

India gets its first premium cross-over, S-CROSS

<Main features of S-CROSS>

- First premium cross-over: Perfect balance of power, comfort and luxury
- Built on a brand new platform
- Offered in two engine options: DDiS 200 & DDiS 320
- Bold & aggressive exterior design with cross-over contours
- Classy, tasteful, plush interiors with superior fit & finish
- Superior ride and handling with refined new suspension system
- ABS, All wheel disc brakes and dual airbags: standard across all variant
- Best in class fuel efficiency: 23.65km/litre (DDiS 200) & 22.70km/litre* (DDiS 320)
- First model to be retailed exclusively through NEXA

New Delhi, August 5, 2015: Car market leader, Maruti Suzuki India Limited presented India its first premium cross-over, S-CROSS here today. Its bold cross-over looks, premium interiors and rich features enable the S-CROSS to stand out. It is offered in two diesel engine options: DDiS 200 and DDiS 320. The combination of massive torque, power and superior ride and handling is bound to delight customers. By offering power and performance, **and** the comfort and refinement of a sedan, S-CROSS creates the new category of “premium cross-over” in India.

S-CROSS will be the first model to be retailed exclusively through NEXA, the new automotive experience launched recently.

Clearly, S-CROSS is above the ordinary!

Dedicating S-CROSS, India’s first premium cross-over, to customers, Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki said, *“There is a segment of customers in India who want power and performance in their vehicle, but also the comfort and refinement of a sedan. It is in that spirit today, we are launching S-CROSS. Built on a brand new platform, its bold cross-over shape, dynamic character lines and many sophisticated touches contribute to its distinct look and emotional appeal. The interiors are plush, upmarket and spacious with high quality fit and finish and top notch features. Powered by DDiS200 & DDiS320, S-CROSS will delight customers with its massive torque, power and superior ride and handling.”*

He added: *“But words alone do not do justice to the S-CROSS. It has to be experienced. I invite customers to test drive and experience S-CROSS first hand.”*

Distinctive Cross-Over Contours: S-CROSS comes with unique cross-over poise and design. The S-CROSS design embodies the three key themes of emotion, quality and aerodynamics. A characteristic and bold crossover shape, dynamic and strong character lines, emotionally appealing styling and several

Category defining features:

- Cruise control
- Rain sensing auto wipers
- Auto dimming IRVM
- self-adjusting Hydraulic clutch
- Rear seat recliner
- HID (High Intensity Discharge) Projector Headlamps with Auto function
- Reverse parking camera

Premium Interiors and Comfort

- Impressive dark interiors
- Rich premium upholstery
- Soft touch dash board
- Silver Ornamentation

Convenience features

- Engine push start / stop button
- Audio & Bluetooth control on steering
- Smart Play Infotainment system
- Driver side Anti Pinch Power Window

Safety features

- Body built on Suzuki’s Total Effective Control Technology (TECT) Concept
- Stronger Hi-Tensile steel body for high rigidity
- Driver & Passenger air bags with seatbelt pre-tensioner & force limiter
- All Wheel Disc Brakes with ABS
- Reverse parking sensors with display

sophisticated touches, all combine to create a highly distinctive look for the S-CROSS. The characteristic Suzuki grille with the “S” emblem, with HID (High Intensity Discharge) Projector Headlamps lends a distinctive crossover flavour to the design. The side body side cladding and skid plate garnishes at the frontside and the rear, raised bonnet, premium integrated roof rails accentuate the cross-over looks of the S-Cross. The rear is as impressive as the front with split type tail-lamps and the upright stance.

A Rich, Premium and Quiet Cabin: The rich, premium and spacious cabin makes the S-CROSS distinctive. The plush dark interior colour scheme, design language expressed through flowing surfaces and liberal use of high quality surface finishes like silver ornamentation add to the overall classy fit and finish of the cabin. The equipment list in the interiors comprising multi information display, twin dial instrument cluster features blue lighting, while the rest of the controls sport a soothing amber back-lighting. The navigation system, smart play infotainment system, steering mounted controls and abundant space for all passengers make travelling in the S-CROSS a delight. Above all, several acoustic insulations and absorption materials are effectively positioned around the cabin and engine room to keep it quiet.

Power packed ride & performance: Under the hood are two engine options: DDiS 200 and DDiS 320. Powered with Variable Geometry Turbocharger (VGT) DDiS 200 & DDiS 320 ensures high performance. Besides, VGT gives optimal forced induction by controlling the flow of exhaust gases in accordance with the engine speed, thereby helping to release high torque, low fuel consumption and low emissions. The DDiS 200 generates optimum power of 66 kW@4000rpm and delivers maximum torque of 200 Nm @ 1750 rpm.

	DDiS 320	DDiS 200
Power	88 kW@3750rpm	66 kW@4000rpm
Torque	320 Nm@1750rpm	200 Nm@1750rpm
Fuel Efficiency	22.70* kmpl	23.65 kmpl
Acceleration	0-100 kmph in 11.3 seconds	0-100 kmph in 13.2 seconds
Transmission	6 MT	5 MT

*for Delta & Zeta DDiS 320. Fuel efficiency as certified by test agency under rule 115 of CMVR 1989

Performance and Handling: S-CROSS is built to be zippy on city roads and comfortable on varied terrains. The high performance suspension, enhanced handling cornering performance and stability, together make S-CROSS a sheer thrill to drive.

Safety: Safety is first at S-CROSS with its Hi-Tensile Steel Body, all wheel disc brakes with ABS, Front seat pre-tensioner and force limiter. Dual air bags are standard across all variants. From accident avoidance to occupant protection, the S-CROSS leads the way.

Investment: The Company and its suppliers have invested over Rs 600 crores towards developing this model.

Specifications:

Length	4300mm	Width	1765mm	Height	1590mm	Wheel base	2600mm
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Trims & Colours:

Pearl Arctic White	Urban Blue	Caffeine Brown	Premium Silver	Granite Grey
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Urban Blue is the character colour for S-CROSS

S-CROSS Introductory Prices: Ex-showroom Delhi

Fuel Type	Variant	Price (Rs)	Variant	Price (Rs)
Diesel	Sigma (DDiS 200)	8,34,000	Not available	
	Delta (DDiS 200)	9,15,000	Delta (DDiS 320)	11,99,000
	Zeta (DDiS 200)	9,99,000	Zeta (DDiS 320)	12,99,000
	Alpha (DDiS 200)	10,75,000	Alpha (DDiS 320)	13,74,000

Click <https://flic.kr/s/aHskf2FAho> for the high-resolution images of the S-CROSS

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