

GREEN PRODUCT

Fuel efficient cars are the need of the hour as the present fossil fuels are becoming increasingly scarce and living expenses are rising due to inflation. Higher fuel efficiency is beneficial from both the environmental and economic angle.

New model launch Celerio: In 2013-14, Maruti launched the Celerio, the industry's first Automatic Manual Transmission (AMT) vehicle, available in both manual and automatic versions. Typically, cars with automatic transmission offer lower fuel efficiency, but the Celerio has the best-in-class fuel efficiency of 23.1 kmpl for both manual and automatic versions. Over 10% fuel efficiency was improved in this vehicle with the new K-Next 997cc engine.

K-Next Engine: To further improve fuel efficiency of vehicles, the K-Next engine was introduced by the company. Apart from flatter engine torque, it has the drive-by-wire technology that results in a peppier drive. Other improvements like optimized compression ratio, reduced frictional losses have led to better fuel efficiency. The engine has faster throttle response, better torque delivery and class-leading fuel efficiency.

Alternative fuel technology: Maruti Suzuki was the first company in India to introduce the CNG technology as a factory fitted integrated system. The company has developed the Intelligent Gas Port Injection (i-GPI) technology for CNG bi-fuel vehicles. With this technology, in each CNG vehicle, CO₂ emissions are reduced by an average 20% as compared to the petrol variant. The company has been working on development of alternate fuel models since 2000. Since 2006, extensive work has been done in this area. Maruti Suzuki has sold over 4.1 lakh vehicles which has offset around 2.24 lakh tonnes of CO₂ cumulatively till March 2014.

CO₂ emission reduction: Significant amount of CO₂ emissions are produced during a vehicle's lifecycle. Therefore, one way to respond to climate change and energy issues is to reduce CO₂ emissions from products during actual use. Maruti Suzuki was able to reduce the weighted average CO₂ emission by over 13% through fuel efficiency improvements, reduction of exhaust emissions and development of alternate fuel vehicles over the last eight years.