

Maruti launches Zen Estilo in style

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New Delhi: Car market leader Maruti Udyog Limited (MUL) will unveil its stylish new Zen Estilo at a gala fashion show here tonight.

While this new Zen has all the qualities associated with Maruti Suzuki cars, it will attract customers specially for its tasteful looks and unique styling.

Inspired by the attractive looks and styling of the new Zen, noted fashion designer Tarun Tahiliani has created a special collection dedicated to the car. The new Zen is being launched at a Tarun Tahiliani fashion show.

Managing Director of Maruti Udyog Limited, Jagdish Khattar said; "Young people in India today desire products with contemporary styling and international appeal. The new Zen will appeal to this new India, just as the original Zen appealed to the India of the mid 1990s. It incorporates features and attributes that are uniquely suited to India and valued by Indian car buyers."

Compact car segment

In preparation for the Zen Estilo, MUL had withdrawn production of the first generation Zen about eight months ago.

The launch of Zen Estilo now will further strengthen MUL's position in the compact car segment where it also offers Alto, India's largest selling car and the new-look WagonR, which recently achieved record sales.

Features

Zen Estilo is roomier than the original Zen, comes with a bigger engine (1061 cc), is taller, offers more boot space and superior air conditioning. It delivers 64 bhp and its low end torque of 84 nm (at 3500 rpm) makes it ideal for Indian city conditions.

It offers convenience features like power windows on all the four doors, 5-door power locking, internally controlled outsider-rear-view-mirrors & speaker provision in all 4 doors. It has an option of advanced features such as ABS and Airbag in the top end variant.

Looks and Style

New Zen has been branded as Zen Estilo. "Estilo" is a Spanish word, meaning Style.

The new Zen comes in a monofrom shape that makes it clean, smooth and uncluttered. Thoughtful emphasis is given to horizontal lines & features to give it visual stability.

Maruti's Engineering team which had earlier collaborated with the Japanese counterparts in Suzuki Motor Corporation to design the Swift and also face-lifted the WagonR has worked on the Zen Estilo as well.

The front of the car, with its cute grille, a bumper feature surrounding it, and sparkling eyes gives the impression of a "Happy face". Zen Estilo comes with an 'Aero-look' instrument panel, a colourful yet precise meter cluster, and a 'soft feel' 3-spoke steering wheel.

The interiors of the car carry forward the Zen's stylish positioning. A two-tone combination is offered, depicting style. Seats give a premium feel by use of rich texture fabric, while technical and abstract patterns reflect an urban styling. The beige interior trim brightens up the cabin.

Colours

The new Zen comes with an eight colour line-up offering vivid and chromatic colours, some of them offered for the first time.

The company has chosen interesting colours like Purple Fusion, Champagne Beige, Virgin Blue and Olive Green for Zen, to go with the car's Stylish image.

Brand Zen

The first generation Zen was launched in 1993. Its unique "jelly bean" style caught the imagination of the young at that time. It soon emerged as India's World Car, being exported to various parts of the world including Europe.

In all, over 760,000 units of Zen have been sold. This includes exports of over 122,000 units.

The Zen has always been loved for its looks, styling and performance. Over time, it has acquired the stature of an iconic brand. Like any iconic brand, the Zen's popularity derives from the emotions and passion it evokes, far beyond the product's function and utility.

Price

For your reference the prices of Zen Estilo in New Delhi are:

Model	City	Ex-showroom (in Rs)
Zen Estilo Lx	Delhi	319403
Zen Estilo Lxi	Delhi	348403
Zen Estilo Vxi	Delhi	373403
Zen Estilo Vxi ABS	Delhi	402403