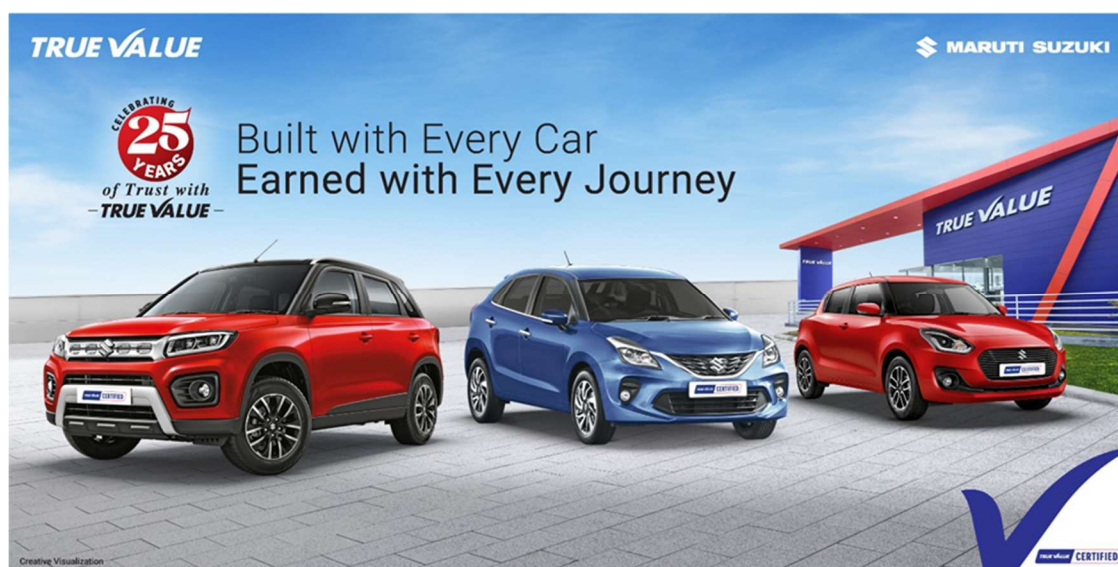




26 October 2026

Suzuki's Pre-Owned Car Business "TRUE VALUE" in India, Celebrates 25th Anniversary and Achieves Cumulative Sales of 6.5 Million Units



"TRUE VALUE", the certified pre-owned car business of Maruti Suzuki India Limited (Maruti Suzuki), a subsidiary of Suzuki Motor Corporation, has marked its 25th anniversary since its inception in 2001, reaching cumulative sales of over 6.5 million units.

Maruti Suzuki established its certified pre-owned car business "TRUE VALUE" in India in 2001. By being among the first to introduce industry-standard frameworks such as vehicle evaluation, warranty coverage, and vehicle and maintenance history verification, TRUE VALUE has created an environment where customers can buy and sell pre-owned vehicles with confidence and peace of mind.

Currently, "TRUE VALUE" operates a network of 662 outlets across 338 cities in India, delivering a premium showroom experience comparable to new car dealers integrated with digital services. Furthermore, it actively caters to the growing demand from first-time car buyers while enhancing customer convenience by offering diverse financing options through its online financing platform, "Maruti Suzuki Smart Finance."

Suzuki and Maruti Suzuki will continue to drive the expansion of mobility in India and provide services tailored to each customer through proven quality, transparent transactions, and advanced customer experiences.

【Overview of "TRUE VALUE" Business】

Launch of Business:	2001
Cumulative Sales:	Over 6.5 million units (as of October 2026)
Network Scale:	662 outlets across 338 cities in India

- Key Highlights of "TRUE VALUE":
 1. Conducts a 376-point quality inspection covering mechanical, interior, exterior, and hygiene aspects to issue certification.
 2. Offers warranty coverage for up to one year and three complimentary services across over 5,000 partner service workshops nationwide.
 3. Provides seamless, digitally integrated auto financing solutions through "Maruti Suzuki Smart Finance."

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