

MSIL: CSL: NSE: 13

2nd July 2013

Vice President
National Stock Exchange of India Limited
“Exchange Plaza”, Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

Sub: Press release

Dear Sir,

Please find enclosed herewith as Annexure – “A” a copy of press release being issued today.

Thanking you,

Yours truly,

For Maruti Suzuki India Limited



Sanjeev Grover

DGM, Corporate Secretarial

Encl.: As above

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Press Release

Maruti Suzuki introduces sporty version of country's most popular premium compact Swift RS

Sporty and stylish "Swift RS" to be made available for a limited period

New Delhi, July 2, 2013: Maruti Suzuki Swift, India most popular and highest selling premium compact car brings another attraction for the customers. Maruti Suzuki India has introduced a limited edition "Swift RS", the sporty version of the popular Swift. The Swift RS comes with new styling and graphics and that give it a distinct sporty character and looks.

Swift RS will be available only in limited numbers and for a short period.

The Swift RS comes with several signature style interiors and exteriors features. It comes with a signature RS 3-piece body kit that includes front and rear bumper enrichment and a roof spoiler. To enhance the sporty quotient, the Swift RS has specifically designed black and blue motorsport inspired graphics. For the first time, black wheel covers are being introduced in the Swift RS. The outside rear view mirrors come in the signature theme colour of blue. The Swift RS is equipped with an illuminated Swift emblem at the sill on all four doors.

Inside the Swift RS, the upholstery is crafted in art leather black and blue colour combinations which complement the RS signature graphic style on the exteriors. The floor mats carry forward the rally RS theme. This special edition of Swift has a high-end music system with CD player, AUX-in and USB facility.

On the introduction of Swift RS, Mr Manohar Bhat Vice President (Marketing) Maruti Suzuki India said, *"The Swift RS is in continuation of Maruti Suzuki's celebrations planned around Swift model as it moves towards the "1 million" cumulative sales mark. Swift not only pioneered premium compact segment in the country, it continues to remain the no. 1 selling car in the segment. Swift has cumulatively sold over 9.6 lakh units since its launch in May 2005. We are confident that limited edition Swift RS will be ideal for customers who look to further enhance the sporty character and style of the Swift. All this comes with a much higher value worth than the price customer pays for Swift RS package."*

The Swift RS enhancement package, priced at Rs. 24,500/- brings in a much higher value to customer through the new additions / changes.

Swift RS will be available in VXi (Petrol) and VDi (Diesel) variants at Maruti Suzuki dealers across the country from early July 2013, for a limited period.