

Global launch of Premium Hatchback Baleno

Oct 26, 2015

"Liquid Flow" design, plush roomy interiors and class-leading features are among the highlights

Dual airbags and ABS provided in all Baleno variants

New Delhi : India's leading passenger vehicle company, Maruti Suzuki India Limited announced the global launch of its premium hatchback, Baleno, here today.

The car comes with two engine options, both offering best-in-class fuel efficiency: the acclaimed DDiS 190 diesel engine (1.3 litre) with a fuel efficiency of 27.39 km/litre and the proven VVT Petrol (1.2 litre) with a fuel efficiency of 21.4 km/litre. Baleno also comes with a CVT option (Continuously Variable Transmission) in the petrol variant.

Dynamic, energetic and premium, Baleno is packed with features (refer to box), many of them being offered for the first time in the premium hatchback segment.

Brand New Platform

Baleno has won praise from experts for its superior ride and handling, safety, fuel efficiency and low vehicle noise and harshness. It is built on a brand new Suzuki platform which is lighter (by 100 kg), stronger (by 10%) and more rigid compared to existing platforms in the industry.

At the introductory price announced by Maruti Suzuki today, Baleno offers substantially more value to customers and is set to redefine the premium hatchback segment in the country.

Baleno will be sold through NEXA, the new chain of premium exclusive automotive retail outlets recently launched by Maruti Suzuki.

World Car

To be manufactured exclusively in India, Baleno will be sold in over 100 countries.

Managing Director & CEO, Maruti Suzuki, Mr. Kenichi Ayukawa said: "Baleno comes with sophisticated design and advanced technology. A lighter but stronger platform has helped our engineers offer best-in-class fuel efficiency in petrol as well as diesel options. Further, ABS and dual airbags are offered as standard in all variants of Baleno."

He added: "Baleno is a real global model, to satisfy our customers not only in India but also across global markets. I am excited that this model will be exported to Japan from India, opening a new chapter in the long history of Maruti Suzuki. The Government of India has been always supporting to bring up India as a production hub of small cars. Now it's our turn to meet the "Make in India" expectations of the Government. Baleno is our first answer."

Apple CarPlay

Baleno is the first car to offer Apple CarPlay in India. Apple CarPlay offers the best in car experience for iPhone users and lets the driver control all the multimedia functions via voice commands. It helps users to get directions, make calls, send and receive messages, listen to music and audio books through this remarkable user interface.

Stylish Exteriors

- Liquid flow design
- Chrome accentuated front grill with signature "S" logo
- Bold shoulder line
- Low & wide stance
- Projector headlamps (HID) with DRL (LED)
- Stylish chrome garnishes on the rear & doors
- Premium LED rear combination lamps
- Aerodynamic outside rear view mirrors
- Chrome door scalps running from front to rear
- 18" Dynamic alloys
- Chrome door handles
- A, B, C blackout film

Plush Interiors

- Clean and clutter free dashboard
- Elegant all-black interiors
- Leather wrapped steering wheel

Comfort and Convenience features

- Apple CarPlay (1st car to offer this feature in India)
- UV cut glasses reducing UV rays by upto 85%
- Multi information speedometer display (4.2" color TFT)
- Touch screen audio
- Unique circular display and a high-contrast LCD panel highlights the automatic air conditioner
- Follow me / auto head lamps
- Tilt & telescopic steering
- Steering mounted audio controls
- Keyless push start/stop
- Reverse parking camera
- Driver side auto up power windows with pinch guard
- Height adjustable driver seat

Smart Packaging

- Spacious interiors with several smart storage spaces
- Front arm rest with storage space
- Ample boot space of 339 litres**
- 60:40 split rear seat

Power and Transmission

Engine	VVT Petrol Engine	DDiS 190 Diesel Engine
Power	62 kW @ 6000 rpm	55.2 kW @ 4000 rpm
Torque	115 Nm @ 4000 rpm	190 Nm @ 2000 rpm
Transmission	5MT / CVT	5 MT
Fuel Efficiency (km/litre)#	21.4	27.39

#Fuel efficiency as certified by test agency under rule 115 CMVR 1989

Safety at the Core

Baleno hosts an impressive array of advanced safety features. Built on Suzuki's Total Effective Control Technology (TECT), this premium hatchback offers an optimum package of safety and stability. Extensive use of High Tensile Steel makes the body stronger, safer and lighter. **Dual airbags, seatbelts with pre-tensioners and force limiters, front disc brakes with ABS & EBD are available on Baleno from base variant onwards.** Driver seat belt reminder buzzer with lamp and rear parking sensors with camera are among the other safety features on Baleno.

Investment

The Company and its suppliers have invested over Rs. 1,060 crores towards developing this model.

Specifications

Length	Width	Height
3,995 mm	1,745 mm	1,500 mm
Wheel base	Ground Clearance	Boot Capacity
2,520 mm	170 mm*	339 litres **

*Unladen condition, **VDA Method

Color Options

Autumn Orange	Ray Blue (Character Color)	Pearl Arctic White	Granite Gray	Fire Red	Premium Urban Blue	Metallic Premium Silver
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Baleno introductory price (Ex-showroom Delhi)

VVT Petrol Engine (1.2 litre)	Price (Indian Rs)	DDiS 190 Diesel Engine (1.3 litre)	Price (Indian Rs)
Sigma	4,99,000	Sigma	6,16,000
Delta	5,71,000	Delta	6,81,000
Zeta	6,31,000	Zeta	7,41,000
Alpha	7,01,000	Alpha	8,11,000
CVT (Delta trim)	6,76,000		

Click <http://bit.ly/1LQK249> for the high-resolution images of Baleno

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