Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.

Brand Name	Swift
Company	Pak Suzuki Motor Co. Ltd.
Category	Automotive - Cars
Market	
Rating Updated	17th Apr 2026

Brand Audit Summary for Swift

Suzuki Swift is produced by Suzuki, a Japanese automotive manufacturer known for making reliable, fuel-efficient, and affordable vehicles. Suzuki focuses heavily on compact cars and practical mobility solutions for global markets, especially in Asia and emerging economies. The Swift sits in its lineup as a stylish, youthful hatchback that balances economy with sporty driving characteristics.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story
Suzuki Swift: sporty compact hatchback offering good fuel economy and agile handling. Pros: fun to drive, reliable. Cons: limited rear space, firm ride quality.

Quality Score : 84.5%
Reliable build quality with consistent performance, suitable for daily urban driving and long-term usage.

Familiarity : 95%
Strong brand recognition across urban and semi-urban markets due to long presence and consistent advertising.

Affordability : 95%
Positioned as a budget-friendly compact car with low maintenance and fuel efficiency.

Availability : 95%
Widely available through extensive dealership and service network across major cities and towns.

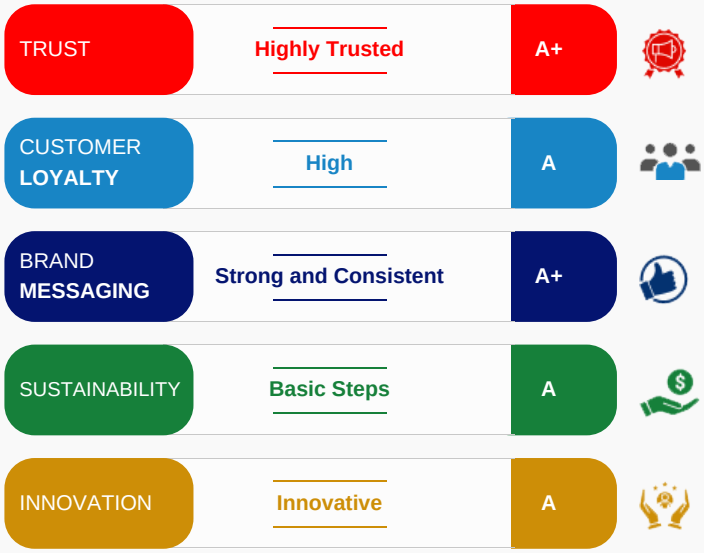
Trust : 95%
Strong reputation for reliability, resale value, and consistent performance builds high consumer trust.

Customer Loyalty : 84.5%
Repeat buyers and strong resale demand indicate solid customer loyalty.

Brand Messaging : 95%

Overall Score **A+** 90.33%





Brand Index Analysis

Suzuki Swift is a well-balanced compact hatchback that blends efficiency, practicality, and sporty driving dynamics. It offers responsive handling, good fuel economy, and a relatively refined ride for its segment. However, rear seat and boot space are limited, and interior materials are fairly basic compared to competitors. It suits young drivers and small families looking for an affordable, fun daily-use car.

Credit: This Report is auto generaated by brandsindex.org

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Clear messaging focused on practicality, affordability, and urban mobility across marketing channels.

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Sustainability : 84.5%
Some efforts in fuel efficiency and emission control, but limited visible sustainability initiatives

Innovation : 84.5%
Gradual updates in design, features, and efficiency keep the model competitive in its segment.

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