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Maruti Swift Sets Sales Record



The Maruti Swift recently crossed the 300,000 unit cumulative domestic sales mark within just three years and nine months, making it the fastest selling model in its segment. Launched back in May 2005, the Swift managed to achieve this landmark figure in mid-February 2009.

While the petrol version has been available since the time of the launch, the diesel version powered by Fiat's 1.3-litre Multijet engine was launched in January 2007. According to Maruti, the diesel version contributes to about 60 percent of total sales, with the balance coming from the 1.3-litre petrol version. In the current financial year, the Swift has sold 91,288 units (April 2008 to January 2009), against 71,113 units last year, representing a growth of 28 percent.

Demand for the diesel Swift has consistently outstripped supply and Maruti has taken time to ramp up production of the Multijet engine, as well as increase production of the car itself. The record sales figure relates only to the hatchback version of the Swift and does not include its saloon version, the Dzire, which is based on the same platform and has also been selling very strongly.

Rival models such as the Hyundai Santro, that was launched in Sep 1998, took 4 years and 7 months to touch the 3-lakh landmark. While the Tata Indica that was launched in December 1998, took more than 5 years and 3 months to complete the same sales landmark. Even Maruti's own Alto model, that was launched in Sept 2000, took more than 4 years and 9 months to sell as many cars.

[tip]Maruti is also starting an online club for Swift owners called 'Swift Life', from March 2009. Log on to www.swift-life.com for more information.[/tip]

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