

Published based on [Maruti Suzuki Betting Big On MUVs & SUVs](#)

Maruti Suzuki Betting Big On MUVs & SUVs



Maruti Suzuki has seen a sharp decline in its market share, after many car makers have entered into the small car segment, making it highly competitive. Now India's largest car maker wants to regain its 50% market share and is planning the launch of an MUV and SUV to drive this. These upcoming vehicles will be designed by both Indian and Japanese engineers and would be launched in 2012. The cars would make their way to the upcoming Auto Expo and will be displayed in their Concept avatar. We expect the MUV to be priced below Rs. 8 lakh, while the compact SUV could cost around Rs. 10 lakhs. Power is expected to come from the current crop of engines itself and Maruti will heavily rely on existing resources for its future models.

"There is a vast chunk of market, almost 18% of the passenger vehicles sold in India where we don't have any presence. So, as we aim to regain our market share and take it to beyond 50%, we will introduce vehicles in the new segment that are not in our current portfolio," S Nakanishi, MD, Maruti Suzuki, said.



You can also find this article published on [Maruti Suzuki Betting Big On MUVs & SUVs](#), and on the tag pages [Maruti Suzuki](#).