

MSIL: CSL: NSE&BSE: 2018

20<sup>th</sup> August, 2018

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 press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

**For Maruti Suzuki India Limited**



Sanjeev Grover

Chief General Manager &  
Company Secretary

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**MARUTI SUZUKI INDIA LIMITED**

**CIN: L34103DL1981PLC011375**

Registered & Head Office  
Maruti Suzuki India Limited,  
1 Nelson Mandela Road, Vasant Kunj,  
New Delhi 110070, India.  
Tel: 011-46781000, Fax: 011-46150275/46150276  
www.marutisuzuki.com

Gurgaon Plant:  
Maruti Suzuki India Limited,  
Old Palam Gurgaon Road,  
Gurgaon 122015, Haryana, India.  
Tel. 0124-2346721, Fax: 0124-2341304

Manesar Plant:  
Maruti Suzuki India Limited,  
Plot No.1, Phase 3A, IMT Manesar,  
Gurgaon 122051, Haryana, India.  
Tel: 0124-4884000, Fax: 0124-4884199

E-mail: investor@maruti.co.in, contact@maruti.co.in

## PRESS RELEASE

## Maruti Suzuki rolls out the New Ciaz with new 1.5 litre Petrol Engine with new Smart Hybrid Technology installing Lithium-ion battery

### Salient Features:

- ❖ **Revolutionary New Engine:** All-new 1.5 litre K15 Petrol Engine for enhanced performance. (13% more power & 6% more torque)
- ❖ **Advanced Smart Hybrid Technology with Lithium-ion battery:** In Petrol variants. Segment first. Standard across variants.
- ❖ **Dynamic new front Design:** LED projector headlamps with DRLs and LED front fog lamps create a brilliant all-white signature. Elegant Front Bumper & sleek front Grille. LED rear combination lamps.
- ❖ **Safe and Secure :** High speed warning alert, Reverse parking sensors, Driver and Passenger seat belt reminder alert, ISOFIX child seat restraint system, Dual airbags, ABS with EBD are standard. Electronic stability program (ESP) with 'hill hold' function comes standard in Automatic variants.
- ❖ **Advanced Features:** Next generation features like Cruise Control, Auto headlamp and Auto headlamp leveling for convenience and customer delight.

**Bangalore, 20<sup>th</sup> August, 2018:** Maruti Suzuki India Limited today launched its premium sedan Ciaz, in a brand new avatar. The New Ciaz is now offered with the revolutionary new 1.5 litre K15 petrol–engine. The next generation smart hybrid with Lithium-ion battery makes its maiden appearance in the New Ciaz.

The New Ciaz is engineered to offer class-leading comfort, impactful exteriors, elite interiors, unmatched performance along with an array of safety and convenience features.

Presenting the New Ciaz to customers, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki** said, *“At Maruti Suzuki, we always strive to bring newer, advanced and greener technologies in India. The New Ciaz, powered by K15 Smart Hybrid gasoline engine, is testament of the same. Ciaz is the first car in India to be powered by next generation Smart Hybrid technology with Lithium-ion battery. Over the past four years, Ciaz has redefined the sedan segment with its class leading space, design and sophistication. With fresh changes, we are confident that the New Ciaz will present a complete package in line with aspirations of evolving customers.”*

### Advanced Powertrain with Progressive Next Generation Smart Hybrid

The new K15 Engine continues to deliver best in class fuel efficiency and enhanced performance to Ciaz customers

As India’s first Smart Hybrid Vehicle, Ciaz continues to build a legacy of innovation. The new Lithium-ion battery is Compact, designed for longer service life and contributes to improved fuel efficiency.

### **Performance Inspired Powertrain**

- New K15 petrol engine with higher torque and power output
  - Power: 77kW@6000 rpm (up by 13%)
  - Torque: 138Nm@4400 rpm (up by 6%)
- Increased engine efficiency contributing to enhanced Fuel Efficiency and performance

### **Next Generation Smart Hybrid System**

- New generation Dual battery system with the following features
  - Idle Start Stop
  - Torque Assist Function
  - Brake Energy Regeneration

The acclaimed 1.3 litre DDiS Smart Hybrid diesel engine option will continue to excite discerning Ciaz customers.

New Ciaz delivers class leading fuel efficiency of 21.56 Km/l in manual petrol variants and 28.09Km/l in diesel.

### **Impactful Exterior:**

New Ciaz comes with aggressive road presence with new impactful exterior features:

- Sharp Front Fascia with new Grille & Bumper
- Sleek & Contemporary LED Projector Auto headlamps with DRLs (Segment first)
- LED Fog Lamps and chrome Garnish
- Rear LED Combination Lamps
- Elegant Chrome Bezels on front & rear fascia
- 16-inch precision cut alloy wheels in dual tone Metallic Pebble Grey Finish



### **Sophisticated Interior:**

With core focus on convenience and luxury, the interiors accentuate premium position of New Ciaz with upmarket features:



- New Birch blonde wood grain accents with sophisticated low gloss finish
- Satin chrome highlights on dashboard & door trims
- New 4.2" Multi information colored TFT display
- Eco illumination in speedometer which dynamically changes color based on the driving pattern.

Launched in 2014, Ciaz became the most popular mid-size premium sedan under A3 segment. Maintaining its leadership in the segment, Ciaz has sold over 2,20,000 units since launch.

Retailed through the NEXA network, Ciaz has set a benchmark for customers in the mid-sized premium sedan market. The top end (Alpha) variant of Ciaz contributes a phenomenal 41% of its total sales.

Click on **New Ciaz Images** (<https://www.flickr.com/photos/126049010@N03/albums/72157697136220942>) for high-resolution images of the new Ciaz

### **Price:**

Petrol Manual	Ex-showroom price(Bangalore) in Rs.	Petrol Automatic	Ex-showroom price(Bangalore) in Rs.	Diesel Manual	Ex-showroom price(Bangalore) in Rs.	Colour range
Sigma	819,000	-	-	Sigma	919,000	❖ NEXA Blue
Delta	880,000	Delta	980,000	Delta	980,000	❖ Met. Premium Silver (new)
Zeta	957,000	Zeta	1,057,000	Zeta	1,057,000	❖ Met. Magma Grey (new)
Alpha	997,000	Alpha	1,097,000	Alpha	10,97,000	❖ Pearl Met. Dignity Brown
						❖ Pearl Snow White
						❖ Pearl Sangria Red
						❖ Pearl Midnight Black