

Press Release

Alto now comes with driver airbag

New Delhi, January 14, 2016: Driver airbag is now offered as an option in all variants of Alto 800 and Alto K10. The large number of customers who buy these bestseller cars can now experience enhanced safety. This also means that Alto, India’s largest selling car for 10 years in a row, now becomes even more attractive.

In recent months, Maruti Suzuki India Limited (MSIL) has introduced enhanced safety equipment in a large number of models. Dual airbags with ABS and EBD was offered as standard across variants of S-Cross and Baleno. This was followed by making dual airbags, ABS with EBD available as an option in all variants of Ciaz, Eritga, DZire, WagonR and Celerio.

Mr. R S Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki, said: “With driver airbag being offered from the base variant upward as an option for the Alto, a very large number of car customers in India will feel reassured. We have offered enhanced safety features, from the base variants, across our model range, ahead of regulations.”

Besides driver airbag, the left outside rear view mirror is also available across all variants of Alto.

Brand Alto:

Alto has been India’s No. 1 selling car for 10 years in a row and has won various accolades. Brand Alto, with its remarkable fuel efficiency and attractive design, continues to strengthen its wide appeal among customers who want more power and performance in their car. Alto has sold over 29 lakh units cumulatively, in India.

In FY 2014-15, the average monthly sale of Alto was over 22,000 units.

Price (INR, ex-showroom New Delhi):

Model	Variant	Price
Alto 800	STD (O)	2,62,313
	LX (O)	2,98,844
	LXI (O)	3,21,365
	LXI CNG (O)	3,78,420
Alto K10	LXI (O)	3,45,844
	VXI AGS (O)	4,11,609
	LXI CNG (O)	4,08,162

Click <https://flic.kr/s/aHsksHbLJA> for high resolution images of Alto 800 and Alto K10.