

3,00,000 CHEERS!



# A RECORD PERFORMANCE

300,000 Swifts sold in less than four years! And the demand keeps on growing. What makes this car such a cult?

Imagine three hundred thousand people. 300,000 people -- that's more than the entire population

of Iceland. 300,000 people are celebrating a phenomena called Swift. 300,000 people have gifted themselves a Maruti Suzuki Swift within the past four years. 300,000 cars sold in three years and eight months! That's a new record.

Actually it's not surprising. The Swift has been breaking records since day one. When it was launched in 2005, the Swift got a record number of 21,000 bookings in just one week. And people hadn't even driven the cars.

**TOMORROW'S CONCEPT, TODAY.**

The reason for this rousing reception was not too difficult to see. In fact at that time Autocar India had declared 'Even if Swift had no engine, people would buy it - and that's because of it's outrageous concept car looks'.

The truth is that under that practical veneer of the Swift lies the DNA of an outrageous concept vehicle. In 2002, Suzuki engineers showed off a car to codenamed GSX R/4 at the Paris Motor Show. The crowds loved it.

On seeing the people's reaction, Suzuki decided to make the concept a reality. The seed for the Swift had been planted.

To turn a radical concept into a road-legal



car, Suzuki brought together its best engineering and design talent from across the world. 21 engineers from India joined the team to design a car that the world would fall in love with.

The brief was to create a car that would rival the best that Europe and the world

had to offer. India had its own unique requirements. The Indian Swift had to be powered by the 1.3-litre engine. The car had to deal with rough Indian roads and unmarked speedbreakers without scraping its undercarriage. Moreover, the Indian version would need to carry a full-sized stepney rather than the space-saving service wheel the European models would carry. The Indian team Worked in parallel with the international Suzuki team to ensure that the Swift for India was engineered ground-up and not merely adapted.

## THE SWIFT MANIA

On 25th May 2005, Maruti Suzuki launched the Swift in India to a rapturous welcome. Car critics loved it, and it picked up every 'Car of the Year' award in the country. The customers loved it, and gave it top billing in the JD Power and TNS quality studies. In fact, the Swift redefined the very concept of small cars and created a new moniker 'premium hatch'.

Over the past four years, India's appetite for the Swift has only gotten bigger. And then when Maruti Suzuki launched the Swift with the award winning

*"The best feeling in the world? Driving my Swift."*

*Meenakshi Lochan, Age 32, Media Manager, Owns a Swift Vxi.*

**GSX R/4:** It featured a mid-mounted 1.3-litre DOHC engine from the world's fastest production bike Suzuki Hayabusa GSX R1300.



**CONCEPT S:** A permanent four-wheel drive backed by a six-speed transmission and a super responsive 1.6-litre engine to complete the package.



**SWIFT:** In its current avtaar is a hands down derivative of the concept car, bettered only to maximise all-round on-road performance and utility.



**SWIFT DDiS:** The Swift diesel adds even more value to the exciting package, beside offering plenty of usable torque wisely spread across the band.



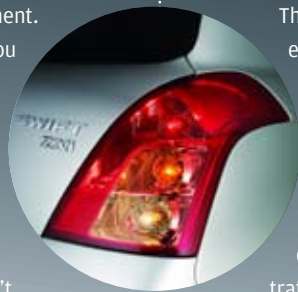
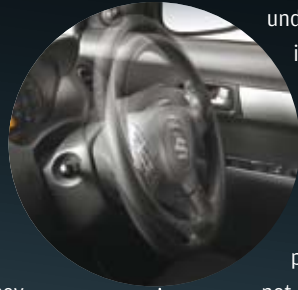
DDiS diesel engine under the hood, India's love affair with the Swift got even more intense. So what is it about this car that has made it a record seller in a market full of some very capable cars?

The reason is not hard to see. Even 44 months after its launch, the Swift still remains the best-looking mainstream car in India. In a world where cars are designed to offend the least amount of people, the Swift stands out with its bold radical styling. If you had to choose one word that distinguishes the Swift from the pack, it is 'character'. The peeled-up headlamps, the boomerang tail-lamps, the high waistline, the flared wheel arches, the fighter-jet style glasshouse give it a road presence far beyond its size. The Swift's iconoclastic styling makes every other car look vanilla.

The Swift is not just eye candy. Step inside the sporty cabin, and you will discover a trendy interior. The wraparound driver-centric cockpit is an ergonomic and visual delight. The sporty three-spoke steering wheel with audio controls, the spherical gearshift knob, the dazzling dials, the central air-con vents, they all feel like they belong to a much bigger salon.

Cabin comfort is top class. The generous front seats allow even the tallest drivers to get comfortable. Moreover, the extra-wide track of the Swift ensures there is more than enough shoulder room for three full-sized adults at the back. Plus plenty of storage to stow away all your prized possessions.

The list of goodies goes on. The Swift ZXi comes equipped with a generous list of equipment. The Automatic Climate Control allows you to set the temperature you want, and enjoy the drive. No more having to play around with the air conditioner switch to maintain a constant temperature. Yes, it also comes with an integrated stereo system with steering mounted audio controls so that you don't



have to remove your hands from the steering wheel. On the subject of steering wheels, did you know that the Swift's features tilt steering for you to find a comfortable driving position?

To ensure your safety, the Swift ZXi is equipped with ABS. The anti-lock braking system pumps the brakes thousands of times a second to ensure that your wheels never lock up, and you maintain steering control even in the slipperiest road conditions. Complementing this are the electronic brake-force distribution system and brake assist. Finally, twin airbags to protect you in any eventuality. Furthermore, a remote keyless entry alarm system adds to your peace of mind.

#### THE PETROLHEAD'S CAR

Is the Swift all show and no go? Let's take a look under the bonnet. For the petrol heads there is a 16-valve 1298cc all-aluminum engine churning out a phenomenal 87bhp at 6000rpm with a maximum torque of 11.52kgm. A computer-controlled 32-bit ECM maps all engine parameters to give you the optimum balance between performance and efficiency. The Swift has not one, not two, but six computers. There's a computer each for the Engine Management System, Electronic Power Steering, Automatic Climate Control, the ABS, airbag deployment and central locking. What does all this muscle translate to? Floor the pedal you will slingshot to 100kph in 12.29 tarmac-scorching seconds. In second gear! Keep the pedal down, and you will know you have hit 160kph only when you look at the chrome-ringed speedometer.

The Swift is a sporty little car. It's taut. It's edgy. It's eager to dive into corners. It's planted and flat going into a curve. This is the car to pretend that you are behind the wheels of a race car.

It's not just on a racing track that you appreciate the Swift's amazing qualities. In rush-hour bumper-to-bumper traffic, the Swift's compact dimensions and



*"I never knew a car could be so exciting. Every drive is like my first drive, only better."*

Rajat Bedi, Businessman, Owns a Swift Vdi.



drivability coupled with its punchy engine allows you to close gaps quicker and weave your way through the traffic.

Leave the traffic behind. Head out of the city. Hit the highway. The Swift feels solid and planted at any speed. Overtaking is a breeze. No need to downshift. Just flex your right foot and watch that truck disappear into your rearview mirror.

The Swift is a car that begs to be driven. And the best part is that you can enjoy your drive with minimal damage to your wallet. The Swift stretches your rupee by giving you 15.9 kilometers per liter\*. Fun was never so affordable.

#### THE DELIGHTFUL DIESEL

Actually it does get even more affordable with the award-winning 1248cc 16-valve, twin-cam diesel engine under the Swift's hood. This frugal power-plant takes

the Swift 21kms on a liter of diesel\*. So if you think that a diesel engine has robbed the Swift of its oomph, you couldn't be more wrong. Step on the gas and the diesel will hit the 100kph mark in just 13.87 seconds. That makes it the quickest car in its segment. And the most fuel economical too.

In today's world, technology is racing ahead. A four-year old laptop, or a mobile phone is nearly obsolete. Yet, the Swift remains not just modern, but from the future. A car that turns heads with its radical design. A car that defines the future of automobile technology. A car that marries excitement with practicality.

Are you still wondering why 300,000 people across the length and breadth of this country put their money on the Swift? There is only one way to find out. Join the club of delighted Swift owners.

\*ARAI figures

*“Last month I traveled from Delhi to Goa in my Swift. It was exhilarating”*

*Ravish Krishnan, Architect, Owns a Swift Zxi.*



#### THE SWIFT WAY TO GUTS AND GLORY.

Aaron Burkart celebrated a perfect start of the JWRC 2009 during the Rally Ireland. Despite most difficult weather conditions, the 26-year-old in his Suzuki Swift clearly asserted himself against the international competition after three suspenseful days. It was just another feather in the cap for a car that made its JWRC debut in Rally Finland 2005 with Guy Wilks driving it to third position. It could have won too, had it not been for a punctured tyre. The Swift JWRC car's reliability and competence has made it one of the frontrunners in the championship. 2007 was the most successful year for Suzuki Swift which



blocked three out of the top five positions in the championship with Per-Gunnar Andersson and Urmo Aava taking the top two positions and Jaan Molder in fifth.

Back in India too the Swift has proved itself in the demanding world of motorsport. The Raid de Himalaya, travels through some of the most harsh terrain and inhospitable weather conditions. It challenges both man and machine. The Swift has made the Raid de Himalaya its playground, proving its pace with increasing pace and efficiency. The Swift is set for greater glory in the fiercely contested world of motorsport.

#### AWARDS AND ACCOLADES (NATIONAL AND INTERNATIONAL)

##### Japan

■ RJC Car of the Year - Automotive Researchers' & Journalists' Conference of Japan ■ 2005-2006 Car of the Year, Japan "Most Fun Car" - COTY Executive Committee ■ Good Design Award - Japan Industrial Design Promotion Organization ■ Carview of the Year 2005-2006 - CARVIEW

##### Iceland

■ Car of the Year 2006 - BIBD The Association of Automotive Journalists

##### UK

■ 2005 Car of the Year - CAR Magazine

##### New Zealand

■ Fairfax AMI Small Car of the Year - AUTO CAR ■ National Business Review Small Car of the Year - The National Business Review

##### Australia

• 2005 CARSGUIDE Car of the Year - CARSGUIDE

##### Malaysia

■ NST Mastercard Car of the Year 2005 "Small Car" - New Straits Times/ NST Mastercard

##### China


■ 2005 CCTV COTY "Economical Car" - CCTV ■ 2005 Shanghai Motor Show COTY "Hatchback" - Shanghai International Motor Show ■ 2005 Shenzhen Market Car Ranking "Best Design" - Shenzhen Daily ■ 2005 Chengdu Market Car Ranking "Best Design" - Chengdu Economic Daily ■ 2nd Oscar of Auto World "Standard car for private use" - Chengdu International Motor Show

##### India


■ Car of the Year - BS Motoring ■ Car of the Year - Overdrive ■ ICOTY - Indian Car of the Year, 2006 ■ CNBC - TV18 Autocar - Car of the Year - Best Value for Money Car - Best Design And Styling - Viewer's Choice ■ NDTV Profit - Car India - Small Car of the Year - Viewer's Choice ■ Design Car of the Year-BBC-Top Gear ■ No. 1 in Initial Quality Study - JD Power ■ No. 1 in Total Customer Satisfaction - TNS Study ■ No 1 in The 2007 Four Wheeler Total Customer Satisfaction Study, ■ No 1 in The J D Power Asia Pacific 2007 Initial Quality Study. ■ No 1 in The J D Power Asia Pacific 2007 and 2008 India Automotive Performance, Execution and Layout (APEAL) Study. ■ JD Power Asia Pacific 2008 Vehicle dependability study

#### World Car of the Year Awards, 2006

No.1 in the world for Value and Environment Friendliness\*, beating the Mercedes-Benz S-Class, BMW 3-Series, Volkswagen Passat and Lexus IS, among others.

SPECIFICATION			FEATURES											
BODY TYPE	PETROL	DIESEL	PERTOL			DIESEL		PERTOL			DIESEL			
Body type	Hatchback	Hatchback	LXi	VXi	ZXi	LDi	VDi	EXTERIOR	LXi	VXi	ZXi	LDi	VDi	
Number of doors	5	5						Headlamp levelling device	✓	✓	✓	✓	✓	
Seating capacity	5	5						ORVM (internally adjusted)	✓	✓	✓	✓	✓	
ENGINE								Right	✓	✓	✓	✓	✓	
Capacity	1298cc	1248cc						Left	✓	✓	✓	✓	✓	
Number of cylinders	4	4						Coloured, outside door mirror cowls	-	-	✓	-	✓	
Number of valves	16	16						Coloured outside door handles	-	-	✓	-	✓	
Bore x Stroke	74.0 x 75.5 mm	69.6 x 82 mm						Tailgate opener, key-type	✓	✓	✓	✓	✓	
Compression ratio	9.0:1	17.6:1						Tailgate opener electromagnetic type	-	-	✓	-	-	
Maximum power	87bhp @ 6000rpm	75bhp @ 4000rpm						Windscreen wiper, 2-speed	✓	✓	✓	✓	✓	
Maximum torque	113Nm @ 4500rpm	190Nm @ 2000rpm						+1-speed intermittent	✓	✓	✓	✓	✓	
Fuel distribution	Multipoint injection	Common Rail						Rear window wiper	-	-	✓	-	-	
Air charging system	Naturally aspirated	Fixed geometry turbo charger with intercooler						Rear window demister	-	-	✓	-	-	
Emission	BS III	BS III						Green tinted glass window	✓	✓	✓	✓	✓	
TRANSMISSION								Front fog lamps	-	✓	✓	-	✓	
Type	5-speed manual, with synchromesh in all gears, one reverse	5-speed manual, with synchromesh in all gears, one reverse						Rear fog lamp	✓	✓	✓	✓	✓	
Gear ratios	1st 3.545 2nd 1.904 3rd 1.280 4th 0.966 5th 0.757 Reverse 3.272	1st 3.545 2nd 1.904 3rd 1.233 4th 0.911 5th 0.725 Reverse 3.250						Black Coloured A- & B-pillars	-	✓	✓	-	✓	
DIMENSIONS	LXi, VXi, ZXi, LDi, VDi (All variants)							165/80 R14 steel wheels (tubeless)	✓	-	-	✓	-	
Overall length	3760mm							165/80 R14 steel wheels with full wheel cap (tubeless)	-	✓	-	-	✓	
Overall width	1690mm							185/70 R 14 alloys (tubeless)	-	-	✓	-	-	
Overall height	1530mm							SAFETY & SECURITY						
Wheelbase	2390mm							Dual front airbags	-	-	✓	-	-	
Track Front	1470mm							ABS with EBD	-	(Optional)	✓	-	(Optional)	
Track rear	1480mm							Seat belts, from 3-point ELR with shoulder adjusters	-	-	✓	-	-	
Ground clearance	170mm							Seat belts, front 3-point ELR with pretensioners	-	-	✓	-	-	
Minimum turning radius	4.7metres							Seat belts (rear)	✓	✓	✓	✓	✓	
Luggage capacity	232 litre (with seatback raised) 368 litre (with seatback folded)							High mounted stop lamp	✓	✓	✓	✓	✓	
CHASSIS	LXi, VXi, ZXi, LDi, VDi (All variants)							Child lock (rear door)	✓	✓	✓	✓	✓	
Steering	Rack & pinion, power assisted							Keyless entry	-	-	✓	-	-	
Brakes (front)	Ventilated Discs							Key not removed warning buzzer	-	✓	✓	-	✓	
Brakes (rear)	Drums							Side impact beams	✓	✓	✓	✓	✓	
Suspension (front)	MacPherson strut and coil spring							iCats	✓	✓	✓	✓	✓	
Suspension (rear)	Torsion beam and coil spring							Double horn	✓	✓	✓	✓	✓	
WEIGHTS	PETROL	DIESEL						Brake assist	✓	✓	✓	✓	✓	
Kerb weight	980 kgs (LXi), 1000 kgs (VXi) 1010 kgs (ZXi)	1065 kgs (LDi) 1075 kgs (VDi)												
Gross vehicle weight	1415 kgs	1490 kgs												
Maximum speed	160 kmph	160 kmph												
Fuel tank capacity	43 litres	43 litres												
<div><div>NEW</div><div><div><div>ICATS</div><div><small>INTELLIGENT COMPROMISED ANTI-THEFT SYSTEM</small></div></div></div><div><ul style="list-style-type: none"><li>• PRE-FITTED WITH ICATS MAKING YOUR VEHICLE SAFE AND SECURE</li><li>• THE VEHICLE STARTS WITH AN ORIGINAL KEY ONLY</li><li>• PAY LESS ON YOUR INSURANCE PREMIUM</li></ul></div></div>			COMFORT					EXTERIOR						
			Audio controls on steering switch	-	-	✓	-	-	Headlamp levelling device	✓	✓	✓	✓	✓
			Power steering	✓	✓	✓	✓	✓	ORVM (internally adjusted)	✓	✓	✓	✓	✓
			Front electric windows	-	✓	✓	-	✓	Right	✓	✓	✓	✓	✓
			Rear electric windows	-	✓	✓	-	✓	Left	✓	✓	✓	✓	✓
			Central door locking	-	(4 doors)	(5 doors)	-	(4 doors)	Coloured, outside door mirror cowls	-	-	✓	-	✓
			Manual air - conditioning	✓	✓	-	✓	✓	Coloured outside door handles	-	-	✓	-	✓
			Automatic Climate Control System	-	-	✓	-	-	Tailgate opener, key-type	✓	✓	✓	✓	✓
			Heater	✓	✓	✓	✓	✓	Tailgate opener electromagnetic type	-	-	✓	-	-
			Antenna	✓	✓	✓	✓	✓	Windscreen wiper, 2-speed	✓	✓	✓	✓	✓
			Tilt steering	-	-	✓	-	-	+1-speed intermittent	✓	✓	✓	✓	✓
			INSTRUMENT PANEL						Rear window wiper	-	-	✓	-	-
			Tachometer	-	✓	✓	-	✓	Rear window demister	-	-	✓	-	-
			Light-off/Key reminder	-	✓	✓	-	✓	Green tinted glass window	✓	✓	✓	✓	✓
			Driver's seatbelt warning lamp	-	✓	✓	-	✓	Front fog lamps	-	✓	✓	-	✓
			Door ajar warning lamp	-	✓	✓	-	✓	Rear fog lamp	✓	✓	✓	✓	✓
			3-spoke urethane steering wheel	✓	✓	✓	✓	✓	Black Coloured A- & B-pillars	-	✓	✓	-	✓
			Clock - PP- P						165/80 R14 steel wheels (tubeless)	✓	-	-	✓	-
			INTERIOR						165/80 R14 steel wheels with full wheel cap (tubeless)	-	✓	-	-	✓
			Cabin light (3 position)	✓	✓	✓	✓	✓	185/70 R 14 alloys (tubeless)	-	-	✓	-	-
			Room lamp, luggage room	-	-	✓	-	-	SAFETY & SECURITY					
			Cup holders (front 2, rear 1)	✓	✓	✓	✓	✓	Dual front airbags	-	-	✓	-	-
			Sports-type spherical shift knob	✓	✓	✓	✓	✓	ABS with EBD	-	(Optional)	✓	-	(Optional)
			Sun visors (both side)	✓	✓	✓	✓	✓	Seat belts, from 3-point ELR with shoulder adjusters	-	-	✓	-	-
			Vanity mirror	-	✓	✓	-	✓	Seat belts, front 3-point ELR with pretensioners	-	-	✓	-	-
			(Sun visor co-driver side)	-	✓	✓	-	✓	Seat belts (rear)	✓	✓	✓	✓	✓
			Ticket holder	✓	✓	✓	✓	✓	High mounted stop lamp	✓	✓	✓	✓	✓
			Tripmeter (digital display)	✓	✓	✓	✓	✓	Child lock (rear door)	✓	✓	✓	✓	✓
			Console box (lower)	✓	✓	✓	✓	✓	Keyless entry	-	-	✓	-	-
			Day/night rearview mirror	-	✓	✓	-	✓	Key not removed warning buzzer	-	✓	✓	-	✓
			Driver seat height adjuster	-	-	✓	-	-	Side impact beams	✓	✓	✓	✓	✓
			Single folding rear bench seat	✓	✓	✓	✓	✓	iCats	✓	✓	✓	✓	✓
			Head restraints (rear seat)	-	✓	✓	-	✓	Double horn	✓	✓	✓	✓	✓
			3 assist grips	✓	✓	✓	✓	✓	Brake assist	✓	✓	✓	✓	✓
			Fabric accented door trims	-	✓	✓	-	✓						
			Front door trim pockets	✓	✓	✓	✓	✓						
			Front seat back pocket (driver & passenger side)	-	✓	✓	-	✓						
			12V accessory socket in central console	-	✓	-	-	✓						
			12V accessory socket in luggage room	-	-	✓	-	-						
			Cigarette lighter	-	-	✓	-	-						
			Removable ashtray	✓	✓	✓	✓	✓						
			Rear parcel shelf	-	-	✓	-	-						
			Silver painted door garnish	-	✓	✓	-	✓						
			inside door opener	-	✓	✓	-	✓						
			Remote fuel lid opener	✓	✓	✓	✓	✓						
			Speaker provision in door	✓	✓	-	✓	✓						
			Integrated audio system	-	-	✓	-	-						
			Speakers (4)	-	-	✓	-	-						

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Maruti Suzuki India Limited, 11th Floor, Jeevan Prakash Building, 25 Kasturba Gandhi Marg, New Delhi 110001, India.

**VXi and VDi - Also available with ABS and EBD option**

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