

Press Release

Global debut of Maruti Suzuki’s mid-size premium sedan Ciaz

New Delhi, October 6, 2014: Car market leader Maruti Suzuki India Limited, unveiled its much awaited offering in the mid-size premium sedan segment, the Ciaz, today.

At the global debut of the Ciaz, **Mr Kenichi Ayukawa, Managing Director & CEO** said, *“Ciaz has been designed keeping in mind aspirations of a mid-size premium sedan customer. A complete package, the Ciaz offers European styling, premium rich interiors and a host of upmarket features. Ciaz Diesel is India’s most fuel efficient car. The designers have paid special attention to ensure space, comfort and convenience for rear seat occupants as well. We are confident that Ciaz will be warmly received as the preferred upgrade by compact cars owners.”*

Thanking customers for the overwhelming response to the Ciaz, **Mr Ayukawa added**, *“We are delighted with the bookings. It demonstrates customers’ confidence in brand Maruti Suzuki and reinforces our commitment to customers.”*

Built on a brand new platform Ciaz is the longest and one of the widest sedan in its class.

The Company along with its vendors have invested Rs. 620 crore towards development of this model.

Christened innovatively, CIAZ stands for Comfort-Intelligence-Attitude-Zeal.

In addition to strengthening its presence in the domestic market, Maruti Suzuki plans to export the Ciaz to markets in the Middle East, Latin America and Africa regions

Elegant and Stylish exteriors

Ciaz is a blend of sportiness and elegance.

Mr. Hisanori Matsushima is the Chief Designer of Ciaz. Borrowing cues from European styling, Ciaz is tasteful, elegant and clutter-free. Straight lines impart a classy European tinge to the sedan. As an industry first, the projector headlamps are being offered as a standard feature across all trim levels of Ciaz. A strong shoulder line, running all along the length, lends dynamism and balance to the Ciaz. The signature Suzuki “S” logo sits elegantly on the front chrome grille and on the sedan’s tail.

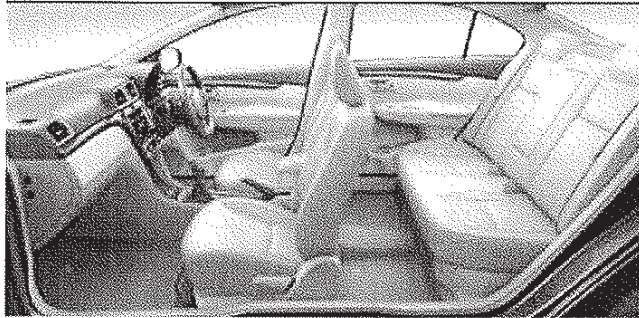
Ornamental door beltline, chic chrome door handles, front fog lamps, Integrated turn indicators on the

Salient features

- Longest and Best in Class Wheelbase
- Suzuki’s most aerodynamic sedan.
- Offers projector headlamps (in all trims)
- Best in Industry fuel efficiency in Diesel (26.21 kmpl)
- Best in Class fuel efficiency in Petrol (20.73 kmpl)
- Designed for superior comfort with enhanced legroom, shoulder room & head room for all passengers
- Built on Suzuki’s TECT concept for superior safety
- Comes packed with an array of class defining features.
- 16” alloy wheels (on Z Optional and above trims)



electrically foldable ORVM, premium split tail lamps and chrome garnished trunk lid, lend finesse to the Ciaz.



contemporary.

Smart engines for top notch fuel efficiency

Ciaz is powered by two highly acclaimed engines: the next generation K14 VVT petrol engine and refined DDiS200 diesel engine.

Smartly integrated, the next generation K14 VVT 1.4 litre petrol engine delivers a class leading fuel efficiency of 20.73 kmpl.

Similarly, smart engine packaging and integration of the acclaimed DDiS200 1.3 litre engine returns fuel efficiency of 26.21 kmpl making it India's most fuel efficient car.

Super Quiet

Several refinements in powertrain, suspension and adequate use of noise dampeners at appropriate places have resulted in a quieter cabin.

Super Safe

The Ciaz is built on Suzuki's Total Effective Control Technology (TECT) for safety. The high tensile steel deployed extensively across the body panels of the Ciaz makes it stronger. The wide wheelbase offers unparalleled stability to the car while negotiating tough corners.

Several active and passive safety features such as ABS with EBD and driver side air bag (from V+ trim itself) and dual airbags (from Z trim onwards) add to safety. In addition, features like parking sensors are offered in V+ trims. Z trims are offered with parking camera, seat belt with pre tensioners and force limiters.

Trim levels

In Manual transmission Ciaz is currently offered in 4 trim levels in Petrol variants (Vxi, Vxi+, Zxi and Zxi-Optional) and 4 in Diesel variants (Vdi, Vdi+, Zdi and Zdi-Optional).

Seamless and clutter-free interiors

The cabin's enhanced leg room, headroom and shoulder room for all occupants is a clear differentiator. Ergonomically designed seats offer superior comfort. The driver seat placement enables best-in-class front and rear road visibility. The premium black-and-beige interior theme, with luxurious wooden garnish and chrome accents looks chic and

Inherently feature rich

- Reverse parking camera and sensors
- Keyless push start system and a smart key-fob,
- Glass integrated antennae,
- Electric trunk opening,
- Steering mounted audio & Calling controls,
- Rear defogger,
- Auto-AC,
- Footwell lamps,
- Plush leather upholstery and leather wrapped steering,
- Front fog lamps

Rear passenger comfort

- Rear AC vents,
- Rear accessory socket,
- Rear sunshade
- Rear center armrest with cup-holders
- Twin - personal reading lamps.

Convenience features

- Sunglass holder,
- Illuminated front console box,
- Front center arm rest,
- Utility box neatly concealed in the armrest,
- Keyless entry,
- Electrically Foldable ORVM,
- Driver seat Height adjuster,
- Auto dimming IRVM,
- Audio with CD / USB / Aux In,
- 4 speakers + 2 tweeters.
- Bluetooth

Zxi-Optional and Zdi-Optional are equipped with upmarket differentiators like 16" alloy wheels, leather upholstery; leather wrapped steering and additional chrome ornamentation. The Zxi+ and Zdi+ variants of the Ciaz, to be available in early 2015, will have all these features and an integrated SmartPlay® in-car infotainment system.

Ciaz is also offered with two automatic transmission variants (petrol).

Seven colour palette includes 3 new exclusive colours including Dignity Brown, the character colour. for Ciaz.

New >>	Pearl Metallic Dignity Brown	Pearl Sangria Red	Pearl Snow White	
	Metallic Clear Beige	Pearl Midnight Black	Metallic Glistening Grey	Metallic Silky Silver

Specifications

	Diesel	Petrol (5MT)	Length	4490 mm
Fuel efficiency	26.21 km per litre	20.73km per litre	Width	1730 mm
Engine	1248 cc	1373 cc	Height	1485 mm
Power (ps@rpm)	90@4000	92.45@6000	Wheelbase	2650 mm
Torque (nm@rpm)	200@1750	130@4000	Boot Space	510 litre
Kerb Weight	1105 kgs (Vdi)	1010 kgs (Vxi)	Ground Clearance	170mm

Introductory Prices: Ex showroom Delhi

Diesel variants	Rs Lakh	Petrol variants	Rs Lakh
Ciaz Vdi	8.04	Ciaz Vxi	6.99
Ciaz Vdi+	8.63	Ciaz Vxi+	7.55
Ciaz Zdi	9.45	Ciaz Zxi	8.24
Ciaz Zdi (Optional)	9.80	Ciaz Zxi (Optional)	8.59
		Ciaz Vxi+ (Automatic)	8.65
		Ciaz Zxi (Automatic)	9.34

Ciaz will be available in Maruti Suzuki showrooms across the country immediately.

