

## India's highest selling car, Maruti Suzuki Alto celebrates 45 lakh customers Continues to be an Icon of Trust and India's Pride for over 2 decades

- One of the longest-running nameplates in the country with over 45 lakh proud Alto families
- A car that has become the Icon of Trust and invokes a sense of pride
- The current-gen All-New Alto K10 builds on the strong Alto legacy with its contemporary nature
- For a country that wants it all, the Alto has evolved to continuously be the car that has it all.



**New Delhi, 3<sup>rd</sup> August 2023:** India's most loved car, the Maruti Suzuki Alto celebrates another historic milestone in the automobile industry by becoming India's highest selling car\* driven by 45 Lakh+ Proud Owners. The Alto is an iconic brand which has consistently reinvented itself to adapt to the needs of the ever-evolving Indian consumer, ensuring it continues to set new benchmarks and spread the 'Joy of Mobility' over two decades of market dominance. It has truly democratized the entry hatchback segment with features such as electronic power steering, front power windows, Auto Gear Shift (AGS) option, Dual Airbags, Anti-lock Braking System (ABS), availability of factory fitted CNG system, and more.

Expressing gratitude on achieving this milestone, **Mr. Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited,** said *"Over the past 2 decades, brand Alto has established a strong emotional connect with our customers. We are extremely proud of the Alto's incredible journey. Achieving the 45 lakh customer milestone is a testimony to the unwavering support and trust that our customers have placed in us. It's a milestone which no other car brand has been able to achieve till date."*

He further added, *"The Alto has consistently set new benchmarks in the auto industry and established its dominance as India's favorite car! Given the young demographic of India, rising income levels, etc. there will continue to be immense potential for cars such as the much-adored Alto. And we are confident that brand Alto will continue to delight lakhs of more families with its undisputed legacy and exceptional ownership experience."*

The All-New Alto K10 builds on the trust associated with the Alto legacy. Offering contemporary peppy styling, more interior space and comfort, along with proven durability, the Alto nameplate is the preferred choice for young customers, first-time car buyers and additional buyers alike. It is the inherent dependable nature of the Alto, clubbed with its go-anywhere nature, unique design, excellent fuel-efficiency, incredible reliability, and admirable performance that solidify our philosophy of **Chal Padi**- the spirit of India that takes off in an Alto.

Launched in the year 2000, the original Alto was an instant hit and by 2004 it had already become India's no.1 selling car. Today, the All-New Alto K10 continues to be a hot favourite with its more powerful Next-Gen K-Series 1.0L Dual Jet, Dual VVT engine. Its confident maneuverability with a turning radius of just 4.5 meters and smart connectivity with SmartPlay Studio infotainment system, ensures it appeals to a wide variety of customers.

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\*Claim verified by JATO Dynamics on 31-July-2023