engine's power, making it more efficient than the conventional set up. The energy saved while decelerating/braking, which is otherwise lost, is stored in the advance high capacity battery and assists during acceleration (for eg, gradient climbing). This combination results into a peppy, powerful & fuel efficient vehicle

*\*FAME: Faster Adoption and Manufacturing of Hybrid and Electric Vehicles*

### **Dynamic Performance**

In CIAZ Smart Hybrid, the acclaimed DDiS 200 Variable Geometry Turbocharger super combo is paired with the ISG for enhancing its performance & Fuel efficiency.

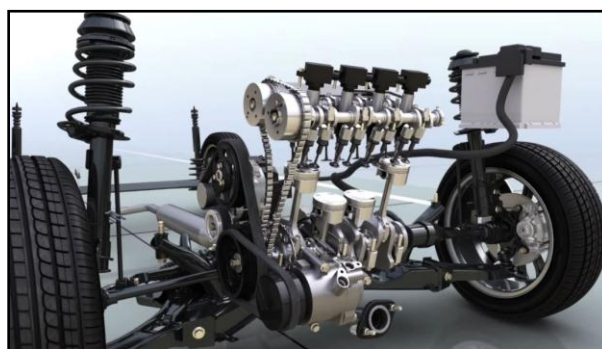
### **Smart Hybrid features**

**Idle Start Stop:** The idle engine start/stop function on CIAZ Smart Hybrid turns off the engine automatically when the car is idling. It restarts the car as soon as the clutch is pressed. To re-start the engine, the system uses the stored energy. Restart is by belt driven ISG thereby assuring quick and silent restart.

**Power Assist:** The stored energy in advanced high capacity battery assists engine power during acceleration. This results into improved engine efficiency and prevents unnecessary loss of fuel.

**Brake Energy Regeneration:** Regeneration of the kinetic energy makes the Ciaz a true Smart Hybrid Diesel Car. The ISG converts the energy from braking/deceleration of the car and stores it in the battery. This stored energy is later used to drive the ISG, to assist the engine's idle start-stop function and assists the engine during acceleration.

**Gear Shift Indicator:** The gear shift indicator introduced in the Ciaz Smart Hybrid prompts the driver to effectively change the gears, resulting in enhanced fuel efficiency.



### **Enhanced Safety**

The CIAZ is high on the safety quotient too. Built on Suzuki's Total Effective Control Technology (TECT) CIAZ offers immense body rigidity and stability. It offers fortress-like protection to the occupants. Extensive use of High Tensile Steel makes the body stronger and safer. Several active and passive safety features like Dual Airbags, Seatbelts with Pre-tensioners and Force Limiters, ABS with EBD, Rear Parking Sensors and camera, Fog Lamps and Rear Defogger add to the safety of the passengers.

### **Caring for the environment**

MSIL has pioneered the introduction of environment friendly programs ahead of government regulations and the industry. Some of these include upgrading products to End of Life Vehicle (ELV) norms of Europe, production of BS-IV and E-10 compliant engines, introduction of factory-fitted CNG vehicles with i-GPI technology. MSIL has also worked systematically towards reducing the CO<sub>2</sub> emissions of its vehicles. Over the last few years it was able to reduce the CO<sub>2</sub> emissions by over 13% through various fuel efficiency improvements initiatives. Use of hybrid technology in Ciaz is another effort by the Company to contribute to a clean environment.

### **Specifications**

<b>Length (mm)</b>	4490	<b>Boot Space (l)</b>	510**
<b>Width (mm)</b>	1730	<b>Wheelbase (mm)</b>	2650
<b>Height (mm)</b>	1485		

\*\* VDA method

<b>Engine</b>	DDiS 200 (1.3 litre)
<b>Power</b>	66 kW@4000rpm
<b>Torque</b>	200Nm@ 1750rpm
<b>FE</b>	28.09 km/l
<b>Acceleration</b>	0-100 km/hr in 13.2 seconds
<b>Transmission</b>	5 MT

### **Trims & Colours**

CIAZ Smart Hybrid is available in seven different colour options

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

### **Introductory Prices (Ex-showroom Delhi) INR**

<b>Model</b>	<b>V</b>	<b>V (O)</b>	<b>V+</b>	<b>Z</b>	<b>Z+</b>
Ciaz Diesel SHVS	823000	837500	881500	952500	1017500

Click <http://bit.ly/1JvJEFU> for the high-resolution images of the CIAZ Smart Hybrid.