

Maruti to introduce two SUVs at Auto Expo

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MARUTI SUZUKI WILL introduce two new SUV models at the Auto Expo 2023, to be held from January 13-18 in Greater Noida. There will also be a global premiere of an electric concept SUV at the carmaker's pavilion.

"We will display 16 vehicles, including an electric concept SUV, two all-new SUVs, WagonR Flex Fuel prototype, and our customised range of existing products like Grand Vitara, XL6, Ciaz, Ertiga, Brezza, Baleno and Swift, among others," Hisashi Takeuchi, MD & CEO, Maruti Suzuki India, told reporters at the company's annual media meet on Monday evening.

The carmaker already has two SUVs in its portfolio — the Brezza and



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HISASHI TAKEUCHI, MD & CEO,
MARUTI SUZUKI INDIA,

the Grand Vitara — and its market share in SUVs has been increasing by the month. Shashank Srivastava, senior executive officer, marketing & sales, Maruti Suzuki India, told FE that

in July 2022 it had a 7.1% market share in SUVs, which increased to 10.8% in August, 13.01% in September, and 14.4% in October.

Takeuchi added that even though

the carmaker doesn't have an electric vehicle (EV) in its portfolio, it is big on sustainability. "The movement towards sustainability isn't only in tailpipe emissions, but also in terms of all aspects of manufacturing and supply chain," he said. "While EVs are a very strong means to reduce carbon emissions, a lot more can be done on other areas where we are active, such as reducing the pressure on environment by working collaboratively with customers, suppliers and the surrounding communities, and by controlled usage of natural resources."

According to some studies, Maruti Suzuki's emissions per car are 111 gm/km, far lower than the industry average of 124 gm/km. "We strive to lower it even further. And that's a solid step towards sustainability," Takeuchi said.