

## Vitara Brezza: Strong, Stylish, Class Leading Features

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*Launch likely in a few weeks*

**New Delhi:** Delhi Auto Expo 2016 kicked off in grand style with the premiere of Maruti Suzuki Vitara Brezza, the compact urban SUV from the market leader.

Vitara Brezza - strong, masculine with a raised stance and dynamic styling - brings immense style and glamour to India's SUV landscape. The interior is bold, impressive and contemporary: a dashboard that bears a futuristic layout, resolute garnishing, a progressive meter cluster, sporty seats and smart and versatile flip folded rear seats.

### **Created in India, Unveiled to the World**

Vitara Brezza has been conceptualized, designed and developed in India using a Suzuki global platform and engine. Mr. C. V. Raman, Executive Director R&D, Maruti Suzuki Indian Limited (MSIL) is the Chief Engineer leading the Vitara Brezza project. The development of Vitara Brezza was done using Suzuki's core technology and global product development process. The development cost was Rs 860 crores. Localization level is 98%.

### **Class leading features**

Vitara Brezza is high on personalization. For the first time in the segment, customers can enjoy custom car experience straight from the showroom. On offer are theme based options- Glamour, Urban, Sporty - that match the personality of the customer, a feature never seen before in an SUV in India.

Dual colour scheme with floating roof feel is another category first, and imparts a distinct identity to the Vitara Brezza.

In terms of technology and features, Vitara Brezza raises the bar with several first-in-class features in the compact SUV category: 'Bull Horn' shaped LED light guides with projector headlamps and rear combination lamp, unique cockpit style instrument cluster with mood lights, large and wide tyres and SMARTPLAY infotainment.

Vitara Brezza was unveiled to the world today when Mr Toshihiro Suzuki, President & COO of Suzuki Motor Corporation, Japan and Mr Kenichi Ayukawa, Managing Director & CEO of Maruti Suzuki India, took the covers off a dual colour – blazing red with midnight black – vehicle.

**Mr. Toshihiro Suzuki said,** "In "Suzuki Next 100", our mid-term management plan, India is positioned as the most important strategic market and production base. I am proud to introduce the brand new Vitara Brezza. It is developed under a unique process to design, with a special focus on the taste and values of Indian customers. You are going to love it."

**Mr. Kenichi Ayukawa said,** "Vitara Brezza is true to its category of a compact urban SUV. It is muscular, bold and sporty, with a distinct presence. It offers style and glamour, and features and customisation never seen before in SUVs in India."

He added: "Built on a global Suzuki platform, Vitara Brezza has been conceptualized, designed and developed in India using Suzuki's global development processes. We believe this model appeals to Indian customers in its design, packaging and features. Vitara Brezza is Maruti Suzuki's symbol of Create in India."

### **Dynamic and Confident**

Vitara Brezza, a perfect mix of SUV grace and urban presence, is on display at the center of the Maruti Suzuki pavilion. The front fascia gets unflinching styling with a bold chrome grille.

The signature 'Bull Horn' lights with unique turn indicators in the front bumper lend distinctness. Balanced proportion supported by square wheel arches, short overhangs, high ground clearance and

upright hood gives the vehicle a confident stance. The raising belt and rocker lines, and the roofline that slopes down gently towards the rear give the vehicle a dynamic posture

### **Powertrain and NVH performance**

Vitara Brezza is powered by the acclaimed 200 DDiS engine mated with a five-speed manual transmission. Precisely selected gear ratios ensure excellent driving pleasure and use of multiple technologies ensures this stylish SUV stands tall on the promise of fuel efficiency. Use of pendulum engine mount system, effective use of acoustic insulation and absorption materials around the cabin and engine compartment ensure low NVH levels in Vitara Brezza. While customers in this segment prefer the powerful peppy ride offered by the diesel trim, the Company is also working on a petrol trim which will be offered in the future

### **Safety – More Firsts for the Vitara Brezza**

Vitara Brezza meets offset and side impact crash tests that will come into force in India in 2017. It is the first vehicle in India to be certified by homologation agency, for meeting these future regulations. Driver airbag is standard. Front passenger airbag and ABS with EBD is offered as an option from the base variant. A stronger, hi-tensile steel body not only offers superior ride-handling, but also enhances occupant protection along with Suzuki TECT body structure.

### **Specifications**

Length	3995 mm	Power	66 kW / 4000 rpm
Width	1790 mm	Torque	200 Nm / 1750 rpm
Height	1640 mm	Wheel Base	2500mm
Boot Space*	328 Litres	Minimum Ground Clearance**	198 mm
Tyre Size	215/60R16		

*\*Researched by VDA method*

*\*\* Minimum Ground Clearance mentioned is in unladen condition.*

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