

Maruti Suzuki New True Value expands reach with 200 outlets across 132 cities in India

Highlights

- The new True Value is most trusted one stop destination to buy a pre-owned car.
- Customer can see all available cars on the new app. and website and select from wide range of cars displayed at the outlet.
- Every car sold at True Value goes through 376 check rigorous evaluation, refurbishment and certification process. This helps customer to know about the car with complete transparency.
- Verified car history & hassle free documentation further enhances trust.
- True Value certified cars are high quality cars fulfilling defined parameters and come with up to 1 year warranty and 3 free services

New Delhi, February 25th, 2019: Designed to make pre-owned car buying experience more attractive Maruti Suzuki re-launched True Value with a new brand and retail identity. The new True Value brings enhanced customer experience through transparency in selling and buying of pre-owned cars. Since re-launch, the new True Value network has expanded to **200 outlets** in 132 cities across the country. The new True Value network, with large display area, has seen this rapid expansion in less than 19 months of its launch.

As a part of Maruti Suzuki's transformation, independent True Value outlets are one of its kind, brick and click retail model. Every True Value outlet boasts of contemporary interiors with large display area. Further, to delight the customer there is a dedicated relationship officer. The new True Value mobile app. and website are designed to make the customer journey easier. Here the customers can see available True Value cars across the country and select their choice for a test drive. After arriving at the outlet, customer can compare a wide range of cars at one go.

Commenting on the occasion, Mr. RS Kalsi, Senior Executive Director, Marketing and Sales, Maruti Suzuki India. said *"The pre-owned car market is rapidly growing, and customers are putting their trust in organized players for their needs. With the upgrade of Maruti Suzuki True Value showrooms, customers can avail a better experience, better products and a hassle-free journey of car buying"*.

At True Value, intelligent digital interfaces are used to evaluate and certify the cars. The information generated from these processes helps the customer to transparently know about the car in detail.

True Value 2.0

State of the art infrastructure

- Warm, modern and trendy infrastructure
- Large car display

Seamless digital experience

- New website and app where customers can choose their cars and book test drive
- Need analysis system to select cars and get complete information on each car

Technology usage for evaluation

- All cars evaluated with the help of an app on 376 check points and refurbishment needs are identified
- After refurbishment is done, all cars are certified basis set parameters on the app.

Customers' delight

- Dedicated relationship officer
- Hassle-free documentation
- Verified car history

True Value Certified cars

- Maruti Suzuki car not driven for more than 1 lakh km and less than 7 years old
- Not more than two ownerships
- Vehicle not used for commercial purposes
- No retrofitted CNG or LPG kits
- Non accidental cars

Ensuring Complete Transparency

Standing 'true' to its name, True Value inhibits strong values of transparency and reliability. Every car's ownership and servicing history are verified at True Value.

376 Quality Check Points

The car evaluation process is based on a simple objective – to evaluate every pre-owned car from the inside out. To ensure the same, evaluators at True Value use a digital application to assess every car on multiple aspects. These include engine, suspension, brakes, electrical fittings and equipment, transmission and steering control, to cover car's complete health, and reduce chance of error during evaluation.



True Value Certified Cars:

After digital evaluation and refurbishment, every car is certified digitally at True Value. If the car fulfills the necessary parameters, it is branded as True Value Certified car. A True Value Certified Car comes with upto 1 Year Warranty and 3 free service.

Hassle Free Documentation

Buying a pre-owned car should not mean being tied up in paperwork for aspects like Registration Transfer, insurance or finance, to name a few. For this reason at True Value, dedicated Relationship Officers take care of all the paperwork in the most seamless and efficient manner.

Click here for hi-resolution images of all-new True Value outlets:

<https://flic.kr/s/aHsm5cKGsA>

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