

Maruti Suzuki 'Run On What You Love' campaign celebrates the joy of freedom and adventure with S-CNG vehicles

- *The campaign highlights the joy, freedom, and adventure that CNG cars offer*
- *Maruti Suzuki S-CNG technology is developed for optimal performance and unmatched fuel-efficiency*
- *Maruti Suzuki has sold over 1.8 million S-CNG vehicles till date and has a market share of 74.1% in the CNG segment**



Terms & conditions apply. Creative visualisation. Black glass shade on the vehicle is due to the lighting effect. For details on functioning of safety features, including airbags, kindly refer to owner's manual. Car model and accessories shown may vary from the actual product and car colour may vary due to printing on paper. Fuel efficiency as certified by test agency under rule 115 of CMVR 1989.

New Delhi, 14th June 2024: In a move to celebrate its innovative S-CNG technology, Maruti Suzuki India Limited (MSIL) is launching its dynamic new campaign, 'Run On What You Love'. The campaign highlights the joy, freedom, and adventure that S-CNG vehicles offer, encouraging consumers to embrace a more sustainable and fulfilling driving experience. The campaign film features a captivating narrative that resonates with young, environmentally conscious buyers who refuse to compromise on fun and exploration. It showcases the confidence and mileage provided by Maruti Suzuki's wide range of S-CNG vehicles, empowering drivers to go further and discover more.

Sharing his insights on the campaign, **Mr Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"The 'Run On What You Love' campaign celebrates the new-age CNG car buyer who is making a conscious choice and living life to the fullest. We believe CNG cars are no longer just about functionality; they are about enjoying the journey, embracing adventures, and pursuing passions. Through this campaign, we aim to inspire a new generation of drivers to explore the endless possibilities that S-CNG vehicles offer."*

He further added, *“We pioneered the CNG segment in India in 2010 and since then have won the trust of over 1.8 million customers who have loved the S-CNG technology for its optimal performance, unmatched fuel-efficiency, and uncompromised safety. We aim to build on our current 74.1% market share in the CNG segment by targeting higher volumes in this fiscal year.”*

The film's vibrant visuals and upbeat music perfectly capture the essence of youthful exuberance and the joy of exploration with S-CNG vehicles. This multifaceted campaign will be promoted across TV, digital, radio and social media channels, including YouTube, Facebook, and Instagram.

In addition to the campaign, 'Sustainability Drive' was organized by MSIL in celebration of World Environment Day. This initiative took place in over 1700 cities nationwide, reflecting the Company's strong commitment to environmental stewardship and sustainable practices.

As part of this drive, every customer who walked into MSIL dealerships and expressed interest in S-CNG vehicles was gifted a plant. This symbolic gesture underscores the company's dedication to promoting the idea of conservation and environmental wellbeing. Through this initiative, MSIL not only reinforced the environmental benefits of S-CNG vehicles but also engaged its customers in a meaningful way, inspiring them to take part in the journey towards a greener future.

About MSIL S-CNG Technology:

Tested at MSIL's world-class Research & Development facility, MSIL S-CNG vehicles deliver safety, performance, durability, and high fuel-efficiency. S-CNG vehicles come with dual inter-dependent Electronic Control Units (ECU) and an Intelligent Injection System to provide an air-fuel ratio that ensures superior performance and fuel-efficiency. The S-CNG system offers enhanced safety with stainless steel pipes and joints to avoid corrosion and leakage in the entire CNG structure. Integrated Wire Harnesses are used to eliminate short-circuiting and a Microswitch ensures the vehicle does not start during CNG fuel-filling process.

Maruti Suzuki's wide range of S-CNG technology powered vehicles include 13 models – Alto K10, S-Presso, Celerio, WagonR, Dzire, Ertiga, Brezza, Eeco, Baleno, FRONX, XL6, Grand Vitara and Super Carry.

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*As per SIAM sales database for factory fitted CNG vehicles