

## India's highest selling sedan\*, Maruti Suzuki Dzire achieves 25 lakh sales milestone

The Dzire outshines all Indian sedans with over 50%# market share & undisputed market domination.



**New Delhi, September 15<sup>th</sup> 2023:** India's highest selling sedan\*, Maruti Suzuki Dzire has clocked another momentous milestone of 25 lakh customers. It is worth noting, that no competition sedan# has reached the 1 million sales mark in the industry as yet. With this record milestone, the Dzire continues to fortify its leadership position with a segment-leading market share of 50%#.

Commenting on the milestone, **Mr. Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, "Maruti Suzuki is committed to offer benchmark products of global quality standards across segments, equipped with the latest technology, innovative features and contemporary design. The Dzire is an affirmation of the company's virtues as customers continue to prefer it as their sedan of choice. We are humbled and thankful to our customers for their continued trust in brand Dzire, as it celebrates a significant achievement of capturing 25 lakh hearts."

The Dzire has established itself as a symbol of indulgence. Loved for its stylish exterior design featuring a strikingly new bold front fascia and precision-cut two-tone alloy wheels, the Dzire appeals to customers with an evolving taste. Its premium and spacious interiors offer ultra-modern comfort and convenience to customers. A range of features such as automatic LED projector headlamps, cruise control, auto folding rear view mirrors, SmartPlay Studio infotainment system, Automated Gearshift System (AGS), etc. make the Dzire the choice for dynamic and tech savvy customers.

With the latest milestone, the Dzire lives up to its potential once again as the leading sedan of choice for customers. Strong customer preference for the Dzire over 15 years and three generations of the sedan have ensured it continues to indulge the evolving customer.

**Issued by:**

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\*Claim verified by JATO dynamic on 07-September -2023  
#As per SIAM new car sales database