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Suzuki Delays Swift US Launch



Suzuki has delayed the relaunch of the new Swift in the States until next year. The Japanese automaker is working on a global product strategy with Volkswagen. The rise in the Yen has also forced the company to cut down on its marketing budget. The 2011 Swift will now see the light in the U.S. only in 2011 as both the companies (VW-Suzuki) are deciding the strategy and most importantly the price. However the delay in the launch has more to do with the strong Yen than anything else.

You can also find this article published on [Suzuki Delays Swift US Launch](#), and on the tag pages [Maruti Swift](#).