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Maruti Suzuki To Launch Splash Aka Ritz



Maruti Suzuki will launch its sixth global car, **Ritz**, in May. The mass market car will be launched in the popular small car segment with a 1.2 litre KB series petrol and 1.3 litre multijet diesel engine simultaneously. The *Ritz* will be priced between Rs 4 lakh and Rs 5 lakh. It is shorter than the Swift (by 30 mm), but will be spacious due to high roof structure. The *Ritz*, known as Splash in Europe and other developed markets, will coexist with the ageing WagonR platform, just as the newly-launched A-Star is thriving with the Alto.

The *Ritz* will be positioned between the A-star and the Swift, and will counter Hyundai's i10 and i20, Skoda's Fabia, Ford's Fusion, Fiat's Palio and Tata Motors' Indica Vista. This car is Maruti's ninth small car that will consolidate its position in the crowded market. Dubbed as a multi-purpose vehicle, it will cater to small urban families and sport BS-IV engines and a 5-speed manual gearbox.

According to dealers, the *Ritz* will be launched prior to Honda's small car, Jazz, which is slated to hit the roads in June and Fiat's premium hatchback, Grande Punto. The [Ritz has cleared all the homologation tests](#) and has been approved by the International Centre of Automotive Technology (iCAT) at Manesar in Haryana last week for launch in the Indian market.

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