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Maruti Launches Mascot For WagonR



In a bid to revitalise the [Maruti WagonR](#) brand, Maruti Suzuki India has launched a mascot 'Mr WizeR' to represent the model. The mascot with its smart and witty traits is an amalgamation of the brand name 'WagonR' and 'Wise' is meant to represent the WagonR customers. The company aims to take the initiative to all media domains and is planning to have the cartoon character as the face of future campaigns across print, TV and Internet.

"WagonR will be an integral part of the storyline and the brand fit will be merged with the story. Though 'Mr WizeR' has a modern outlook, he is deeply rooted in the Indian value system," Lintas Media Group, the creator of the character, said.

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