

Press Release

Ten years of Swift

Bestseller clocks over 1.3 million sales

New Delhi, May 8th, 2015: Maruti Suzuki Swift, loved and celebrated by millions of Indians, turns ten this month. Since its launch in May 2005, the Swift has been a bestseller through the decade, surpassing its own records year after year. Swift's attitude, performance and sporty looks have ensured it stays on top, undistracted by competition.

On the occasion, Mr RS Kalsi Executive Director (M&S) shared, *“Over 1.3 million Swift cars have been bought in India so far, transforming the landscape of the Indian auto industry and inspiring new products, market segments and categories. Over the years, the Swift has evolved in features, looks and technology, often defining the changes in aspiration and preferences of Indian car customers.”*

Swift has broken the myth about the so-called “big car features” by offering them to its customers and along the way creating a new upper A2 segment in the industry.

Swift has swept Car of the Year Awards in India, *twice* over, once when it was launched (2005) and again when the full model change was introduced (2011).

Stories of Swift loyalty are part of customer folklore and along with Swift fan clubs and innovative marketing campaigns, have contributed to the iconic status of Brand Swift.

In its latest avatar, Swift Diesel saw a 10 per cent increase in fuel efficiency while Swift Petrol improved by 9.5 per cent, making Swift the most fuel efficient car in its category.

Launched as a World Strategic Model, brand Swift ushered a new design philosophy. The bold and aggressive design philosophy was distinctively European. Married to Japanese precision and technology, Swift has always enjoyed a global appeal.

Month-long celebrations: The Company has lined up month long celebrations to engage with Swift owners and enthusiasts to mark the occasion.

Swift Concept to reality

- **2002 Paris Motor Show :** Rally inspired Concept S showcased reflecting influences from two and four wheel racing activities
- **2003 Frankfurt Motor Show :** Concept S2, an open-top sports car unveiled
- **2004 Paris Motor Show :** Concept Swift showcased
- **2004 Nov :** Launched in Japan
- **2005 May :** Launched in India

Swift Journey

- **2005:** India launch
- **2007:** Diesel variant
- **2010:** Minor Change
- **2011 (Aug):** Swift full model change
- **2014 (Oct):** Swift minor change

Swift Sales Milestones

- **Jan 2007:** 100,000 units
- **Mar 2008:** 200,000 units
- **Feb 2009:** 300,000 units
- **Jan 2010:** 500,000 units
- **Sep 2013:** 10 Lakh units
- **Apr 2015:** cumulative sales cross 13 lakh units