

Press Release

Maruti Suzuki unveils Concept IGNIS and Concept BALENO RS for India

Launch likely in festival season

New-Generation platform and 1.0 BOOSTERJET engine show future direction

New Delhi, February 4, 2016: Maruti Suzuki India Limited (MSIL), India's leading passenger vehicle manufacturer, unveiled Concept Ignis and Concept Baleno RS on the second day of Delhi Auto Expo 2016.

The Company also showcased its new-generation platform which is lighter, but also more rigid than conventional platforms. It enables the vehicle to balance safety, fuel efficiency and superior driving performance.

The Company also unveiled the 1.0 BOOSTERJET direct injection turbo engine. This new engine punches far above its weight - and displacement - to deliver amazing power, torque and road speed.

Through these new products, technologies and innovations, the Company showcased its future line-up for Indian customers. The production models of Ignis and Baleno RS will be launched in India in the festival season.

A stunning Urban Blue Concept Ignis, and a Concept Baleno RS, were unveiled by Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited.

Mr. Kenichi Ayukawa said, *"Concept Ignis and Concept Baleno RS are our two new offerings for India. These will appeal to the third generation Maruti Suzuki customers. The production models of both models will be launched in the NEXA channel and will reinforce our commitment towards constantly introducing aspirational cars that offer a new premium experience to our customers. Using latest and innovative technologies, we aim to meet the design and performance criteria of customers who are seeking vehicles that are friendly to environment and society."*

Concept IGNIS

Concept Ignis is a smart compact urban concept vehicle built on a new-generation platform.

Concept Ignis is dynamic and appealing. Its design is bold and unconventional. It has high ground clearance, providing drivers with a sense of confidence even on rough roads. Ignis is set to create waves among India's fast maturing compact car segment.

Concept Baleno RS with BOOSTERJET engine

Concept Baleno RS is a sporty version of the bestseller premium hatchback Baleno which has redefined India's premium compact segment. The new 1.0 BOOSTERJET direct injection turbo engine offers an exhilarating drive feel while the external styling is even more edgy and sporty.

Concept Baleno RS will give customers the opportunity to experience the thrill of a performance car with the extravagance of a premium hatchback. It will get every pulse racing as it combines a powerful engine with a bold and aggressive design language. It is built on the acclaimed new-generation platform which makes vehicles more rigid, safer, light in weight, more fuel efficient and quieter.

S-CROSS limited edition

On display is India's first premium crossover, the S-CROSS, in its newest avatar. The new S-CROSS Limited Edition now comes fully loaded with new features like chrome back door garnish, rear-end spoiler in black paint finish, sporty pedal pad, ORVM garnish in matt black finish, foot well lamp with blue light (ambient light), interior styling kit - new carbon among other features. These feature gives the premium crossover an all new exclusive feel and aura while still maintaining the character of a true crossover.

New-generation Platform

The new-generation platform is a result of Suzuki's quest to achieve a lighter, more rigid platform. The result was achieved by radically reviewing and undertaking fundamental redesign of the underbody's structure. The overall vehicle design is also optimized, including parts mounted on the underbody. The new-generation platform uses a continuous structure in a smooth form. This innovative platform has improved crash

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resilience, achieves an approximately 10 per cent increase in body rigidity in case of the Baleno, compared to conventional vehicles in the same class.

The new-generation platform allows keeping vibration and noise in check, while maintaining ride comfort.

This means better driving performance and fuel efficiency, without sacrificing collision safety and NVH performance.

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