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# Suzuki's First Maruti 800 Sold to a Customer Receives the FIVA World Vehicle Heritage Award




The first Maruti 800 sold to a customer, which Maruti Suzuki India Limited ("Maruti Suzuki"), Suzuki Motor Corporation's subsidiary in India, produced and sold when it started operations in 1983[*1], has received the "FIVA World Vehicle Heritage Award" from the Fédération Internationale des Véhicules Anciens (FIVA).

The award was newly established in 2026 by FIVA, an international non-profit organisation dedicated to the preservation of historic vehicles and automotive heritage. For its inaugural edition, the first Maruti 800 sold to a customer was selected as the recipient from India. It recognises vehicles not only for their rarity, prestige or monetary value, but also for the significant role they have played in the development of mobility, industry and society in their respective countries.

The Maruti 800 was the first model to be launched in December 1983, under India's "people's car" initiative, following the joint venture agreement that Suzuki signed in 1982 with the Government of India and Maruti Udyog Limited[*1]. With its affordability, reliability and ease of use, the Maruti 800 became widely adopted as India's "people's car", contributing significantly to the motorisation of India and transforming people's everyday lives. In recognition of the role the Maruti 800 played in the development of mobility and society in India, the first vehicle sold to a customer, symbolising this legacy, received the FIVA World Vehicle Heritage Award.

The award-winning Maruti 800, chassis no. 100014 was delivered to its first customer on 14 December 1983, with then Prime Minister Indira Gandhi personally handing the keys to the owner. In 2017, ownership of the vehicle was transferred to Maruti Suzuki, which subsequently restored it. The vehicle is currently on display at Maruti Suzuki's headquarters.

*1 Maruti Suzuki was named Maruti Udyog Limited when it started operations in 1983, and Suzuki's equity stake at the time was 26%.

**Comment by Toshihiro Suzuki, Representative Director and President, Suzuki Motor Corporation**

"I am grateful to FIVA for giving us this global honour. Suzuki entered the Indian market in 1982 and began production of the Maruti 800 as its first car in December 1983. Starting at an annual production of 40,000 units, the Maruti 800 remained a long-selling model for 30 years until January 2014, with cumulative production exceeding 2.9 million units, and continued to be loved by customers in India.

The first principle of Suzuki's Mission Statement is, 'Develop products of superior value by focusing on the customer.' The Maruti 800 was a car built from the standpoint of customers in India and remained closely connected to people's lives in the country for many years. We believe that this long-standing connection with customers and their lives has been highly recognised through this award. Suzuki will continue to provide products and services that closely meet the needs of customers in each region."

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