

MSIL: COS: NSE&BSE: 2024/05_05

9th May, 2024

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National Stock Exchange of India Limited
"Exchange Plaza", Bandra- Kurla Complex
Bandra (E)
Mumbai - 400 051

General Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400 001

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith as Annexure -"A", a copy of the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For Maruti Suzuki India Limited

Sanjeev Grover
Executive Officer & Company Secretary

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Media Release

Maruti Suzuki launches Epic New Swift with all-new Z-Series engine

- The Epic New Swift with the revolutionary new Z-Series 1.2L engine combines innovation, technology and sustainability.
- Enhanced safety with 6 airbags, 3-point seatbelts for all seats with reminders, Electronic Stability Program⁺ (ESP[®]), Hill Hold Assist, Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist, as standard features.
- Feature-loaded with 22.86cm (9inch) SmartPlay Pro+ infotainment system with wireless Apple CarPlay[®] and Android Auto^{™#}, ARKAMYS surround sense, wireless phone charger, Suzuki Connect with voice commands, A & C Type USB ports, cruise control, auto headlamps & more.
- The 4th Generation Swift is the most fuel-efficient hatchback in its segment[^], with efficiency of up to 25.75 km/l^{*}, marking a 14% enhancement over the last generation Swift.



L to R Mr. Hisashi Takeuchi, Managing Director & CEO, and Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited at the launch of the Epic New Swift

New Delhi, 09 May 2024: Redefining the hatchback segment, Maruti Suzuki India Limited (MSIL), India's largest passenger vehicle maker, proudly presents the Epic New Swift. Designed for the youthful and spirited, the Epic New Swift is poised to create new benchmarks and build on its revered legacy, much like its predecessors.

Speaking on this momentous occasion, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited**, said, *"Since its launch in 2005, the Swift brand has been a symbol of excellence in the Indian automotive landscape. It pioneered the dynamism in the premium hatchback segment and captured the hearts of millions of customers. Our vision for the Epic New Swift is to build on its strong legacy by redefining the Joy of Mobility for Swift lovers and driving enthusiasts alike. The all-new Z-Series engine is a futuristic powertrain that brings about a new dimension of performance and sustainability, making it the most efficient hatchback in its segment. We are committed to meet and exceed our customers' aspirations*

and will continue to steer the transformation of the Indian automobile industry by introducing advanced technologies for delivering superior performance.”

Commenting on the launch of the Epic New Swift, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *“With over 29 lakh customers in India, the Swift brand name holds a special place in the hearts of customers. Each generation of this premium hatchback has been ahead of its time, anticipating and addressing evolving customer aspirations. With the introduction of the Epic New Swift, we are building on the rich legacy and raising the benchmark. The revolutionary Z-Series engine offers the best of both the worlds by combining performance with higher fuel-efficiency and lower emissions. Armed with a host of safety features such as 6 airbags, 3-point seatbelts for all seats, ESP, ABS with EBD, Hill Hold Assist, the Epic New Swift underscores our commitment to constantly offer enhanced occupant safety. These, in addition to a feature-rich cabin, make the Epic New Swift the most compelling driver-oriented product in its segment.”*

The Epic New Swift embodies five key attributes:

Stunning Exteriors, **W**elcoming Interiors, **I**ntrinsic Safety, **F**un-to-drive, **T**echnologically Advanced.

Stunning Exterior:



The sporty design of the Epic New Swift instils a sense of excitement, featuring a unique ‘wrap-around character line’ that exudes a sense of dynamism that sets the sporty hatchback apart. Its bold stance commands attention while retaining the Swift’s signature silhouette, instantly identifying with the Swift’s iconic DNA. The smoky LED projector headlamps and

boomerang LED DRLs add a futuristic appeal. Adding to its allure are the glossy black front grille, LED front fog lamps, LED rear combination lamps with a distinctive signature, along with 38.10cm (15inch) precision cut two-tone alloy wheels that complement its athletic profile.

Complementing the dynamic design of the Epic New Swift are two new body colours– Luster Blue and Novel Orange, alongside a wide range of colours consisting of Sizzling Red, Pearl Arctic White, Magma Grey, Splendid Silver. Three dual-tone colour options are also available, namely, Lustre Blue with Midnight Black Roof, Sizzling Red with Midnight Black Roof, Pearl Arctic White with Midnight Black Roof.

Welcoming Interior:



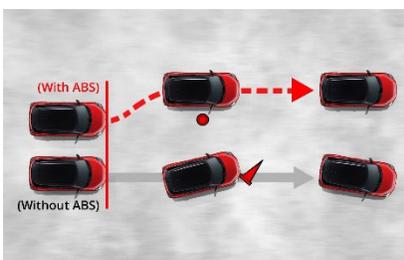
The premium interiors of the all-new cabin of the 4th Generation Swift evoke a sporty emotion. The cabin boasts of a fresh layout with ‘centre floating design’ for the dashboard. The piano black treatment with satin matt silver inserts, along with the unique asymmetrical dials for the instrument-cluster add a sporty

appeal to the interiors. The driver-oriented dashboard with an 8-degree tilt, creates a harmony between the driver and the car.

A flat-bottomed steering wheel, 22.86cm (9inch) Smartplay Pro+ infotainment system, fast charging A & C Type USB ports for rear seat occupants, rear AC vents, cruise control, 60:40 rear split seats and keyless entry ensure intuitive comfort & convenience for all passengers.

Intrinsic Safety:

Safety takes center stage in the Epic New Swift, with a comprehensive array of active and passive safety features. Standard safety features include 6 airbags, Electronic Stability Program⁺ (ESP[®]), Hill Hold Assist, Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist, 3-point seat belts for all seats with reminders, providing all-around protection and stability in diverse conditions.



Additionally, the premium hatchback also comes equipped with a reverse camera featuring a wider view for added convenience and peace of mind.

Fun to Drive:

The Epic New Swift also marks the debut for Maruti Suzuki's brand-new Z-Series engine which has been engineered for a new era of sustainable mobility. Designed for a modern era of spirited performance the all-new 1197cc engine with low emissions offers the best of both worlds.



The state-of-the-art Z-Series engine from Maruti Suzuki delivers 60 kW of peak power @ 5700 rpm (81.58 PS @ 5700 rpm) and 111.7 Nm of peak torque @ 4300 rpm. The new-age Z-Series engine is especially suited for Indian driving conditions with excellent low-end torque delivery for better acceleration, as well as being the most fuel-efficient hatchback in its segment[^].

Equipped with an electric water pump for optimal engine cooling and a Lambda air-flow sensor for up to 12% lower CO₂ emissions, also leading to an exceptional fuel-efficiency of up to 25.75 km/l*, marking an improvement of 14% over its predecessor. The introduction of a hydraulic clutch mechanism ensures smoother clutch engagements and disengagements. A convenient Auto Gear Shift (AGS) transmission is also on offer for those who seek the comfort of an automatic and better fuel-efficiency.

The Epic New Swift retains its revered fun-to-drive dynamic handling capabilities with enhanced ride comfort with an all-new suspension system.

Technologically Advanced:



In addition to its impressive mechanical prowess, the Epic New Swift promises a host of cutting-edge technological features, including a 22.86cm (9inch) SmartPlay Pro+ infotainment system with wireless

Apple CarPlay® and Android Auto™#, ARKAMYS surround sense, wireless charger, Suzuki Connect with advanced vehicle information and alerts.

The latest 4th Generation Swift is set to redefine the hatchback segment, offering customers a compelling combination of style, performance, and innovation. Experience the future of driving with Epic New Swift, now available at Maruti Suzuki ARENA dealerships nationwide.

Customized accessories to suit your style



RACING ROADSTAR™ accessory package

Complimenting the iconic sporty nature of the Swift are two exclusive custom accessory packages for the Epic New Swift - **RACING ROADSTAR™** and **THRILL CHASER™**, tailored to appeal to the tastes and preferences of the Swift's cult fan following.

The RACING ROADSTAR™ accessory range brings out the racing spirit with sporty exterior and interior accessories styled with carbon patterns, and painted styling kits that straight away adds flash 'n' fury to your Epic New Swift.

The THRILL CHASER™ package is designed to trigger the rush for thrill and chase with energetic exterior and glamorous interior styled accessories, inspired by decorative elements to instil a driving rush within you.

Additional optional accessory highlights include, front grille inserts in various colour options, window frame kit, seat covers, carbon + painted interior styling kits, exterior styling kits, hood and roof graphics and more. Comfort and convenience accessories include a PUROGANIK™ perfume made from natural extracts available in various aromatic fragrance, vacuum cleaners, tyre inflators, etc. while technology enabled accessories include multimedia options, fast chargers, etc.



THRILL CHASER™ accessory package

Explore the full range of accessories for the Epic New Swift with one-click convenience on the Maruti Suzuki Genuine Accessories website - <https://www.marutisuzuki.com/genuine-accessories>

Customers can book the Epic New Swift at their nearest Maruti Suzuki ARENA showroom or by logging on to www.marutisuzuki.com.

The new Swift can also be owned through Maruti Suzuki Subscribe at an all-inclusive monthly subscription fee** starting from ₹ 17 436/-. Click here to subscribe to the All-new Maruti Suzuki Swift.

The ex-showroom prices are as follows:

Epic New Swift Prices (Ex-showroom in ₹)			
Variant	Price		
LXI	6 49 000		
VXI	7 29 500	VXI AGS	7 79 500
VXI(O)	7 56 500	VXI(O) AGS	8 06 500
ZXI	8 29 500	ZXI AGS	8 79 500
ZXI+	8 99 500	ZXI+ AGS	9 49 500
ZXI+ Dual Tone	9 14 500	ZXI+ AGS Dual Tone	9 64 500

Customers can know more about Epic New Swift by logging on to - <https://www.marutisuzuki.com/swift>

Click [here](#) for high resolution images of the Epic New Swift.

Technical Specifications:			
Overall Length (mm)	3860	Engine	All-New Z-Series Engine
Overall Width (mm)	1735	Displacement	1197cc
Overall Height (mm)	1520	Max Power	60 kW @ 5700 rpm (81.58PS @5700 rpm)
Wheelbase (mm)	2450	Max Torque	111.7 Nm @ 4300 rpm
Tyre Size	165/80R14 (LXI, VXI, VXI(O)) / 185/65R15 (ZXI/ZXI+)	Fuel-Efficiency	AGS – 25.75 km/l* MT - 24.80 km/l*
		Fuel Tank Capacity	37L
		Suspension	Front: MacPherson Strut Rear: Torsion Beam

*Price for 4th generation Swift LXI variant

*Fuel-efficiency as certified by test agency under Rule 115 of CMVR, 1989 (CMVR is an acronym for Central Motor Vehicles Rules, 1989).

^Claim verified by JATO Dynamics on 30 April 2024

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Android, Android Auto, Google, Google Play and other marks are trademarks of Google Inc.

^Electronic Stability Program (ESP®) is the registered trademark of Daimler AG.

** Monthly rental under Maruti Suzuki Subscribe includes cost of vehicle, registration, maintenance, insurance and road-side assistance

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