

Annexure- "A"

Maruti Suzuki launches Ertiga Limited Edition to mark sales of 150,000 units

New Delhi, July 15, 2014: Car market leader Maruti Suzuki has introduced Ertiga Limited Edition to mark the milestone of 150,000 units sales in the Indian market. Ertiga Limited Edition will shortly be available in Petrol, CNG and Diesel variants at Maruti Suzuki dealers across the country.

The Ertiga Limited Edition in a new pearl blaze blue colour with several factory-fitted high end features is attractively priced. This is in line with the Company's vision to offer product differentiation to customers who aspire for features over and above the product strengths of high fuel efficiency, interior comfort, ease of driving and flexi seating.



Highlighting the upscale features, Mr. Manohar Bhat, Vice President, Marketing, Maruti Suzuki India said, "The new Ertiga Limited Edition, with a sleek chrome grille, plush interiors, aesthetically designed spoilers with classy body graphics, decals, is a tasteful product. The additional features on the Ertiga Limited Edition highlight the Company's focus on product differentiation for the customer. Limited editions help us strengthen the brand and enhance the overall appeal of the car. Customer's preference for compact Utility vehicle is reflected in class leading sales of over 14,000 Ertiga in the first quarter (April-June) of this fiscal."

Bhat added, "Overall, we have sold over 150,000 units in domestic market. Ertiga was the fastest to achieve this milestone in B segment. Customers have appreciated the Ertiga for its compact size, contemporary looks, ergonomic design, and the flexibility of 5+2 seating."

The Ertiga Limited Edition will be available in an all new Pearl Blaze Blue, in addition to Superior White and Silky Silver Metallic.

Ex-showroom Delhi Price	INR (excludes MGA kit worth Rs 6,190/- fitted at dealer showroom)
Ertiga Limited Edition Petrol	676,836
Ertiga Limited Edition CNG	734,872
Ertiga Limited Edition Diesel	805,677

Exterior	Rear upper spoiler
	10 spoke Alloy wheel
	New body color
	Sleek front Chrome grille
	Chrome Door Handle
	Attractive Body Graphics and DeCal
Interior	Black & Beige Dual tone interior color combination
	Wooden finish Cubic print on IP & Door trim
	Limited edition floor Mats
Feature	Rear Parking Assist Sensor with digital display
	High Grade Integrated audio