

## Maruti Suzuki Grand Vitara set to Rule Every Road

A new breed of SUVs arrive at NEXA, starting at **Rs. 10.45 lakh**



**New Delhi, 26<sup>th</sup> September, 2022:** Maruti Suzuki India Limited, today, starts retail sales of its newest flagship offering from NEXA, **the Grand Vitara**. Featuring NEXA's signature design language– **"Crafted Futurism"**, the premium SUV "Grand Vitara" offers exciting powertrain choices, dynamic and aggressive exterior design, sophisticated interiors, and a range of technologically advanced segment-leading comfort, convenience and safety features.

Designed for the modern age consumer, the Grand Vitara is a multi-product offering that will revolutionize the SUV space in India. The Grand Vitara's cutting-edge Intelligent Electric Hybrid powertrain with best-in-class fuel-efficiency\*\*, Progressive Smart Hybrid technology and Suzuki ALLGRIP SELECT technology is designed to appeal to a varied customer base.

Announcing the prices of the Grand Vitara, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited**, said, *"Designed to rule every road, the Grand Vitara has received an overwhelming response from customers with over 57,000 bookings and it has been widely appreciated by critics as well. The Grand Vitara has appealed to a wide range of customers with multiple offerings. The Grand Vitara Intelligent Electric Hybrid boasts segment-leading fuel-efficiency\*\* and a pure EV driving mode. The All-Wheel Drive (AWD) Grand Vitara featuring Suzuki's legendary ALLGRIP SELECT technology will appeal to hardcore SUV aficionados. The Grand Vitara Progressive Smart Hybrid is available with 5-speed Manual and 6-Speed Automatic transmission options. The Grand Vitara paves the way toward a cleaner, greener, sustainable and carbon-neutral world. To ensure that we can do this, the Grand Vitara has been launched at a very competitive starting price of **Rs. 10.45 lakh**. We are confident that it will set a new benchmark for SUV enthusiasts in the country and reinforce the 'Joy of Mobility' for our customers."*

## Media Release

**The Grand Vitara Progressive Smart Hybrid is powered by the Next-Gen K-series 1.5-litre, Dual Jet, Dual VVT engine**



The Grand Vitara with Progressive Smart Hybrid technology features Suzuki's acclaimed K-series 1.5-litre Dual Jet, Dual VVT engine. This powertrain delivers an excellent fuel-efficiency of up to 21.11km/l\*. The Grand Vitara Progressive Smart Hybrid with a dual battery setup offers Brake Energy Regeneration, Torque assist and Idle Stop-Start function.

Available with the choice of 5-speed manual and 6-speed automatic transmission options, the Grand Vitara featuring new-age technology-driven comfort, convenience and safety features is available with prices ranging between **Rs. 10.45 lakh to 17.05 lakh**.

**The Grand Vitara Intelligent Electric Hybrid features a sophisticated dual powertrain setup:**



## Media Release

The advanced Grand Vitara Intelligent Electric Hybrid has a sophisticated dual powertrain system using an electric motor and a 1.5-litre engine to deliver superior acceleration, performance and fuel-efficiency. The self-charging Strong Hybrid SUV features multiple drive modes (EV, Eco, Power and Normal), that allow the Grand Vitara to seamlessly switch between the engine and electric drive modes. The setup can also harness the power of both powertrains, depending on the driving situation. The environmentally friendly SUV can even drive as a pure EV with Zero Emissions as well. The Grand Vitara Intelligent Electric Hybrid comes with a **standard warranty of 8 years/160,000 km** on the Li-ion battery pack.

The Grand Vitara Intelligent Electric Hybrid is available with an e-CVT transmission and delivers **best-in-class fuel-efficiency of 27.97 km/l\***. Loaded with a host of high-tech features such as coloured Heads-Up-Display, 360-degree parking camera system, ventilated seats, etc. The Grand Vitara Intelligent Electric Hybrid is now on sale in Zeta+ and Alpha+ variants with prices ranging from **Rs. 17.99 lakh to Rs. 19.65 lakh**.

### Special introductory package on Grand Vitara Intelligent Electric Hybrid

To encourage faster adoption of cleaner, greener Hybrid Electric Vehicles as a path to electrification in the country; the Grand Vitara Intelligent Electric Hybrid comes with a special introductory package consisting of extended warranty till **5 years/1 lakh km<sup>^</sup>** and a **PRISTINE Genuine NEXA Accessory pack**. **This special introductory package is worth over Rs. 67 000.**

**The Grand Vitara AWD with Suzuki ALLGRIP SELECT boasts of legendary off-roading prowess:**



The SUV DNA of the Grand Vitara is brought to the forefront by Suzuki's legendary ALLGRIP SELECT technology, that allows adventurous SUV buyers the flexibility to venture beyond boundaries. Suzuki ALLGRIP SELECT provides the inherent values of "Fun to drive", "Peace of mind" by allowing the driver to choose from four driving modes (Auto, Sport, Snow, and Lock). The electronically controlled All-Wheel Drive system with selectable driving modes uses a simple push-and-turn dial, so the driver can experience different driving styles depending on the road surfaces or conditions.

The Grand Vitara ALLGRIP SELECT will redefine the mid-size SUV segment and open up new avenues for SUV enthusiasts. Maruti Suzuki Grand Vitara ALLGRIP SELECT **Alpha** is priced at **Rs. 16.89 lakh**. The Grand



## Media Release

Vitara ALLGRIP SELECT comes as standard with Suzuki's Progressive Smart Hybrid technology and has a rated fuel-efficiency figure of **19.38 km/l\***.

### High-tech feature-laden SUV, brimming with safety features

The high-tech nature of the new Grand Vitara's powertrain is complemented by a waft of new-age features such as a panoramic sunroof with dual sliding panes, wireless phone charging dock, coloured Head-Up-Display, 360-degree parking camera system, in-built Suzuki Connect technology, Smart Play Pro+ Infotainment system, ventilated front seats and much more, to make it the most compelling buy in the mid-size SUV segment.

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 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 **Front and Rear Disc Brakes** are standard across all variants along with ABS + EBD
- **Hill Descent Control<sup>#</sup>** for controlled descent in demanding conditions
- **Tire Pressure Monitoring System (TPMS)** for enhanced safety and an optimum drive experience

The New Grand Vitara will be available in 10 variants, with 3 dual-tone and 6 monotone colour options, including the iconic NEXA Blue.

Customers can personalise their Grand Vitara by selecting from a range of Maruti Suzuki Genuine Accessories. There are also two exclusive Genuine NEXA accessories theme collections ENIGMAX and ENIGMAX X. The tastefully crafted range personifies finesse and art that accentuate the character, personality and lifestyle quotient of the Grand Vitara.



Browse and buy Genuine NEXA accessories with one-click convenience from the Maruti Suzuki Genuine Accessories website - <https://www.marutisuzuki.com/genuine-accessories>

| The Grand Vitara 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)<br>@5500RPM | 75.8kW (103.06PS)@6000RPM |
| Wheelbase (mm)                             | 2600   |                         | Total System: 85kW (115.56PS)      |                           |
| Fuel-Efficiency (km/l) *                   | Intelligent Electric Hybrid: 27.97 (e-CVT)<br>Progressive Smart Hybrid: 21.11 (MT), 20.58 (AT), 19.38 (ALLGRIP MT) |                         |                                    |                           |

<sup>++</sup>[1kW = 1.35962 PS]

## Media Release

### The Grand Vitara Price (in Indian Rupees, ex-showroom)

| Transmission/Variant                          | Monotone  |           |                 |                   | Dual Tone       |                   |
|---|-----------|-----------|-----------------|-------------------|-----------------|-------------------|
|   | Sigma     | Delta     | Zeta/<br>Zeta+* | Alpha/<br>Alpha+* | Zeta/<br>Zeta+* | Alpha/<br>Alpha+* |
| Manual Transmission<br>(Smart Hybrid)         | 10 45 000 | 11 90 000 | 13 89 000       | 15 39 000         |                 | 15 55 000         |
| Automatic<br>Transmission<br>(Smart Hybrid)   |           | 13 40 000 | 15 39 000       | 16 89 000         |                 | 17 05 000         |
| Suzuki ALLGRIP<br>SELECT MT<br>(Smart Hybrid) |           |           |                 | 16 89 000         |                 | 17 05 000         |
| Intelligent Electric<br>Hybrid eCVT           |           |           | 17 99 000       | 19 49 000         | 18 15 000       | 19 65 000         |

*\*Alpha+ & Zeta+ are applicable only for Intelligent Electric Hybrid variants*

*The Grand Vitara Intelligent Electric Hybrid variants come with an inclusive **special introductory package** consisting of extended warranty till **5 years / 1 lakh km<sup>^</sup>** and a **PRISTINE Genuine NEXA Accessory pack** worth over Rs. 67 000.*

The Grand Vitara can also be owned through Maruti Suzuki Subscribe at an all-inclusive monthly subscription fee starting from **Rs. 27 000**.

Maruti Suzuki Subscribe is a convenient way to bring home a new car. It allows a customer to use a new car without actually owning it and by paying an all-inclusive monthly subscription fee that comprehensively covers cost of complete registration, service & maintenance, insurance and roadside assistance.

#### Issued by:

PR & Communications

Maruti Suzuki India Limited,

#1 Nelson Mandela Road, Vasant Kunj, New Delhi

Email: [corp.comm@maruti.co.in](mailto:corp.comm@maruti.co.in) | Twitter: @Maruti\_Corp

\*Fuel-efficiency as certified by test agency under Rule 115 of CMVR, 1989 (CMVR is an acronym for Central Motor Vehicles Rules, 1989)

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

Images used are for illustration purposes only. The accessories and features mentioned may be applicable for specific models/variants only. Colors may vary from actual body color due to printing on paper.

#Only in ALLGRIP SELECT variant

For details on functioning of safety features, including airbag, Intelligent Electric Hybrid Li-ion kindly refer to the Owner's Manual.

^ The special introductory package on Intelligent Electric Hybrid variants includes standard warranty of 2 years / 40000 km and extended warranty of 3 years taking the overall warranty coverage to 5 years / 1 lakh km on the vehicle.