

**MD's Speech for the SX4 Diesel Launch
Tuesday 22nd February 2011**

Good Afternoon,

Thank you for joining us today.

I am happy to meet you within a short span of time.

Many times we have been asked "*when are you going to launch a diesel variant of SX4?*"

Well, the wait is over.

SX4 diesel is here.

On behalf of my team I welcome you to the launch of SX4 diesel.

Our study shows that in the past few years the usage of a vehicle has gone up substantially.

The need to travel long distance is part of today's lifestyles.

This has resulted in increase fuel cost for the customer.

So, the customer is looking out for a more cost effective personal transport.

A diesel engine fits the need.

The sales numbers for diesel cars, especially in the premium sedan segment have shown increasing trends in recent times.

I am told that some models sell four times diesel cars than the petrol cars of the same make.

That is an indication of what the customer is looking for

Till today Maruti Suzuki had only a petrol car amongst the premium sedans.

I am confident with the launch of SX4 diesel today, we will be able to fill the gap and meet the need of customers looking for diesel as a fuel option.

The success of our diesel cars has been encouraging for us. To the customer, our diesel engine offers refinement and economy clubbed with performance.

The SX4 with “Super Turbo Diesel” engine will offer better mileage, a powerful drive and low emissions.

I am sure customers would find great value in the vehicle.

I am very positive that SX4 diesel will repeat the success of other diesel offerings from Maruti Suzuki.

I am confident that it will pass the test of customers in terms of power, efficiency and refinement.

Friends

We at Maruti Suzuki strongly believe that every customer is unique.

We try and cater to these customers by offering them new or refreshed models at regular intervals, more fuel options, create new segments, sub segments

SX4 is one of the models which is available in three fuel options petrol, CNG and now with a Super Turbo Diesel...

We are working towards expanding our portfolio and catering to more and more customers

Before I conclude, may I request friends from the media for their support to make the SX4 Diesel a popular choice.

I know you are eager to know the price

Can we have the slide please