

Maruti Suzuki to showcase Concept FUTURO-e

*Futuristic coupé-style electric concept
Brings fresh global design perspective to Indian landscape
Global premiere at Auto Expo 2020*

New Delhi, January 21, 2020: With a vision to revolutionise green mobility, Maruti Suzuki India Limited will premiere a coupé-style electric concept: FUTURO-e at Auto Expo, The Motor Show 2020.

Conceptualized and designed in India for the aspirational youth who seek bold expressions, **#ConceptFUTURO-e** is a **design study** for next generation mobility solutions. Concept FUTURO-e demonstrates a bold new global design language for the popular utility vehicle segment.

Introducing Concept FUTURO-e to the customers, **Mr. CV Raman, Senior Executive Director (Engineering), Maruti Suzuki India Limited**

said, “*Concept FUTURO-e resonates Maruti Suzuki’s commitment to create exciting designs for next generation. Offering a sneak*

CONCEPT
FUTURO-e

peek into future of design, Concept FUTURO-e represents Maruti Suzuki’s vision for the Indian automobile market. Pegged as an Indian car with global sensibilities, Concept FUTURO-e takes into consideration the evolving desires of country’s aspirational youth. Concept FUTURO-e tastefully draws inspiration from geo-organic structural forms occurring in nature. Its beauty is evident from its simplicity and magnificent detailing.”

He added, “*The design of Concept FUTURO-e is a fascinating fusion of a coupé with a SUV. It is a significant departure from the mainstream SUV architecture and is expected to raise the design bar of Utility Vehicles in India.*”

With its distinctive coupé silhouette and bold proportions, Concept FUTURO-e conveys a signature character. Exclusively crafted details complimented by a unique paint finish accentuated with dramatic light interplay creates a strong sense of visual movement around the car. It’s simple yet powerful design and futuristic light signature in front and rear, builds a captivating visual connect with the modern automobile ecosystem.



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