

Press Release

Maruti Suzuki announces global debut of 'Celerio' with revolutionary Auto Gear Shift

New Delhi, February 6, 2014: Car market leader Maruti Suzuki India Limited launched its much awaited compact car, Celerio, with the revolutionary Auto Gear Shift here today. With fuel efficiency same as the Manual transmission, the revolutionary Auto Gear Shift, christened **EZ Drive**, is all set to redefine the car driving experience on Indian roads. Interestingly, Auto Gear Shift on the Celerio is a first for India amongst passenger cars.

Poised to stir the A2 segment Celerio is a complete package full of pleasant surprises. Among several benefits, Celerio comes with a best in class fuel efficiency of 23.1 kmpl, for both, Auto Gear Shift and the Manual Transmission variants.

Celerio is launched at an attractive price. This price puts to rest any argument that superior technology is expensive. Often, the wide price gap between Manual and Automatic transmission variants prompts buyers to settle for manual transmission cars.

In terms of maintenance of the car, the Auto Gear Shift technology on Celerio is affordable and hassle free.

With Celerio, the Company is keen to change these perceptions and raise the technology bar.

Unveiling the Celerio, Mr Kenichi Ayukawa, Managing Director & CEO said, *"Maruti Suzuki has always believed in offering cars that set new benchmarks of technology, style and overall costs in India. Maruti Suzuki Celerio is the latest example that brings path breaking Auto Gear Shift technology in cars for the first time and that too, in country's most popular compact car segment. The Celerio promises a new, convenient and fun to drive experience, with top class fuel efficiency, at a highly attractive price and low maintenance cost. We are confident that Celerio will soon become a popular choice among customers as they enjoy the benefits that this new technology brings."*

The Celerio is stylish on the outside and has roomy, spacious & functional interiors with a large boot. Offered in six variants, including two with Auto Gear Shift, the Celerio is powered by the high performing K-next petrol engine.

(Detailed note on Celerio is enclosed)

Auto Gear Shift: Harbinger of a revolution

Mated with the K-next engine, the Auto Gear Shift is Suzuki Motor Corporation's newly developed technology that promises superior drive experience to the users. Powered by an intelligent actuating unit, driving is effortless with Auto Gear Shift.

Auto Gear Shift is a departure from the traditional configuration, as it has only two pedals. The two pedal drive relieves the driver from synchronising between clutch and gear shift lever and brings immense value in start-stop traffic conditions.

(Detailed note on Auto Gear Shift is enclosed).

THE HIGH FIVES

- **EZ Drive:** Auto Gear Shift technology with best in class fuel efficiency of 23.1 kmpl, at par with manual transmission, a first for passenger cars
- **EZ Technology:** K-Next Engine with Drive-by-Wire, All new transmission
- **EZ Space:** XpanDesign with Roomier cabin, Spacious headroom, legroom, shoulder room, 15 smart utility spaces, large boot
- **EZ Style:** CICO (Curve in Curve Out) Styling, Big road presence, Sweeping Wave dash design
- **EZ Gizmos:** Stereo with Bluetooth Connectivity, Steering-mounted audio controls, Multi-info display, User-friendly customizable security settings.

Variants

	LXi	Vxi	Zxi	Zxi (Optional)
Manual transmission	O	O	O	O
Auto Gear Shift	O	O	-	-

A varied colour spectrum includes 3 new ones.

New	Sunshine Ray	Cerulean Blue	Cave Black	
Existing	Blazing Red	Pearl Arctic White	Glistening Grey	Silky Silver

Specifications

Length	3600 mm	Power	68 ps / 6000 rpm
Width	1600 mm	Torque	90 Nm / 3500 rpm
Height	1560 mm	Wheel Base	2425 mm
Fuel Efficiency	23.1 kmpl	Turning Radius	4.7 meters
Kerb weight	810 kgs	Boot Space	235 litres
	830 kgs (full options)	Ground Clearance	165 mm

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Issued by:

Corporate Communications,
Maruti Suzuki India Limited,
One Nelson Mandela Road,
Vasant Kunj, New Delhi, India
Ph: 91-11- 4607 5414 / 4678 1000 / 4678 1113
Website: www.marutisuzuki.com