

Media Release

Another Milestone, Another Benchmark: FRONX hits fastest 2 lakh sales* in passenger vehicle category

- After becoming the first new model to reach 1 lakh sales in record 10 months, FRONX has won the trust of another 1 lakh customers in just 7.3 months*
- NCR, Delhi, Mumbai, Kochi, and Bengaluru have emerged as the top 5 markets for FRONX



New Delhi, October 11, 2024: Maruti Suzuki India Limited (MSIL) is proud to announce that the FRONX SUV has set a new industry record, reaching the 2-lakh sales mark in just 17.3 months*. Launched in April 2023, the compact SUV achieved this incredible feat on account of its thrilling drive, futuristic design, a slew of advanced gadgets, and multiple powertrain options. This marks the second benchmark set by the FRONX, following its recognition as the fastest new model to reach the 1 lakh sales milestone in January 2024. The FRONX had won the trust of first 1 lakh customers in 10 months, and subsequently added another 1 lakh customers in mere 7.3 months. The latest sales milestone further strengthens FRONX's status as a game-changing product that combines bold styling with a tech-loaded cabin and various powertrain choices.

Commenting on this milestone, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"The remarkable success of the FRONX reflects Maruti Suzuki's understanding of evolving customer expectations and our efforts to deliver products that exceed them. With a notable 16% YoY growth in FY25, this compact SUV has captured the attention of first-time buyers while becoming the preferred choice for those upgrading within the segment. The FRONX has struck a strong chord with today's discernible SUV buyers looking for a thrilling turbo experience, futuristic design with a tech-loaded cabin and multiple powertrain choices. The option of a turbocharged engine with paddle shifters appeals*

to those looking for a more spirited and dynamic driving experience. We are confident of building on this success as we continue to innovate and provide exceptional value to our customers.”

Embodying ‘Thrill has a New Shape’, the FRONX has gained significant traction among customers in Tier 1 and Tier 2 cities, with NCR, Delhi, Mumbai, Kochi, and Bengaluru emerging as the top five markets.

Additionally, there has been a significant surge in demand for the FRONX Turbo variant, which is being appreciated by customers seeking a thrilling driving experience.

The FRONX stands out in the compact SUV segment on account of its distinct styling that combines bold exteriors with sharp character lines. Its spacious and feature-packed interior provides a premium driving experience with advanced gadgets such as the 22.86cm (9”) HD Smart Play Pro+ infotainment system, wireless Apple CarPlay and Android Auto[#] connectivity, Head-Up Display, 360 view camera, wireless charging, and Suzuki Connect, enhancing convenience for today’s tech-savvy customers.

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 | Twitter: @maruti_corp

*Claim verified by independent research agency JATO Dynamics Limited dated 7th Oct 2024 for fastest to 2 Lakh sales in SUV and PV categories since launch.

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