

Maruti Unveils Ertiga

Written by
Saturday, 07 January 2012 04:16 -

Maruti Suzuki on Friday unveiled the much-awaited multi-purpose vehicle Ertiga at the Auto Expo 2012 here in Delhi.

Amid thousands of V.I.P. visitors, who thronged the hall no. 14 despite it being a Media Day at the expo, the leading carmaker introduced its first offering in the compact MPV segment in order to strengthen its leadership position in a market where utility vehicle and especially MPVs are gaining ground.

“In the Indian automobile industry, the MPV is the fastest growing sub-segment among utility vehicles showing a growth of around 15 per cent in the last four years,” the company said in a statement.

The Ertiga - based on the new Swift platform - is powered by an all new K-14 VVT 1.4 litre petrol engine with expected mileage of 16.02 kmpl, and a 1.3 litre DDiS SuperTurbo diesel engine borrowed from the SX4 that boasts of a 20.77 kmpl of fuel-efficiency.

The 3-row seven-seater MPV, which is expected to be launched by April, is 4265mm long, 1695mm wide and has a height of 1685mm, with a wheelbase of 2740 mm. Ertiga will be available in 3-variants in each petrol and diesel versions, and is expected to be priced between Rs 6-9 lakh.

The industry leader, having conceded a series of blows with labour unrest and revenue losses in 2011, is constantly looking at intensifying its product strategy through new products in the existing segments while also creating new segments through new concepts. It showcased a concept compact SUV XAalpha on Thursday.

Source :businessworld.in