

Maruti Suzuki Vitara Brezza storms into the SUV space

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Style and glamour, first-in-segment features and class leading mileage

Mumbai: India's leading passenger vehicle company, Maruti Suzuki India Limited today launched its first compact urban SUV, Vitara Brezza, at a striking price point. Bookings for the Vitara Brezza also opened today at the company's 1799 strong dealer network across the country.

With Vitara Brezza, Maruti Suzuki is now present across all critical segments of the passenger vehicle market.

Vitara Brezza - strong, masculine with raised stance and dynamic styling - brings style and glamour to India's SUV landscape. Its balanced proportions make Vitara Brezza visually appealing. Bold and contemporary interiors of Vitara Brezza are complemented with a futuristic dashboard with a progressive meter cluster, resolute garnishing, sporty seats and versatile flip folding rear seats.

Vitara Brezza delivers an outstanding fuel efficiency of 24.3 km per litre, the highest in SUV category and 10-20% superior to existing models in the segment. Using the acclaimed DDiS 200 engine and multiple innovative technologies like intelligent battery management, Vitara Brezza stands tall on the promise of fuel efficiency and value for the customer.

While the exteriors of Vitara Brezza have characteristic Dual colour scheme and a unique floating roof, its interiors are high on practical, usable space, an advanced infotainment system and an array of first-in-the-segment features to make it stand out.

Vitara Brezza comes with an assurance of safety. It is the first car in the country that is certified for offset and side impact crash tests which will be enforced in India in 2017.

Launching the Vitara Brezza, **Mr. Kenichi Ayukawa, MD & CEO, Maruti Suzuki** said, "*Vitara Brezza marks our entry into the popular compact SUV segment. Vitara Brezza brings the muscle, glamour and style that were so far missing in this segment. Class leading features, personalization, future*

Key First in segment features

- Dual colour scheme
- Floating roof
- Bull Horn shaped LED light guide in headlamps and rear combination lamps
- Projector headlamps with auto 'On/Off'
- Unique turn indicator in front bumper
- Large tyres
- Cruise control
- Gear shift Indicator
- SMARTPLAY infotainment system
- 5-colour options of mood lights on speedometer
- Inbuilt navigation with map care
- Reverse parking camera
- Sliding armrest with storage for driver
- Brushed aluminium accentuation on IP
- Roof lining with Premium Fabric
- Seat back coat-hook (driver side)
- Personalisation packages

Safety Features

- Driver-side airbag standard across all variants
- Front passenger airbag and ABS with EBD offered as an option from base variant
- First vehicle to be homologated for offset and side-impact crash test
- Stronger hi-tensile steel body for tougher and stronger body structure

ready safety, outstanding fuel efficiency and an attractive price are sure to endear Vitara Brezza to customers. Vitara Brezza is set to redefine the rules in the SUV space."

Class leading features

'Bull Horn' shaped LED light guide in headlamps and rear combination lamps, projector headlamps with auto function 'On/Off', unique cockpit style instrument cluster with mood lights, large tyres and SMARTPLAY infotainment are some of the first-in-class features in Vitara Brezza.

Vitara Brezza is high on personalization. On offer are theme based personalization options - Glamour, Urban, Sporty - that match the personality of the customer, a feature never seen before in the SUV market in India. Customers can enjoy this custom car experience at the showroom.

Powertrain and Performance

Vitara Brezza gets the versatile DDiS 200 engine mated with a 5-speed manual transmission. Precisely selected gear ratios ensure excellent driving pleasure with the predictable power and peppiness of a compact SUV.

Maruti Suzuki has used multiple technologies - intelligent battery management, gear shift indicator, low rolling-resistance tyres - that make Vitara Brezza high on fuel efficiency and value for the customer.

Use of pendulum engine mount system, effective use of acoustic insulation and absorption materials around the cabin and engine compartment ensure low NVH levels.

A well-tuned suspension delivers a stable and comfortable ride. The monocoque body design enhances ride handling and stability even at higher speeds.

- Monocoque body for enhanced handling and safety
- Based on Suzuki TECT for increased occupant protection

Other Features

- Dynamic styling with muscular stance
- Confident front grille
- High ground clearance
- Unique cockpit style instrument cluster
- Smart, versatile and flip fold rear seats
- Front seatbelt with pre-tensioner and force limiters
- Projector headlamps and fog lamps

A petrol variant for the Vitara Brezza is expected in the future.

Safety – More Firsts for Vitara Brezza

Vitara Brezza embodies Suzuki's Total Effective Control Technology (TECT) concept for occupant protection. Hi-tensile steel brings strength along with low body weight.

While driver airbag is a standard on all variants, front passenger airbag and ABS with EBD is offered as an option from base variant onwards.

Dynamic, Confident and Energetic Exteriors

Vitara Brezza designers have worked to create an appealing upright stance to the SUV. Balanced proportions, square wheel arches with large tyres add to the confident look of Vitara Brezza. The body kit, skid plate garnishes and the hood bring in a raised stance to the SUV.

The signature 'Bull Horn' LEDs with unique turn indicators add energy to the front giving it a stunning yet graceful look. The raised belt line and rocker line along with a gently sloping roofline impart a dynamic posture to Vitara Brezza.

On the rear, Vitara Brezza gets split tail-lights with LEDs and an embossed signature chrome bar that adds a distinct personality to the vehicle.

Bold and Impressive Interiors

The interiors of Vitara Brezza reveal a contemporary dashboard with futuristic layout. Resolute garnishing, progressive meter cluster and stylish bucket seats lend fashionable sophistication.

Bolder center focus theme, with impressive characteristic garnishes, premium finishing and treatment make for an impressive dashboard.

Rugged door grab handle with continued accentuation from the instrument panel extends the ruggedness of the SUV to the interiors.

Customers get a choice of 5 preset colours in the speedometer, which they can choose as per their mood.

Space and Comfort

One of the key selling points for Vitara Brezza is the spacious cabin. Vitara Brezza offers maximum usable space with the right proportions. The compact engine room packaging leads to a roomier passenger cabin that offers comfortable ingress-egress and adequate leg room to the rear passenger.

The well-padded seat in the front offers a commanding driving position.

The overall layout of the vehicle offers excellent overall visibility for bumper to bumper urban traffic in India. With a height of 1640 mm, Vitara Brezza offers ample headroom that can easily accommodate occupants with various (at least 18 different) Indian head gears.

The large, 328 litre, boot is wide enough for easy access and comfortable handling of heavy and large luggage. The boot space can be extended with the unique flip folded seats and 60:40 rear split, maximizing the utility space.

Other comfort features on Vitara Brezza include rain sensing wipers, auto headlight, cruise control, air-cooled upper box, card holder in glove box, among others.

Specifications

Length	3995 mm	Power	66kW / 4000 rpm
Width	1790 mm	Torque	200 Nm / 1750 rpm
Height	1640 mm	Wheel Base	2500mm
Tyre Size	215/60R16 205/60R16	Boot Space*	328 Litres
		Minimum Ground Clearance**	198 mm

*Researched by VDA method ** Minimum Ground Clearance mentioned is in unladen condition.

Colour Options

Single tone colours across trim levels	
Arctic White	Premium Silver
Granite Gray	Blazing Red
Cerulean Blue	Fiery Yellow
Dual-tone colours in ZDi+	
Blazing Red with Midnight Black	
Cerulean Blue with Arctic White	
Fiery Yellow with Arctic White	

Vitara Brezza introductory price (Ex-showroom)

Delhi							
Variant	LDi	LDi (O)	VDi	VDi (O)	ZDi	ZDi+	ZDi+ (O)

Price (INR)	6,99,000	7,12,000	7,62,000	7,75,000	8,55,000	9,54,000	9,68,000
Mumbai							
Variant	LDi	LDi (O)	VDi	VDi (O)	ZDi	ZDi+	ZDi+ (O)
Price (INR)	7,35,983	7,49,641	8,14,624	8,28,282	8,95,399	9,99,297	1,01,4005

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