

## PRESS RELEASE

### Maruti Suzuki's new True Value now 250 outlets strong in two years

**New Delhi, August 13, 2019:** Maruti Suzuki's pre-owned sales channel "True Value" has completed two years of operation with its new brand identity. Offering a transparent, reliable and hassle-free pre-owned car purchase experience, Maruti Suzuki's new True Value has rapidly expanded to over 250 digitally integrated independent showrooms in 151 cities.

In the last two years, True Value has sold over 8 lakh units with Alto, WagonR and Swift being the most popular models. The True Value buyers are mostly in the age group 25-45 years.

#### Why New True Value?



- ✓ The new True Value is most trusted one stop destination to buy a quality pre-owned car
- ✓ It offers a unique and convenient online to offline purchase experience to customers across India
- ✓ Customer can see and select all available cars on the True Value mobile app and website and then visit showroom to experience the selected car
- ✓ Every car sold at True Value goes through rigorous 376 check quality evaluation, refurbishment and certification process. This gives customer complete transparency about the car
- ✓ Verified car history & hassle free documentation further enhances trust.
- ✓ True Value certified cars are high quality cars fulfilling defined parameters and come with up to 1 year warranty and 3 free services

Thanking customer for their trust, **Mr. Shashank Srivastava, Executive Director, Marketing and Sales, Maruti Suzuki India** said, "At True Value, our focus is to offer a reliable, professional and hassle-free pre-owned car buying experience to customers. Aligning with market trends, the new True Value outlets offer a seamless amalgamation of online to offline car buying experience. True Value boasts of independent pre-owned showrooms, based on digital technology for utmost customer convenience and satisfaction."

*“From a customer car buying cycle, True Value emerges as one of the first touch-points. Hence, we aim at offering transparency, quality and reliability through pre-owned Maruti Suzuki cars which are carefully selected, checked and refurbished before they reach the customers. We would like to thank all our customers for their constant support and belief in our brand offering.” he added.*

At True Value, intelligent digital interfaces are used to evaluate and certify the cars. The information generated from these processes helps the customer to transparently know about the car in detail.

#### **Ensuring Complete Transparency:**

True Value inhibits strong values of transparency and reliability. Every car’s ownership and servicing history are verified and well documented at True Value.

#### **Find on Web, Buy at Store:**

True value offers a seamless online to offline purchase experience to customers across India. Customers can check the available True Value cars on the dedicated mobile app and True Value website. Customer can shortlist the vehicles online and then visit the showroom to experience these vehicles, helping him make an informed & hassle-free purchase decision.

#### **376 Quality Check Points:**

The car evaluation process is based on a simple objective – to evaluate every pre-owned car from the inside out. To ensure the same, evaluators at True Value use a digital application to assess every car on multiple aspects. These include engine, suspension, brakes, electrical fittings and equipment, transmission and steering control, to cover car’s complete health, and reduce chance of error during evaluation.

#### **True Value Certified Cars:**

After digital evaluation and refurbishment, every car is digitally certified at True Value. If the car meets the necessary parameters, it is branded as a “True Value Certified” car. A “True Value Certified” car comes with upto 1 Year Warranty and 3 free services.

#### **Hassle Free Documentation:**

Buying a pre-owned car should not mean being tied up in paperwork for aspects like Registration Transfer, insurance or finance, to name a few. For this reason at True Value, dedicated Relationship Officers take care of all the paperwork in the most seamless and efficient manner.

Click here for hi-resolution images of all-new True Value outlets: <https://flic.kr/s/aHsm5cKGsA>

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