

## Press Release

**Maruti Suzuki presents India's most fuel efficient car 'refreshed Swift DZire' @ 26.59 kmpl (Diesel)**

- ✓ Fuel efficiency higher by over 13%
- ✓ 4 new body colours
- ✓ Rich interiors
- ✓ Enhanced front fascia with an imposing S logo on the front grille
- ✓ Priced Rs 507,800 onwards
- ✓ Packaged with several comfort and convenience features
- ✓ Incremental equipment list includes engine push start/stop button, reverse park assist, audio with Bluetooth, electrically retractable ORVM

**New Delhi February 23, 2014:** Car market leader Maruti Suzuki unveiled the refreshed edition of its bestseller DZire with over 13 per cent improved fuel efficiency here today. Aggressively priced at Rs. 507,800 onwards, the new DZire sports contemporary styling, superior comfort & convenience features and enhanced fuel efficiency. Besides, the new DZire is being introduced in four new body colours and will be available in both, Petrol and Diesel fuel options.

**Industry's best in FE:** Pegged as India's most fuel efficient car the new DZire returns a mileage of 26.59 kmpl\* on diesel, up by around. 13%. The petrol trim comes with a fuel efficiency improvement of over 9% with a certified fuel efficiency of 20.85 kmpl\*. (\* as certified by Test Agency under Rule 115 of CMVR 1989).

**New Looks:** In the looks department, the refreshed DZire is a clear winner. New DZire sports stylish new body coloured bumper, elegant headlamps with a black tinge, fog lamps bezel with chrome accents. Trendy high motion alloy wheels help to enhance the style quotient of the new DZire, even further. Alp Blue is the character colour for new DZire.

All new exteriors

- o Imposing chrome front grille
- o Stylish motion alloy wheels
- o Electrically retractable ORVMs with turn indicators
- o Front Fog lamp (bezel) chrome accents
- o Head lamp with black tint finish
- o New design body colour bumpers

Premium Interiors and Comfort

- o Engine push start / stop button
- o Rich premium upholstery
- o Front & rear accessory socket

Convenience features

- o Mike integrated map lamp
- o Audio & Bluetooth control on steering
- o Backdoor operation electromagnetic

Safety features

- o Reverse parking sensors

Colour Palette & Trims

- o Added four new colours  
Cave black, Alp Blue, Magma Grey, Sangria Red
- o 8 Trims :5 in Petrol including AT & 3 in Diesel

Smart facts on DZire

- ❖ Over 9.12L units sold in India
- ❖ Amongst top three sellers in the Industry for last three years
- ❖ India's bestselling entry sedan for last three years
- ❖ Launched in Feb 2008
- ❖ Full model change in Feb 2012

Cumulative sales milestones

- ❖ 100,000 units: Sep 09 (19 months)
- ❖ 200,000 units: Sep 10 (12 months)
- ❖ 300,000 units: Sep 11 (12 months)
- ❖ 500,000 units: Jan 13 (16 months)
- ❖ 700,000 units: Jan 14
- ❖ 900,000 units: Jan 15

On the introduction of the new DZire **Mr. R.S. Kalsi, Executive Director Marketing & Sales, Maruti Suzuki India** said, "Taking forward our efforts to refresh our existing models, we present new DZire as India's most fuel efficient car returning fuel efficiency of 26.59kmpl. The rich equipment list on the refreshed DZire that includes premium features like engine push start / stop system, reverse parking sensors, new motion alloy wheels and Bluetooth with audio etc will be valued by the customers."

**Engine:** Powered by the acclaimed 1248cc DDiS diesel engine, DZire diesel returns torque of 190Nm @ 2000 rpm and unmatched power of 75ps @ 4000rpm. The Petrol variant comes with 1197cc K series VVT engine that delivers a power of 84.3ps @ 6000rpm and a torque of 115Nm @ 4000rpm.

Several innovations by Maruti and Suzuki engineers to improve fuel efficiency include changes in engine hardware leading to improved thermal efficiency, reduced frictional losses and changes in engine calibration.

While the compact combustion chamber and higher compression ratio on gasoline engine helps to improve engine efficiency, the advanced thermal management system in

diesel engine along with low friction engine oil and modified fuel injection system help diesel engine in faster warm up and lower frictional losses.

**Colours:**

* Alp Blue	Cave Black	Magma Grey	Sangria Red
Pearl Arctic White	Silky Silver	Prime Pacific Blue	

< < < New colours

\* Exclusive colour for the new Swift Dzire

**Introductory Prices:**

Fuel type	Variant	Ex showroom Delhi prices in Rs lakhs	Fuel type	Variant	Ex showroom Delhi prices in Rs lakhs
Petrol	LXi	507,883	Diesel	LDi	599,523
	LXi (O)	520,147		VDi	685,097
	VXi	585,000		ZDi	781,000
	ZXi	680,000			

[Click HERE for the High resolution pictures of the new Dzire](#)

*\*Above prices are for both metallic and non-metallic colors*