

## Maruti Suzuki A-Star

Maruti Suzuki launches A-star New Delhi, November 19, 2008 Car market leader Maruti Suzuki India Limited unveiled the much-awaited, World Strategic Model, A-star here today.

Powered by the new, state-of-the-art, light weight, 998cc K10B petrol engine, A-star is the best in class fuel-efficient car with a mileage of 19.59 kilometers per liter, as tested by ARAI, Pune, country's premier automotive research agency.



Built on a brand new platform, the A-star is an excellent city car with best in class turning radius, power, flat torque (minimum gearshifts) and performance.

A-star is truly a green car with no compromise. The newest model meets the European ELV norms, which implies that 85 per cent of the car is recyclable. In addition, it is free from hazardous materials like Lead, Cadmium, Mercury and Chromium.

The A-star was launched in the city by Mr. RC Bhargava, Chairman, Maruti Suzuki India Limited and other senior company officials.

The A-star has been designed keeping in mind aspirations of the urban economy-conscious customers, who seek best-in-class fuel efficiency, lower emission, and high quality and high performance along with style. It also takes the engine technology in India to the next level. A-star is the most relevant car that addresses the needs of today's customers be it India or any other part of the world.

A-star is Maruti Suzuki's eighth vehicle launched in less than 40 months. It reinforces Maruti Suzuki's dominance in the highly competitive A2 segment where Maruti Suzuki holds a whopping 55% market share.

Positioned in the premium A2 segment and targeted towards urban young professionals, the stylish, sporty and youthful A-star delivers a fantastic driving experience with futuristic looks.

This new car, built under the slogan - small cars for big future - stems from Suzuki's commitment to make India the global hub for small cars. This car is Suzuki's fifth World Strategic Model.

The A-star, produced at company's Manesar plant is being launched with a high 95 per cent indigenization levels. **A Brand New Engine and Transmission** The A-star is the first car from Maruti Suzuki to be fitted with the new KB Series engine. The K10B engine on the A-star is carefully designed to meet the current and forthcoming environment norms in India as well as in the advanced markets of the Western world. In India, the engine conforms to the present BS-III emission norms

The KB series engine plant, built at an investment of Rs 1,200 Crore, is an outcome of over three years of design and development in collaboration with Suzuki Motor Corporation.

The new-generation three-cylinder, light-weight aluminum K10B engine is a major initiative undertaken by the company towards offering latest technology to its customers. Maruti Suzuki engineers have put together a host of innovative technologies to enhance performance, minimise friction and provide high acceleration. The engine offers power of 67ps @ 6200 rpm and torque of 90nm @ 3500 rpm. The flat torque curve comes in handy while negotiating the stop-go city traffic conditions with ease.

The engine has undergone over 250,000 km of endurance testing and over 500 hours of engine calibration and 7,500 hours of engine validation on dynamometer. **Driving Comfort** With a turning radius of 4.5 meters and a ground clearance of 170 mm, the A-star is suitable for all Indian conditions, including congested areas and potholed roads. The A-star boasts of a unique all-round gas damped suspension, making rides much more comfortable, and also reducing wear and tear resulting in a low maintenance cost.

The A-star has a front suspension frame for excellent handling. Front and rear suspensions have been fine-tuned for enhanced riding comfort with perfect handling on Indian road conditions. Ultra high-grade steel used in coil springs provides high rigidity and agility for passenger comfort. **Safety** Some important safety features on the A-star include:

- ✍ Crushable structure energy dispersing frame and a high rigidity body combined with lightness
- ✍ Airbags and ABS

The A-star's body reflects the Total Effective Control Technology (TECT) concept in the form of crushable structures that absorb impact energy and then disperse impact energy away from occupants in the event of a collision. **Aesthetics: A class apart** Interiors: The interior of A-star boasts of a refreshing mix of modernity and ethnicity. The smart tachometer, digital trip meter, odometer, fuel gauge, clock, an integrated music system with AUX-in facility, a short-throw 6-gear shift and a sporty steering, together offer an unmatched experience. A floating cockpit design, sculpted aero-dashboard and wrap-around console add to the overall engaging sporty theme.

The crimson illumination that is gentle to the eyes and has stress relieving properties, has been integrated soberly in the interiors.

Exteriors: The design reflects the contemporary European tastes with apportioned cabin layouts. Besides aerodynamic looks, the car's exterior has numerous interesting features such as sweeping expressive lamps, comet shaped tail lamps, and a wide sporty grille that also offers good engine ventilation.

One of the most striking features that capture attention is the highly contoured rear bumper which brings in the cool quotient to the premium A2 segment car.

A-star car is available in three variants: LXi, VXi and the top-end fully loaded ZXi. An array of nine vibrant colours, together with three new ones, include

|                 |                 |                |
|-----------------|-----------------|----------------|
| Desert Brown *  | Supreme White   | Bright Red     |
| Paradise Blue * | Sunlight Cooper | Midnight Black |
| Healing Green * | Silky Silver    | Azure Grey     |

\* New colours **Exports** The A-star will be made in over 200 variants and exported to around 150 countries across Europe, the Middle East, Latin America, Asia, Australia and Africa.

The A-star will contribute half of Maruti Suzuki's overall export target of 200,000 units by 2010-11. As announced earlier, the company plans to commence exports of A-star in early 2009, to Europe. **Price** Introductory Prices of A-star in DELHI are:

| Model      | City  | Ex-Showroom (Rs) |
|------------|-------|------------------|
| A-star Lxi | Delhi | 346775           |
| A-star Vxi | Delhi | 374775           |
| A-star Zxi | Delhi | 411775           |

## Technical Specifications of Maruti Suzuki A-Star

| Dimensions & Weight        |                       |
|----------------------------|-----------------------|
| Length (mm)                | 3500                  |
| Width (mm)                 | 1600                  |
| Height (mm)                | 1490                  |
| Wheelbase (mm)             | 2360                  |
| Kerb Weight (kgs)          | 870                   |
| Ground Clearance (mm)      | 170                   |
| Seating Capacity           | 05                    |
| Minimum Turning Radius (m) | 4.5                   |
| Fuel Tank Capacity (Litre) | 35                    |
| Engine                     |                       |
| Type                       | KB- Series            |
| Displacement (cc)          | 998 cc                |
| No. of Cylinders           | 03                    |
| Fuel Distribution          | Multi Point Injection |

|                          |                                       |
|--------------------------|---------------------------------------|
| Transmission             | 05 Gears Manual                       |
| <b>Suspension</b>        |                                       |
| Front                    | McPherson sturt & coil spring         |
| Rear                     | Isolating trailing link & coil spring |
| <b>Brakes</b>            |                                       |
| Front                    | Ventilated Disc                       |
| Rear                     | Drum                                  |
| <b>Tyres</b>             |                                       |
| Type                     | Tubeless 155/80R13                    |
| <b>Performance</b>       |                                       |
| Max. Horsepower (ps/rpm) | 67/6200                               |
| Max. Torque (kg m/rpm)   | 90/3500                               |
| <b>Steering</b>          |                                       |
| Steering Type            | Rack & Pinion, Power Assisted         |

Courtesy Maruti Suzuki India