

## India's fastest-selling MPV\*, Maruti Suzuki Ertiga crosses 1 million sales milestone

- Having established the mid-size MPV segment in India, the Maruti Suzuki Ertiga leads the segment with an impressive 37.5% market share
- Increasingly popular amongst younger buyers, the Ertiga is the MPV of choice for larger families
- Feature-packed high-end variants provide excellent connectivity and convenience features



**New Delhi, February 9<sup>th</sup> 2024:** Maruti Suzuki India Limited (MSIL) announces the 1 million sales milestone achievement for the Ertiga MPV (Multi-purpose Vehicle). The Ertiga pioneered the mid-size MPV segment, earning the trust of Indian families with its strong performance. Its stylish appeal and advanced technology features have ensured the Ertiga has widespread appeal to suit the diverse requirements of customers.

Commenting on the Ertiga's success, **Mr. Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"The Ertiga has redefined the concept of an MPV as a stylish and technologically advanced offering. It has become a preferred choice for young, tech-conscious customers who love spending time with family & friends, building collective experiences at every stage. The modern appeal of the Ertiga has seen first-time customers for the MPV increase up to 41%, driven by a rise in younger urban customers. It's also worth noting that 66% of the Ertiga buyers consider it as a pre-determined choice, cementing its picture-perfect appeal as a lifestyle family vehicle. The stylish, versatile and dependable Ertiga is a hit across the country in both urban and rural markets, with an impressive 37.5% segment market share."*

Top-end variants of the Ertiga are a hit with customers owing to an array of advanced features<sup>^^</sup> such as a 17.78 cm (7-inch) Smartplay Pro Touchscreen Infotainment System with Arkamys Surround Sense, wireless Android Auto and Apple CarPlay<sup>###</sup>, MID with Turn-by-Turn Navigation<sup>#</sup>, Suzuki Connect<sup>~</sup> with 40+ features, remote A/C<sup>^</sup>, Automatic Headlamps, Cruise Control and Machined Two-Tone Alloy Wheels amongst many others.

## Media Release

Ertiga is also high on utility spaces such as air-cooled cup holders, front row armrest with utility box, bottle holders and accessory sockets in each row. The second-row roof-mounted AC for rear passengers with multiple adjustable air vents and 3-stage speed control ensures that Ertiga's roomy cabin remains comfortable for occupants seated in rear rows as well. The MPV's spacious cabin with thoughtfully designed third-row seats offers reclining and flat-fold functionality, and a host of comfort features. Furthermore, the 6-speed automatic transmission with paddle shifters<sup>^</sup> has made Ertiga the MPV of choice for consumers seeking a blend of performance and convenience of a clutch pedal-less driving experience.

The Maruti Suzuki Ertiga is powered by the Next-Gen K-series 1.5L Dual Jet, Dual VVT engine with Progressive Smart Hybrid Technology, offering a fuel-efficiency of up to 20.51 km/l<sup>\*</sup>. The CNG powertrain further drives up efficiency, returning 26.11 km/kg<sup>\*</sup>.

Besides India, the Maruti Suzuki Ertiga has also been an incredibly popular MPV worldwide, with exports spanning 80+ countries.

### Issued by:

PR & Communications,  
Maruti Suzuki India Limited,  
#1 Nelson Mandela Road, Vasant Kunj, New Delhi  
Ph: 91-11-4678 1000  
Email: [corp.comm@maruti.co.in](mailto:corp.comm@maruti.co.in) | Twitter: @Maruti\_Corp

<sup>\*</sup>'India's Fastest selling MPV to reach 1 million sales', Claim verified by JATO dynamic on 08-February 2024

<sup>\*\*</sup>All the features and equipments mentioned may not be part of standard equipment. Refer to the Product brochure for details.

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<sup>#</sup>Turn by Turn (TBT) on speedometer MID (Multi Information Display) will be only available for Android Auto, and not for Apple CarPlay.

<sup>~</sup>Suzuki Connect (available through phone/smartwatch/Suzuki connect skill for Amazon Alexa)

<sup>^</sup>Available only with AT variants

<sup>\*</sup>Fuel efficiency as certified by test agency under rule 115 of CMVR 1989