

MSIL: COS: NSE&BSE: 2021

24th February, 2021

Vice President
National Stock Exchange of India Limited
"Exchange Plaza", Bandra- Kurla Complex
Bandra (E)
Mumbai - 400 051

General Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001

Sub: Press Release

Dear Sir,


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

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



Sanjeev Grover
Vice President &
Company Secretary

MARUTI SUZUKI INDIA LIMITED

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Press Release

**Designed to thrill, Maruti Suzuki introduces New Swift
More Powerful, More Stylish**

- Next Gen K-Series 1.2L Dual Jet Dual VVT Engine with Idle Start Stop
- Best-in-Class Fuel Efficiency 23.20 km/l in MT and 23.76 km/l in AGS
- New Appealing Front Fascia with Dual Tone Exteriors
- New Exciting Features like Cruise Control, Coloured Multi-Information Display and Key Sync Auto Foldable ORVM to delight customers
- Electronic stability program with hill hold assist to be offered as standard in AGS variants



New Delhi, February 24, 2021: Maruti Suzuki today launched the all-new Swift 2021, engineered to further excite the customer with an advanced powertrain, appealing dual tone exterior and new exciting features. Taking the glorious legacy of Maruti Suzuki Swift forward, the all-new Swift 2021 aligns with the customers' needs for freshness and technology. Brand Swift has created a benchmark by being the preferred choice of Indian customers owing to its global styling, sporty stance and power-packed performance.

Introducing the new Swift, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *“Since its launch in 2005, Swift has revolutionised the premium hatchback segment in India. Swift with its sporty performance, upright stance and unmistakable road presence emphasizes individuality that stands out from the crowd. This ‘coming of the age’ car was designed keeping in mind the evolved preferences of the modern day customer. Over the years, Swift has earned the warmth of nearly 2.4 million customers. The new Swift takes this legacy a notch higher with a new powerful K-series engine, sportier dual tone exterior, best-in-class fuel efficiency and enhanced safety features. We thank our customers for their unwavering support throughout and are confident that the new Swift will also win the appreciation of our customers.”*



Powered to Thrill

The new Swift is equipped with ‘Next Gen K-Series Dual Jet Dual VVT engine with Idle Start Stop (ISS) technology for a thrilling experience. The Dual Jet technology (2 injectors per cylinder), coupled with Dual VVT (variable valve timing for both Intake and Exhaust valves) and cooled Exhaust Gas Recirculation (EGR) system result in higher fuel efficiency with lower emissions. This leads to best-in-class fuel efficiency of 23.20 km/l in MT and 23.76 km/l in AGS variants for an unmatched drive. Available in both Manual and Automatic Gear Shift (AGS) variants, the new K-series engine also offers an increased power output of 66KW@6000rpm to further exhilarate the drive experience.

Designed to Captivate

The refreshed premium silver interior ornamentation and introduction of dual tone exteriors further enhance Swift’s stylish character. The new sporty cross mesh grille with bold chrome accent lends a distinctive fascia to the new Swift, enhancing the dynamic personality of the modern customers.

Exciting New Features

The new Swift with contemporary features like cruise control, idle start and stop and key synchronized auto foldable ORVMs enhances the driving experience. On the interior, the new Swift comes with a twin-pod meter cluster and a new 10.67cm multi-information coloured TFT display giving a vibrant visual appeal. The 17.78 cm Smartplay Studio infotainment system combines smartphone, vehicle, and cloud-based services to offer a delightful experience.

Safety Redefined

Powered with up-to-date features such as Electronic Stability Program (ESP) with hill-hold in AGS variants, steering with enhanced return ability mechanism, new bigger sized front and rear brakes further enhance the driving experience of the new Swift. The electronic stability program and the hill-hold function in the AGS variants of the new Swift 2021 detect vehicle skid movement and restrain the same. It does not allow the vehicle to roll-back on inclined slopes in stop-start traffic condition, ensuring complete control and peace of mind. The new Swift also comes equipped with a host of safety features such as dual airbags, ABS with EBD, Pre-tensioner and force limiter seat belts, driver and co-driver seat belt reminder, ISOFIX, reverse parking sensors with a rear view camera, making it ideal for driving enthusiasts.

The all-new Swift is available in an array of colours. Adding more peppiness to the brand are three dual tone options-

- √ Pearl Arctic White with Pearl Midnight Black Roof
- √ Solid Fire Red with Pearl Midnight Black Roof
- √ Pearl Metallic Midnight Blue with Pearl Arctic White Roof

PRICE OF ALL-NEW SWIFT 2021: (Ex-showroom Delhi; in Rs lakhs)

Variant	Price (Manual)	Price (AGS)
LXI	5.73	-
VXI	6.36	6.86
ZXI	6.99	7.49
ZXI+	7.77	8.27
ZXI+ Dual Tone	7.91	8.41

CLICK HERE FOR PHOTOGRAPHS OF ALL-NEW SWIFT 2021:

<https://www.flickr.com/photos/126049010@N03/sets/72157718397485073/>