

MD Speech for the Ertiga Launch, 12th April 2012, New Delhi

Thank you for joining us today.

A few months ago, at the Auto Expo, we did the global unveiling of the Ertiga.

I had mentioned how the Ertiga holds big significance for Maruti Suzuki in India and for Suzuki Motor Corporation for the global markets.

Today, I am happy to meet you at this launch of Ertiga in India.

This also marks the global launch of Ertiga.

The Ertiga has been designed with specific focus on the Indian market.

Many urban families in India are now looking for a vehicle that offers more space and flexibility than a sedan, without being bulky, bland, expensive and a fuel guzzler.

They need a vehicle which can meet the requirements of all aspects of their active and well connected lives.

These families are currently having to compromise, and settle for a vehicle which does not meet their lifestyle needs.

The Ertiga is designed for these customers.

In fact, it is a Life Utility Vehicle, a new category that urban families are now looking for.

The Ertiga is another example of our ability to pack power, performance, space and features in a compact package.

It represents the fact that Utility Vehicles need not be huge and overbearing.

It demonstrates that these vehicles can be stylish and contemporary, and become a favoured choice of the family.

Of course, Ertiga carries the legendary best in class fuel efficiency for the Diesel and Petrol versions.

Once you know the price, very shortly, you will believe that such vehicles can be attractively priced as well.

Utility Vehicles are a promising segment, and we have been largely absent from here so far.

The segment has demonstrated a compounded annual growth rate (CAGR) of 20 percent over the past three years.

We strongly believe that this trend will continue in future, especially with stylish Life Utility Vehicle like Ertiga that fits the needs of urban Indian families.

Ertiga will be an attractive option for compact car customers wishing to upgrade to a bigger car.

For an existing sedan user, Ertiga offers an upgrade to a larger cabin room and higher flexibility to meet the growing needs of the family.

With this launch, we are also adding another technologically advanced engine to our K-series engine range.

The fuel efficient 1.4 litre petrol VVT engine on the Ertiga will deliver higher power as well as high fuel efficiency that will delight customers.

Maruti Suzuki has regularly offered new products and features to cater to evolving customer needs.

In the process, it has created new categories in the market.

New categories need a lot of communication and awareness.

We have always received support from the media in communicating about our new products and categories.

Once again we look forward to your support to make the Ertiga a success.

I know you are eager to know the price of the vehicle. I know you are eager to know the price of the vehicle. But you will have to wait for some more time.