

## Maruti Suzuki ARENA enhances safety by offering 6 airbags as standard\*

- 6 airbags accompany existing safety features including Electronic Stability Program<sup>+</sup> (ESP<sup>®</sup>), Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD), Hill Hold Assist<sup>#</sup>.
- Updated Alto K10, Celerio, WagonR and Eeco models join Swift, Dzire, and Brezza in offering 6 airbags as standard in Maruti Suzuki ARENA.



### OUR BIGGEST FEATURE IS PEACE OF MIND.

6 Airbags standard across Maruti Suzuki Arena Range.



6 Airbags | ESP | Hill Hold Control | Reverse Parking Sensors | ABS with EBD | Seatbelt Reminder | 3-point seat belts

**New Delhi, 12<sup>th</sup> May, 2025:** In a decisive step towards enhanced occupant protection, Maruti Suzuki ARENA, announces the standardisation of 6 airbags as a key safety feature across its popular models—WagonR, Alto K10, Celerio, and Eeco. This move underscores the Company's commitment to offering enhanced safety for customers across diverse segments.

Speaking on the announcement, **Mr. Partho Banerjee, Senior Executive Officer, Maruti Suzuki India Limited**, said, *"India's rapidly expanding modern road infrastructure, high-speed expressways, and evolving mobility patterns imply that the need for robust safety measures has never been greater. We at Maruti Suzuki are committed to staying ahead of evolving customer expectations and making high-end safety accessible. With the decision of making 6 airbags standard in the WagonR, Alto K10, Celerio, and Eeco, we are ensuring that enhanced safety is available for all. Given the immense popularity of these models, this move substantially elevates safety standards for a vast number of motorists and contributes holistically to occupant protection nationwide."*

Announcing this latest initiative, the Company has launched a comprehensive high-impact campaign to increase awareness about the benefits of 6 airbags. The campaign embodies the vibrant and energetic spirit of Maruti Suzuki ARENA customers. Featuring high-adrenaline activities, such as Zorbing and Bubble

Football, the campaign emphasises the concept of safety in a 6 airbag equipped Maruti Suzuki ARENA vehicle, reiterating the brand's commitment to safety.

Click to watch the Zorbing TVC here – <https://youtu.be/7aAXWkoXFqE?si=toidPEA5jyTw44A2>

Click to watch the Bubble Football TVC here – [https://youtu.be/ygkQGuVpQ7Y?si=OTFrqTVEVz6sQC\\_4](https://youtu.be/ygkQGuVpQ7Y?si=OTFrqTVEVz6sQC_4)

The Maruti Suzuki ARENA range of passenger vehicles are offered with a suite of active and passive safety features. The latest 6 airbags safety feature comprises of dual front airbags, side airbags, and curtain airbags. The 6-airbag safety system is engineered to provide all-round protection, supported by 3-point seat belts for all with seat belt reminders for maximum effectiveness. This safety enhancement is accompanied by an array of advanced safety technologies including Electronic Stability Control<sup>\*</sup> (ESP<sup>®</sup>), Hill Hold Assist<sup>#</sup>, Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and more.

The WagonR, Alto K10, Celerio, and Eeco now stand alongside other popular ARENA models—Swift, Dzire, and Brezza—in offering 6 airbags as standard. The upgraded models are available at Maruti Suzuki ARENA authorized dealerships nationwide, underscoring the company's mission to make advanced safety a norm across its portfolio.

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<sup>\*</sup>Available in all Maruti Suzuki ARENA models, barring the S-Presso and Ertiga

<sup>\*</sup>ESP is the registered trademark of Mercedes-Benz Group AG

<sup>\*</sup>Available in select models and variants, refer to vehicle owner's manual for details and functioning of safety features

<sup>#</sup>Hill Hold Assist is offered as standard in Swift, Dzire, Brezza, Ertiga. Hill Hold Assist is available in AGS models of the S-Presso, Celerio, WagonR. Images are for illustration purposes only. Ensure compliance with traffic laws. Maruti Suzuki India Limited promotes safe driving practices.

For more details on airbag, refer owner's manual