

Maruti launches Fronx starting at ₹7.46 lakh

Our Bureau

New Delhi

Maruti Suzuki India (MSIL), on Monday, introduced its latest sporty compact SUV, Fronx, starting at ₹7,46,500 (ex-showroom).

It is available in advanced 1.2L K-Series dual jet, dual VVT engine and the all-new 1.0L K-Series turbo booster-jet direct injection engine with progressive smart hybrid. While the 1.2L variant is priced between ₹7,46,500 and ₹9,27,500, the 1.0L turbo variant is priced between ₹9,72,500 and ₹13,13,500 (all ex-showroom).

'NEW APPROACH'

Conceptualised, designed and developed for young trailblazers, the Fronx comes with a modern SUV design, spirited performance and a tech-loaded premium persona, the company said in a statement.



TURBO-CHARGED. The Fronx will pave the way for a stronger SUV portfolio, says the company

The model was globally unveiled at the Auto Expo held in January this year.

"Our success with the Brezza, which created a new compact SUV landscape in the country, is a testament

to this commitment. With the rapid shift in customer preferences towards SUVs, we identified the onset of a new sub-segment in the industry. The introduction of Fronx is a part of our new ap-

proach towards pioneering the growth of this segment," Hisashi Takeuchi, MD and CEO, MSIL, said.

The Fronx will pave the way towards strengthening the company's SUV portfolio along with the existing Grand Vitara, Brezza and the upcoming Jimny, he said.

Talking about fuel efficiency, the company said the 1.2L variant would give 21.79 to 22.89 km/l. Similarly, the 1.0L turbo variant would give around 20.01 to 21.50 km/l.

"The sporty compact SUV Fronx is born from the idea of addressing changing customer demands and is aimed at young trailblazers who want to stand out with their unique choices. We are confident that the Fronx will enamour customers with its new-age appeal and help us achieve leadership in the SUV segment," Shashank Srivastava, Senior Executive Officer, Marketing & Sales, said.