



19 December 2025

Suzuki's All-New Victoris Awarded the "Indian Car of the Year 2026"



Suzuki's Indian subsidiary, Maruti Suzuki India Limited (hereinafter "Maruti Suzuki"), has announced that its all-new SUV Victoris has been awarded the "Indian Car of the Year (ICOTY) 2026." ICOTY is India's most prestigious automotive award, judged by a panel comprising 12 leading automotive magazines and 19 automotive experts. This marks the third model and fifth overall win for Maruti Suzuki.

The all-new Victoris is an SUV featuring a futuristic design along with enhanced equipment for safety and comfort. It offers three powertrain options, a 1.5L mild hybrid, a strong hybrid, and a CNG variant which is Suzuki's first model to adopt an underbody tank layout, placing the CNG tank beneath the vehicle body to secure a spacious luggage area.

The exterior boasts a futuristic and commanding presence, with a chiselled body form, LED headlights and LED rear combination lamps. The interior combines modern styling with everyday comfort, featuring a detailed instrument panel design and 64-color LED ambient lighting, creating a stylish atmosphere.

The all-new Victoris is produced at Maruti Suzuki's Kharkhoda Plant and has been sold at Maruti Suzuki Arena outlets since September 2025. Domestic sales in India reached 30,000 units by November 2025, and is scheduled to be exported to over 100 countries and regions.

Comment by Hisashi Takeuchi, Managing Director of Maruti Suzuki

We are honored to receive the "Indian Car of the Year 2026" award for Victoris. The car was designed to provide all possible features to today's new-age customers. This car has style, technology, safety, and a host of smart innovations. The strong customer pull it has generated, along with winning the ICOTY award, proves that Victoris has truly 'Got it All'.

ICOTY awarded to Maruti Suzuki:

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| 2006 | Swift |
| 2012 | Swift |
| 2017 | Vitara Brezza |
| 2019 | Swift |
| 2026 | Victoris |

End