

Suzuki Launches the Fronx in Pakistan



Suzuki Motor Corporation's subsidiary in Pakistan, Pak Suzuki Motor Company Limited (hereinafter Pak Suzuki), unveiled and started sales of the Fronx on 6 May. The Fronx for the Pakistani market is produced at Pak Suzuki's plant in Karachi.

Based on the concept of an easy-to-handle coupe-style SUV, the Fronx is a new-genre compact SUV that combines a design embodying strength, quality, and sophistication, excellent maneuverability and a comfortable interior space, as well as high driving performance that delivers smooth and sporty driving. The Fronx is currently sold in more than 70 countries and regions, including India, Japan, Africa, and Central and South America. Pakistan is the third country, following India and Indonesia, which has become the production base for the Fronx.

With a comfortable interior space achieved through generous rear-seat legroom and a quiet cabin, as well as the first-ever to be equipped with the mild hybrid system among Pak Suzuki-produced models, the Fronx is offered as a compact SUV suited for family use and everyday driving.

Since commencing production in 1982, Pak Suzuki has contributed to enriching the lives of customers in Pakistan by providing reliable compact cars at affordable prices as daily transportation. Pak Suzuki's domestic sales volume in Pakistan for FY2025 amounted to 88,445 units, with a market share of 40%. Suzuki will continue aiming to be a "infrastructure company closely connected with people's lives" that contributes to local communities.

- All-New Fronx Specifications:

- Overall length x width x height: 3,995mm x 1,765mm x 1,550mm
- Engine: K15B (Gasoline), K15C (Mild Hybrid)/ 1,460cc
- Transmission: 5MT, 4AT (Gasoline) /6AT (Mild Hybrid)