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# Maruti Swift Bookings Being Cancelled



When Maruti Suzuki launched the Swift way back in 2005, it immediately conquered the hatchback segment. However it was only in 2007 with the launch of the diesel version, that the waiting period on the Swift became a regular course. Recently when Maruti Suzuki launched the new Swift, the company had already receiving 40000 bookings even before announcing the prices. Soon the strike commenced at the company's Manesar facility and waiting period started to escalate on the new Swift. With close to 1.08 lakh bookings, the new Swift takes more time to be delivered than a be-spoke Rolls Royce Phantom.

Now waiting close to eight months for a car in this day of hyper competition is just insane. No wonder dealers are facing cancellation of bookings to the tune of 2-4%. The customers are opting for the Volkswagen Polo or the Toyota Etios Liva instead. Some customers who are loyal to the Maruti brand have opted for the Ritz instead. In the past 1-2 months, Maruti Suzuki has delivered zero Swifts to many dealers. Have you booked the Swift? If yes, when are you expecting delivery of your car?



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