

## Press Release

### The bold Maruti Suzuki Baleno inspires 1 million customers

*Fastest premium hatchback to cross a million-unit sales*

*Stunning looks, advanced features, superior technology and premium interiors makes every head turn*

**New Delhi, December 9, 2021:** Capturing the hearts of young and bold India, Maruti Suzuki Baleno has inspired over 1 million customers. Country's fastest-selling premium hatchback, Baleno leads the way with its bold design, advanced features and superior technology. Specifically curated and designed for the NEXA customers who have a penchant for boldness, Maruti Suzuki Baleno offers signature liquid flow design, and is equipped with a powerful 1.2L Dual Jet Dual VVT engine option with first-in-segment smart hybrid technology.

Speaking on the milestone, **Mr. Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *"Since its launch, Baleno has enjoyed unparalleled leadership in the premium hatchback segment. It has set new benchmarks in design, safety, and innovation. With a staggering market share of over 25%, Baleno has led and redefined the premium hatchback segment. Inspiring over a million customers and bagging numerous awards, Baleno has truly won the hearts of both customers and auto experts across the country. Today's evolved urban Indian customer is self-motivated, tech-savvy, and bold in their life, and the Baleno is just the right companion for these discerning minds. Baleno makes for a premium style statement on wheels with its extraordinary road presence and drive experience. We are confident that with the love and support of our customers, Baleno will go on to reach even greater heights in the future as well."*



Created to inspire the bold, Baleno is an absolute stunner, both inside and outside. Maruti Suzuki Baleno is admired for its liquid flow design, premium interiors and new-age features. Baleno with its advanced features, Idle start-stop, CVT transmission, Smartplay Studio with Android Auto and Apple CarPlay and Multicolor information display, offers a splendid mix of innovation and a phenomenal driving experience. Powered by the 1.2litre Dual Jet, Dual VVT engine, Baleno offers customers the renowned Smart Hybrid technology in the premium hatchback segment. Protected by the **NEXA Safety Shield**, Baleno's safety features include Dual Airbags, ABS with EBD and brake assist, Pre-Tensioner and Force limiter seat belts

with reminder, ISOFIX child restraint system, High-Speed Alert system, Reverse Parking Assist sensors, as standard across all variants.

Baleno's class-leading comfort and driving pleasure with high safety standards makes Baleno the preferred choice among new-age premium hatchback customers. Baleno is retailed through 399 NEXA outlets across 248 cities.

**ISSUED BY**

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