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Maruti Ritz Fastest Car To Reach 1 Lakh Units



Maruti Suzuki Ritz, which had created history by achieving the fastest ever 50,000 sales, has now clocked the fastest ever sales of 100,000 units today in A-2 premium segment. The car which was launched in May 2009 has received an incredible response in the competitive 'A-2 premium' segment. Ritz delivers fuel efficiency of 17.7 kmpl in petrol and 21.1 kmpl in diesel.

"We are overwhelmed by the terrific response given by our customers to the Maruti Suzuki Ritz. The Ritz was targeted at our discerning customers who, while valuing the traditional Maruti Suzuki attributes of fuel efficiency, reliability and performance, also desired contemporary looks and attitude in the vehicle. The fastest 1 lakh sales mark is customers' endorsement to all these attributes Ritz stands for," Mr. Mayank Pareek, Managing Executive Officer (Marketing and Sales), Maruti Suzuki, said.

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