

Media Release

Experience the Future of Mobility with Maruti Suzuki at Auto Expo 2023

- Maruti Suzuki will project the brand's vision of the future led by **Sustainability, Technology, Safety and Connectivity**
- Global Premier of an **Electric Concept SUV** and **two all-new SUVs**
- Curated engagement activities for automobile enthusiasts

New Delhi, December 20, 2022: The country's largest passenger vehicle manufacturer, Maruti Suzuki India Limited, is poised to captivate the hearts and minds of the audience at Auto Expo'23 with a range of futuristic products and technology showcases. Maruti Suzuki will reaffirm its leadership by unveiling an Electric Concept and range of SUVs, a feat bound to offer an unparalleled experience to the audience. Maruti Suzuki's showcase at Auto Expo'23 is in line with the company's vision to offer futuristic, technology-driven products and services for customers. Visitors will be able to experience a future fuelled by imagination and led by sustainability, technology, safety and connectivity at Maruti Suzuki pavilion.

Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited says, *"For Over 4 decades, Maruti Suzuki has been consistently bringing the joy of mobility to customers through industry-defining products and technologies. Auto Expo'23 is yet another opportunity for us to showcase our commitment towards the future of mobility through our range of sustainable & technology driven-products. Our showcases at Auto Expo'23 will highlight Maruti Suzuki's commitment towards cleaner, greener, sustainable and carbon neutral offerings for tomorrow. We are confident that our range of all-new SUVs, futuristic Concept EV, Hybrid, flex-fuel prototype and products will capture the imagination of enthusiasts."*

Maruti Suzuki will display an array of 16 vehicles at the Expo including an Electric Concept SUV, two all-new SUVs, WagonR Flex Fuel prototype and its customised range of existing products like Grand Vitara, XL6, Ciaz, Ertiga, Brezza, Baleno, and Swift among others.

Maruti Suzuki Pavilion highlights include:

Spread across 4,118 m² at Hall No. 9, the Maruti Suzuki pavilion will welcome visitors to its showcases that are divided into four zones: **Sustainability Zone, Technology Zone, Innovation Zone and Adventure Zone.**

The major highlight will be the **Grand SUV amphitheatre** that will enthral viewers with an elevated section featuring a range of SUVs and UVs by Maruti Suzuki.

Engagement activities with Maruti Suzuki at Auto Expo'23:

- At the pavilion, customers will enjoy curated engagement activities like **'Sustainability Tree'** in the **Sustainability Zone** where people can post & support sustainable initiatives
- The **Technology Zone** meanwhile will captivate the tech savvy visitors with engaging & immersive experience on futuristic technologies like ADAS, V2X, cutting-edge powertrains like Intelligent Electric Hybrid using innovative technologies like **Robotic Touchscreen Arm and Virtual Reality.**
- The **Innovation Zone** will engage with Varun Dhawan fans as they will be able to strike a pose with the superstar's 3D character for a unique photo opportunity

- The specially curated **Adventure Zone** will have a '**Rock Wall Climbing Activity**' to engage adventure enthusiasts while also showcasing customized AllGRIP vehicles

Celebrity fans have something to look forward to as well, the studio at Maruti Suzuki pavilion will facilitate real-time digital content and candid conversations with celebrities & influencers.

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