

A New Breed of SUVs arrives at NEXA

## Global Unveil of Maruti Suzuki Grand Vitara *India's most fuel-efficient\* SUV*

Unmatched Performance | Unparalleled Style | Unique Presence



**Gurugram, July 20, 2022:** Celebrating NEXA's 7<sup>th</sup> anniversary, Maruti Suzuki today unveiled its game-changer SUV, The Grand Vitara. Encapsulating the **"Create. Inspire."** value statement of NEXA, the Grand Vitara is a multi-product offering that is set to disrupt the SUV market in the country.

Featuring NEXA's signature design language— **Crafted Futurism**, the premium SUV features a distinct exterior design, sophisticated interiors, segment-leading features and an industry redefining fuel-efficiency powered by its revolutionary Hybrid Powertrains.

Speaking on the global unveil, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited**, said, *"Maruti Suzuki has led the market with its slew of new product launches across segments, catering to the diverse needs of the new-age Indian customer. With the global unveiling of the Grand Vitara, we bring an SUV which embodies the best of Suzuki design, technology and performance. Packed with the Suzuki ALLGRIP legendary off-roading prowess as well as a strong & aggressive design, it inherits the pure SUV DNA of the iconic brand, Vitara. Moreover, with the introduction of the revolutionary Intelligent Electric Hybrid system, the Grand Vitara paves the way for a cleaner, greener, sustainable and carbon-neutral world. We are confident that Grand Vitara will set a new benchmark for SUV lovers in the country and redefine Joy of Mobility for our customers."*

While talking about the expectations from the Grand Vitara, **Mr. Shashank Srivastava, Senior Executive Director (Sales & Marketing), Maruti Suzuki India Limited**, said, *"The SUV segment has grown tremendously in the past 4 years as customers have shown a strong inclination towards an assertive design, dominant road presence and new-age technology. With our diverse product range, Maruti Suzuki has been a leader in the UV segment continuously for the last five years. As a market leader, we have consistently disrupted every segment with our offerings. And today, celebrating NEXA's 7<sup>th</sup> anniversary, we are delighted to present a much-awaited premium and revolutionary SUV, "The Grand Vitara", which will be another game-changer in the Industry."*

## Media Release

**He added,** “A multi-product offering, The Grand Vitara will appeal to a wide range of customers with its multiple offerings, across powertrains, drivetrains and features. The Grand Vitara will pamper customers with a host of options ranging from Suzuki’s legendary ALLGRIP technology, the Intelligent Electric Hybrid Technology and the Progressive Smart Hybrid Technology equipped with Manual and 6-Speed Automatic transmission. With much sought-after premium features such as the Panoramic Sunroof and Ventilated Seats, the Grand Vitara will enamor customers. The benchmark-setting new breed of SUVs – Grand Vitara is an unparalleled and unmatched package for a wide range of customers seeking a premium SUV to match their varied lifestyles. Continuing the NEXA philosophy of introducing innovative technologies, we are delighted to present NEXAVerse- a new way of experiencing the Grand Vitara in Metaverse.”

Speaking about the latest offering from NEXA, **Mr. C V Raman, Chief Technical Officer, Maruti Suzuki India Limited,** said, “Grand Vitara, with its revolutionary powertrain options, class-leading features, immersive driving experience and the NEXA signature “**Crafted Futurism**” design language, is set to usher in a new era in the mid-SUV segment. While working on the Grand Vitara we tried to keep “**Grandeur Experience**” in focus as we created a new breed of SUVs that could excel in all types of terrains and satisfy different consumer preferences. For the first time, a Maruti Suzuki vehicle will feature self-charging hybrid technology - Intelligent Electric Hybrid that will help us gradually take a step in the right direction towards electric mobility. With a step ahead in future and a range of exciting features, we are confident that Grand Vitara will set new benchmarks in the SUV market.”

### NEXA’s signature ‘Crafted Futurism’ design Language

Grand Vitara is the latest entrant in the NEXA portfolio to feature its signature design language, ‘**Crafted Futurism**’. A work of art inspired by the future, the design language is exclusively crafted to match the refined tastes of NEXA customers. The design philosophy manifests itself upon three major pillars:

- **NEXpression:** Artfully designed exteriors & interiors, crafted to perfection
- **NEXTech:** Revolutionary technology catering to the new age customers’ needs and creating delight
- **NEXperience:** Experiences that are truly about driving a NEXA vehicle



### Making a Bold NEXpression with strong Exteriors:

With its unmistakable bold SUV stance, muscular wheel arches, sweeping shoulders, R17 precision cut alloy wheels and NEXA’s signature design elements, The Grand Vitara embodies a strong, assertive and distinct road presence.

- Imposing **NEXWave Grille** with rich hi-gloss black and dark chrome accentuation
- **Unique NEXTre’ signature elements** – 3 element LED DRLs with integrated turn-lamp in front and complimenting 3 element sweeping LED tail lamp add to its exclusive & premium look

## Media Release

- **“Fervent Dark Chrome”** finish front grille garnish for Intelligent Electric Hybrid and **“Rich Chrome”** finish for Progressive Smart Hybrid variants, bring a sense of individuality

### Taking NEXpression a step forward with sophisticated & immersive Interiors

With a strong build of an SUV, the tastefully crafted sophisticated interior design infuses luxury and makes driving more enjoyable.

- **Impressive and crafted instrument panel (IP)** with bold sweeping elements
- **Rich black faux leather with champagne gold accents** and matching stitch pattern in Intelligent Electric Hybrid
- **Bordeaux faux leather with high Luminant silver** accents in Smart Hybrid
- Complimenting **rich faux leather with matching accents on the doors**, piano black finishes in interiors create an overall lavish cabin
- **3D sculpted driver & co-driver ventilated seats**



### Advanced new-age NEXTech Technologies:

**Revolutionary Powertrains:** The Grand Vitara is available in multiple powertrain options

- **1.5L Intelligent Electric Hybrid:**
  - Dual Power System: Electric motor and internal combustion engine
  - Self-charging strong hybrid electric vehicle with Energy regeneration
  - Multiple drive modes (EV, Eco, Power and Normal)
  - Superior acceleration & performance
  - **Best In-Class fuel efficiency of 27.97 km/l\*\***
- **1.5L Next-Gen K-series Dual Jet, Dual VVT engine with Progressive Smart Hybrid technology:**
  - Brake Energy Regeneration and Torque assist
  - Idle Stop Start
  - Excellent fuel-efficiency up to 21.11 km/l\*\*
- **Advanced Transmissions:**
  - e-CVT transmission in Intelligent Electric Hybrid variants
  - 6-speed Automatic Transmission with Paddle Shifters and 5-speed Manual in Smart Hybrid variants
- **Suzuki ALLGRIP legendary off-roading prowess:** provides intelligent all-wheel drive capability as per drive condition, offering:
  - Fun-to-Drive experience
  - Safety and Peace of mind
  - ALLGRIP SELECT - User selectable Auto, Sport, Snow and Lock drive modes



## Media Release

Combined with new age powertrains, Grand Vitara is equipped with Next-gen technologies such as:

- **Colored Head Up Display** offers important information in the driver's line of sight. It allows customers to drive without taking their eyes off the road by displaying vital information like turn-by-turn navigation, speed, RPM, fuel economy and other important notifications.
- **360 View Camera** with **approaching object detection & dynamic reverse gridlines** reinforces safety for customers with an immersive view of the driving space and enables them to make more informed decisions, while parking or maneuvering the vehicle at tight spots.
- **22.86 cm (9") Smart Play Pro+ Infotainment system** with
  - **HD display** offers an intuitive user interface for a seamless connected driving experience
  - **Premium sound system** offers signature ambiances created to suit every mood
  - In-built **voice assist system** triggered with the **"Hi Suzuki"** command
  - **Wireless Car play & Android auto** further enhance the in-car entertainment experience.
- The **Qi-certified Wireless charger with LED indicator** helps in seamless charging of Qi-certified smartphones. It also has unique features such as **device left alert system** and **over-heating protection**
- Boosting the connected car experience, the Grand Vitara offers **in-built Next Gen Suzuki Connect**, with 40+ connected features
  - Offers **remote functionalities** like AC operation<sup>^</sup>, vehicle safety & security, location and trips, vehicle status & alerts among others
  - Customers can access these and many more features through the Suzuki Connect App on Smartphone, Smartwatch and Alexa Skill<sup>®\*</sup>.



## Grand Vitara redefines NEXperience with captivating features

- **Panoramic Sunroof:** With double slide mechanism and class leading opening area, it offers a sense of freedom & roominess inside the vehicle.
- **The all-new Full Digital Instrument Cluster** in the Grand Vitara turns every drive into a tech-fueled drive experience. The screen displays all vital information on the colored screen for quick and easy use for the customers.

**Media Release**

- **The driver and co-driver Ventilated Seats** are designed and engineered to offer a cool and comfortable drive.



Panoramic Sunroof

Full Digital Instrument Cluster

Ventilated Seats

Built on the acclaimed **Suzuki TECT platform** (Global C-platform), the Grand Vitara is secured with the **NEXA Safety Shield**. A host of active and passive safety features have been provided for your ultimate peace of mind.

- **6 airbags** (Front, Side & curtain)
- **Electronic Stability Program (ESP) with Hill Hold Assist, 3-point ELR seat belts** (All seats) and **Rear Disc Brake** standard across all variants
- **Hill Descent Control<sup>#</sup>** for controlled descent in demanding conditions
- **Tire pressure monitoring system (TPMS)** for enhanced safety and an optimum ride experience



Two grand and exclusive Genuine NEXA accessories theme collections ENIGMAX and ENIGMAX X were also unveiled. The tastefully crafted range will further accentuate the character, personality and lifestyle of the Grand Vitara.

The Grand Vitara will be offered in **6** monotone color options and **3** Dual-tone color options to make a bold statement.

Technical Specifications:				
Length (mm)	4345		Intelligent Hybrid Engine	1.5L K-Series Engine
Height (unladen) (mm)	1645	Max Torque	122Nm@4400-4800rpm	136.8Nm@4400rpm
Width (mm)	1795	Max Power <sup>**</sup>	Engine: 68kW (92.45PS)@5500rpm Total System: 85kW (115.56PS)	75.8kW (103.06PS)@6000rpm
Wheelbase (mm)	2600			
Fuel Efficiency (Km/l) **	<b>Intelligent Electric Hybrid: 27.97 (e-CVT)</b> <b>Progressive Smart Hybrid: 21.11 (MT), 20.58 (AT), 19.38 (ALLGRIP MT)</b>			

\*\*[1kW = 1.35962 PS]

**NEXAVerse – a new-age immersive experience**

Maruti Suzuki has been at forefront of introducing tech enabled solutions for an enhanced customer experience. Anticipating customer journey shifting to digital, the Company has pioneered many new-age innovative initiatives like AR/VR experience, hyperlocal, virtual chatbot, and avatar-based brand pages.



## Media Release

Continuing its digital momentum, Maruti Suzuki today announced the launch of NEXA showrooms in the virtual world through the **NEXAVerse**. Through this pioneering VR (Virtual Reality) engagement, customers will be able to fully experience the Grand Vitara on Metaverse. To experience the Grand Vitara in the NEXAVerse meet us at your nearest NEXA showroom.

[Click here for Grand Vitara Images](#)

### **Issued by:**

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

*©\*Amazon, Alexa, and all related marks are trademarks of Amazon.com, Inc. or its affiliates.*

*^Remote AC operation is available only in 6-Speed Automatic Transmission variant. Suzuki connect is subscription based and a network dependent telematic solution.*

*\*\* Fuel efficiency under certification as per rule 115(G) of CMVR 1989*

*\* Claim supported by independent research agency-JATO Dynamics Limited for SUV category (excluding PHEV) on 20<sup>th</sup> July'22*

*^^Multi-Information Display*

*Images for illustration purposes only. The features mentioned may be applicable for specific variants only. Colors may vary from actual body color due to printing on paper.*

*#only in ALLGRIP variant*

*For details on functioning of safety features, including airbag, kindly refer to the Owner's Manual.*