

Press Release

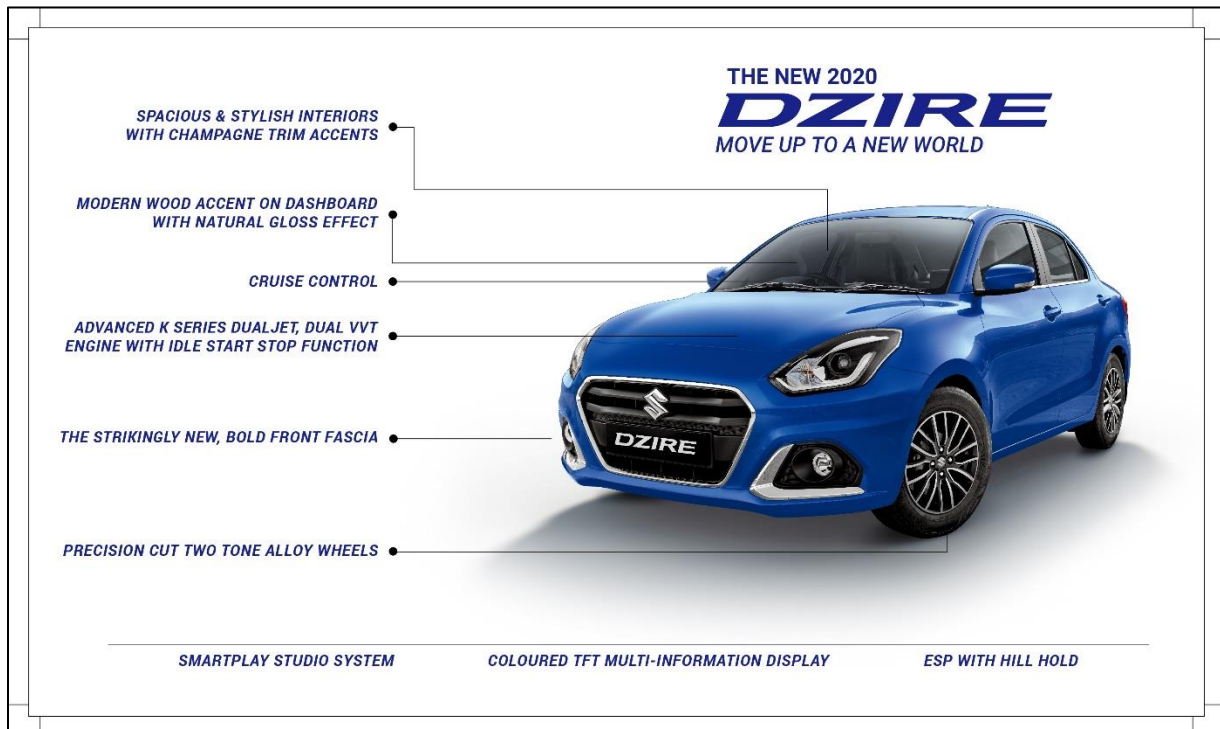
India's No.1 selling sedan, Maruti Suzuki Dzire in a new premium avatar

- 2020 Dzire with advanced K-series Dual Jet, Dual VVT BS6 petrol engine with first-in-segment idle start-stop technology for class leading fuel economy
- Exudes a bold and sophisticated design language, imposing a more modern and refined front fascia
- New modern wood finish interiors, offering unique natural gloss effect
- New features like cruise control, Smartplay Studio infotainment system, coloured TFT MID display and key sync auto foldable ORVMs
- Electronic stability program with hill hold assist to be offered as standard in AGS variants

New Delhi, 20 March, 2020: Maruti Suzuki India limited today launched the new upmarket avatar of India's bestselling sedan Dzire. The 2020 Dzire offers a bold and sophisticated front fascia with new bumper and grille design, along with modern wood finish interiors. Powered by next-gen K-series engine, the 2020 Dzire offers advanced features like cruise control and auto foldable ORVMs with Key sync for enhanced customer convenience.

Introducing the all new Dzire, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited** said, "With over 55% market share in its segment, Dzire is the preferred sedan of over 20 lakh customers. Building on overwhelming customer response, 2020 Dzire offers next generation K-series engine with segment first idle start-stop technology (ISS), upgraded premium exterior design, refreshed interiors and advanced features. As a Company, we have believed in bringing technologies that benefit the customers. The 2020 Dzire will help us to continue with our brand promise to offer products with state-of-the-art design & advanced technology to delight our customers."

He added, "The introduction of advanced K-series Dual Jet, Dual VVT BS6 petrol engine with idle start-stop function makes it more desirable, low on emissions and high on fuel efficiency."



Advanced Powerful Engine:

The 2020 Dzire is powered by the next-gen K-series Dual Jet, Dual VVT BS6 engine with first-in-segment idle start-stop function. This new engine with higher compression ratio, cooled EGR system and piston cooling jet offers improved engine efficiency and friction reduction. This leads to best in segment fuel efficiency of 23.26 Km/L in MT and 24.12 Km/L in AGS variants. The new K-series engine also offers increased power output of 66kW@6000rpm. It is available in both Manual and Automatic Gear Shift (AGS) variants.



Bold and Modern Exterior Design:

The 2020 Dzire is upgraded with an enhanced front fascia giving it a bold and sophisticated design. The premium single aperture front grille and bold chrome accents in lower bumper emphasise a stronger road presence.

Premium and Sophisticated Interior:

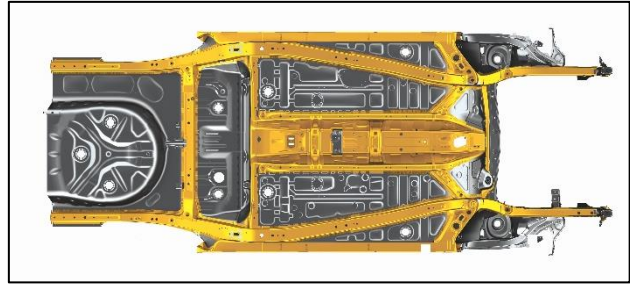
On the interior, the 2020 Dzire comes with twin pod meter cluster, and a new 10.67cm multi information coloured TFT display giving it a vibrant visual appeal. Complementing the interiors are the new modern wooden finish ornaments on the doors and instrument panels with natural gloss finish. The new characteristic dual tone seats enhance the overall cabin appeal.

The new 17.78cm Smartplay Studio touch infotainment system combines smartphone, vehicle and cloud-based services to offer a delightful driving experience. In addition to music, user can surf news feed, get the latest weather updates and use navigation with live traffic updates.



Superior Safety:

The new 2020 Dzire with its wide stance offers ample space and superior safety. The electronic stability program and Hill-hold function in the AGS variants of the new Dzire 2020 detect vehicle skid movements and counteracts them. It does not allow the vehicle to roll-back on inclined slopes in stop-start traffic condition, ensuring that the driver always stays in control. The 2020 Dzire comes with bigger sized brakes in the front as well as rear, offering better braking performance and brake life. Additionally, all variants are equipped with dual airbags, pre-tensioner force limiter seat belts, ISOFIX (child seat restraint system) and ABS with EBD.



Built on the fifth generation HEARTECT platform, the new 2020 Dzire complies with frontal offset, side impact and pedestrian regulations.

In addition to the exciting colour options offered, the 2020 Dzire will be available in two new rich and premium colours, Premium Silver and Phoenix Red.

Price (Ex- showroom Delhi)

Variant	Price (in Rs.)	Variant	Price (in Rs.)
Lxi	589,000	-	-
Vxi	679,000	Vxi (AGS)	731,500
Zxi	748,000	Zxi (AGS)	800,500
Zxi+	828,000	Zxi + (AGS)	880,500

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