

Suzuki Starts Sales of its First BEV e VITARA in India



Maruti Suzuki India Limited (hereinafter, “Maruti Suzuki”), Suzuki’s subsidiary in India, began sales of Suzuki’s first battery electric vehicle (BEV), the e VITARA, in India from 17 February.

With the concept of “Emotional Versatile Cruiser,” the e VITARA features a design that combines a sense of advanced technology and strength, a BEV powertrain that delivers a nimble and sharp driving experience, and a newly developed platform “HEARTECT-e” specifically for BEVs.

In India, Maruti Suzuki implements the BEV strategy “e for me”, which offers peace of mind for e VITARA users. To strengthen the charging network, the company has installed over 2,000 Maruti Suzuki exclusive charging points across more than 1,100 cities. By 2030, Maruti Suzuki aims to enable over 100 thousand charging points across India through their dealers and Charge Point Operator partners. In addition, Maruti Suzuki provides the “e for me” app that allows users to locate chargers and check their vehicle’s charging status. Maruti Suzuki, with their 1,500 BEV-ready service workshops capable of BEV repair and maintenance, further supported by mobile service vehicles, enhance customer confidence and peace-of-mind with their e VITARA anywhere in India.

The e VITARA, Suzuki’s first global strategic BEV, is produced at Maruti Suzuki’s Hansalpur plant, Gujarat. Sales has started in Europe and Japan, and it will be exported to over 100 countries and regions.

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