

Suzuki Vitara Brezza emerges the most popular SUV

The globally acclaimed Sports Utility Vehicle (SUV) Suzuki Grand Vitara's Indian counterpart, Suzuki Vitara Brezza has become India's most popular urban SUV. This vehicle has been recognized with over 25 awards including the Indian Car of the Year 2017 (ICOTY). The sales figures of the Suzuki Vitara Brezza has clocked over 110,000 units in the first year of its launch. This is a testimony of the Vitara Brezza being appreciated by both critics and customers alike.



The Suzuki Vitara Brezza has been conceptualized, designed and developed in India using a Suzuki global platform and engine. Vitara Brezza – strong, masculine with raised stance and dynamic styling – brings style and glamour to India's SUV landscape. Vitara Brezza comes with an assurance

of advanced safety. It is the first car in the country that is certified for offset and side impact crash tests ahead of norms.

Keeping in mind the success of Vitara Brezza and the high interest of customers in customizing their cars, Maruti Suzuki India Limited (MSIL) introduced 'iCreate', a personalization concept for the Vitara Brezza. iCreate empowers the consumers to tailor-create their Vitara Brezza using an extensive range of 500 distinct accessories.

The Suzuki Vitara Brezza delivers an outstanding fuel efficiency of 24.3* km per liter (*Test results of Rule 115 of CMVR, 1989), the highest in the SUV category and 10-20% superior to existing models in the segment. Utilizing 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.

Celebrating its first year, the Managing Director and CEO of MSIL, Kenichi Ayukawa said: "We thank our customers for making the Suzuki Vitara Brezza the



highest selling SUV. Within a short span, Vitara Brezza has redefined the urban SUV segment in India. Vitara Brezza brings the muscle, glamour and style that were so far missing in this segment. Class leading features, personalization, outstanding fuel efficiency and an attractive price make the Suzuki Vitara Brezza a delight for customers”.

The pioneer of the Sri Lanka’s motor car industry, Associated Motorways (Private) Limited (AMW), is the sole agent of brand new Suzuki vehicles in Sri Lanka.

