

MSIL: CSL: NSE&BSE: 2016

15<sup>th</sup> January 2016

Vice President  
National Stock Exchange of India Limited  
“Exchange Plaza”, Bandra – Kurla Complex  
Bandra (E)  
Mumbai – 400 051

General Manager  
Department of Corporate Services  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai – 400 001

**Sub: Press Release**

Dear Sir,

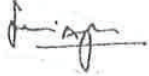
Please find enclosed herewith as Annexure - “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



S. Ravi Aiyar

Executive Director (Legal)  
& Company Secretary

Encl.: As above

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**MARUTI SUZUKI INDIA LIMITED**

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Press Release

**Auto Expo 2016: Vitara Brezza and Concept Ignis to shake up popular segments**

*BOOSTERJET engine and New-generation platform to showcase Maruti Suzuki's technology edge*

**New Delhi, January 15, 2016:** Maruti Suzuki India Limited (MSIL), India's leading passenger vehicle company, will leverage Auto Expo 2016 as an opportunity to communicate its direction for the Indian market.

Besides new models and concepts, MSIL will showcase a new-generation vehicle platform and a new engine. These will take forward the Company's technology story which has gathered pace in recent years.

**VITARA BREZZA**



True to its SUV badge, Vitara Brezza is bold, sporty and masculine.

Wide 16" alloys nested in distinct squarish wheel arches, bold front fascia and definitive and dynamic side profile make this urban compact SUV stand out.

Vitara Brezza will, for the first time, bring a dash of style and glamour to India's SUV landscape.

Vitara Brezza has been designed and engineered by the Maruti Suzuki development teams led by the Chief Engineer Mr. CV Raman.

Vitara Brezza will be globally unveiled on February 3 at Delhi Auto Expo.



**CONCEPT IGNIS**

This smart compact urban concept vehicle will be unveiled on February 4<sup>th</sup> at Delhi Auto Expo 2016. Concept Ignis is dynamic and appealing. Its distinct looks apart, the Concept Ignis is bold and unconventional in many other ways and is set to create waves among India's fast maturing compact car customers.

**CONCEPT BALENO RS, BOOSTERJET and New-generation Platform**

Concept Baleno RS is a sporty version of Baleno, the car that has redefined India's premium compact segment. It is a high performance vehicle with the 1.0 BOOSTERJET engine and an even more edgy and sporty styling.



The 1.0 BOOSTERJET, a newly developed Direct-Injection Turbo engine that offers an exhilarating drive, will be a highlight of Auto Expo 2016. The new engine punches far above its weight to deliver amazing power and road speed, for those who look for that additional zip in their drive.

Concept Baleno RS will get every pulse racing as it combines a powerful engine with a bold and aggressive design language.

It is built on the acclaimed new generation platform that makes vehicles lighter, stronger, safer, more fuel efficient and quieter.

**Democratising technology for the customer**

In Auto Expo 2014, MSIL introduced Auto Gear Shift (AGS) Technology in India through Celerio. This fulfilled the need of Indian consumers for an affordable automatic solution in small cars. Since then, the Company has offered new technologies to Indian car buyers like compact diesel engine DDiS 125, SHVS Smart Hybrid Vehicle by Suzuki [Mild Hybrid], Smart Play Infotainment system including Apple CarPlay. It has also extended the AGS technology to other MSIL products.

The Company has enhanced the focus on safety. For several popular models Airbags and ABS as with EBD are now offered as an option from the base variant upwards.

Auto Expo 2016 takes forward the MSIL technology story.

**Theme: Transformation**

Maruti Suzuki's pavilion is built around the theme *Transformation* – which means **Transformation through Motion**.