

Annexure-“A”

Press Release

Maruti Suzuki DZire enters the ‘elite 10 lakh club’

- Swift DZire among top three Industry best sellers, for three consecutive years
 - Swift DZire(D) is third most fuel efficient car in the industry

New Delhi, July 29, 2015: Maruti Suzuki DZire, India’s best-selling entry sedan for last three years, attained the 10 lakh cumulative sales mark this month. Launched in 2008, Maruti Suzuki DZire has been a category leader and has helped Maruti Suzuki strengthen its presence in the entry sedan segment.

With this milestone, Swift DZire now enters ‘the elite million club’ comprising models such as Alto, Swift and Wagon R.

Speaking on the feat, **Mr. R S Kalsi, Executive Director, Marketing and Sales, Maruti Suzuki India** said, “DZire is a complete package. Its refreshed looks, rich equipment list, enhanced fuel efficiency, have been warmly received by customers and have enabled us to strengthen sales and enhance share in a tough market. We thank all DZire customers for their patronage to the brand”.

Based on the celebrated Swift platform, the DZire sports contemporary styling, superior comfort and convenience features. Available in both, Petrol and Diesel fuel options the car delivers exceptional mileage of 26.59 Km/l in diesel and petrol version with MT delivers a mileage of 20.85 Km/l. The vehicle offers premium features like engine push start/stop button, reverse park assist, new motion alloy wheels and Bluetooth with audio etc.

Smart facts on DZire

- ❖ Over 10 lakh units sold in India
- ❖ Amongst top three sellers in the Industry for last three years
- ❖ India’s bestselling sedan for last three years
- ❖ Launched in March 2008
- ❖ Full model change in Feb 2012
- ❖ Second most fuel efficient sedan in India @ 26.59 Km/l (Diesel)
- ❖ Refreshed Dzire Diesel - India’s most fuel efficient in Feb’15

Cumulative sales milestones

- ❖ 100,000 units: Sep 09 (19 months)
- ❖ 200,000 units: Sep 10 (12 months)
- ❖ 300,000 units: Sep 11 (12 months)
- ❖ 500,000 units: Jan 13 (16 months)
- ❖ 700,000 units: Jan 14
- ❖ 900,000 units: Jan 15

Maruti Suzuki’s Million club (Cumulative sales)

Alto (2.83 million) ; M800 (2.67 million) ; Omni (1.68 million) ; WagonR (1.63 million) ;
Swift (1.36 million) and Swift Dzire (1.0 million)

Interestingly, Dzire is the only sedan to be in the top five most selling cars in India’s passenger vehicle market.

To celebrate the occasion, Maruti Suzuki has lined up a month-long ‘The sweets are on us’ campaign. Through this campaign the Company plans to share the moment with everyone at large. “The sweets are on us” campaign includes sending edible direct mailers to the existing owners* and creating edible art installations inside malls by artists.

Dzire is also exported to Africa, South America, Central America, Middle East ASEAN and SAARC countries. The cumulative exports till Jun’15 were around 50,000 units.

Awards:

- ✓ CNBC Award for Sub-Compact Sedan of the Year 2013
- ✓ NDTV Car and Bike Award for Sub-Compact Sedan of the Year 2013
- ✓ Car India Award for Compact Sedan of the Year 2013
- ✓ JD Power APEAL Award in the entry midsize-car segment every year since its launch for five consecutive years
- ✓ The JD Power IQS Award in the entry midsize-car segment in 2008, 2010, 2011 and 2012
- ✓ The JD Power Dependability Award in the entry midsize-car segment in 2011
- ✓ 1st place in the TNS Total Customer Satisfaction Study, in the entry midsize segment in 2010

**Terms and conditions apply*

[Click here](#) for high resolution images of the DZire or <https://flic.kr/s/aHskgf5qdR>