

Published based on [New Maruti Versa Launch By October](#)

New Maruti Versa Launch By October



Maruti Suzuki is launching a new multi-utility vehicle (MUV) by October this year. To be built on the Versa platform, the car is expected to strengthen the company's portfolio in the van segment. The new car, codenamed O2, is currently at an advanced stage of design and would be produced at Maruti's Gurgaon plant.

There are not much details regarding its specifications and features and Maruti is yet to take a call on pricing, which is estimated to be around Rs. 6-8 lakh. The new MPV would be pitted against other MPVs like Toyota Innova, [Mahindra Xylo](#), Chevrolet Tavera and the upcoming [Tata Indicruz](#).

By launching an MUV, Maruti Suzuki wants to foray in the market that's currently dominated by the Toyota Innova. The MUV segment is almost one-third of the UV segment and it will fill the gap. It will be a people carrier, so the company zeroed in on design and comfort. A sizeable market will be the BPOs that need to transport their employees to and from home.

You can also find this article published on [New Maruti Versa Launch By October](#), and on the tag pages [Maruti Versa](#).