

SUZUKI now

APRIL 2020



Adding a punch
of colour



People love driving
their Suzukis



Finding the perfect match for
The Bachelorette New Zealand



The BACHELORETTE
NEW ZEALAND



100 Years of Suzuki
innovation

100th
ANNIVERSARY

No more black suits

New Zealand's cities and towns throng with people clad in black and grey. Strangely it's just as conservative out on the water. Dark, colourless wetsuits are ubiquitous – something designer Gemma Cornish is setting out to change.

Gemma grew up at the beach, virtually living in a swimsuit and from an early age, dreamt of becoming a fashion designer. At Massey University she realised she could combine her love of the ocean with her passion for design. Frustrated with mono-tone wetsuits and impractical bikinis, Gemma created a collection of swimwear that looked and felt like summer all year round.

After winning 'Most Commercial' at the 2018 iD International Emerging Design Awards her wetsuit range showcased at NZ Fashion Week. Since then her designs have featured in various publications including Vogue Italia.

As a competitive swimmer and a keen surfer Gemma thoroughly field-tests her designs herself. She says, "Good swimwear should fit like a second skin. Then you'll always feel beautiful and confident at the beach."

Vibrant use of colour has become Gemma's hallmark. "I want to put the femininity back into wetsuits and give us girls something cool to surf in too", she says. "I love adding punches of colour to my outfits, it gives me such summer vibes!"

Even Gemma's Suzuki Jimny has the 'colour punch' treatment. She uses it to market her products up and down the country, so keep an eye out for it. Not that it's easy to miss! You'll need SPF30 and a good pair of sunnies to see what is surely the brightest 4WD in the country!

Gemma's now working with an international manufacturer and marketing her label, Gemma Lee, through her website. Her stunning wetsuits and swimwear collections are hand-made from eco-conscious, ethically sourced materials with recycled content.

**Check them out at gemmaleesuits.com
or @gemmalee_suits on Instagram.**





2019 was an amazing year for Suzuki when it came to awards. While it's fantastic to receive accolades from motoring experts and the automotive industry, the honours we're most proud of come from you, our customers. People's choice awards are an affirmation that we're doing the right thing, offering real value to real Kiwis who love driving their Suzukis every day.

After analysing 19 brands, 94 models and a whopping 9,736 cars, Suzuki came out tops in **CONSUMER NZ'S PEOPLE'S CHOICE AWARD**. The results of the survey, announced in December 2019, showed Suzuki owners were the most satisfied with their vehicles due to reliability and the low cost of maintenance and repairs. Paul Smith, Head of Testing, said Suzuki also got top scores for value and fuel efficiency.

Consumer NZ also named Swift **BEST SMALL CAR** saying, "Swift owners are significantly more satisfied than the average small car owner and more likely to recommend it to others."

AA Driven's panel of expert judges bestowed their highest accolade on the Swift Sport. Naming it **MICRO/LIGHT CAR OF THE YEAR** they said it stood head and shoulders above the other podium finishers in the class, the Audi A1 and Volkswagen Polo. Motoring writer Matthew Hansen described it as "the most fun you can have for under thirty grand – or even forty."

In awarding **COMPACT BUSINESS CAR OF THE YEAR** to Suzuki Baleno NZ Company Vehicle magazine said, "The Baleno RS is, first and foremost, an entertaining car to drive – loaded with features which many car companies are scrambling to fit to fleet friendly products." They lauded the Baleno's style and price saying, "You can have a lot of fun with a Baleno and look sensible at the same time."

NZ 4WD magazine chose Jimny as their **OVERALL 4WD OF THE YEAR** calling it small but perfectly formed with serious off-road credentials. "Every so often a new vehicle comes along and immediately captures hearts and minds. The square-rigged design is the perfect mix of retro and modern, as is the combination of the ladder chassis, four wheel coil suspension and ALLGRIP Pro," commented the judges. "In short we loved it."



The Bachelorette

A bumpy road to love

If you've been watching NZ's first ever series of The Bachelorette New Zealand, you'll know that finding true love is a journey that's full of up and downs and twists and turns. The stunning Lesina Nakhid-Schuster, an Auckland-based doctor, set off on her quest in late January.

With over twenty eligible bachelors to choose from she must have been wishing for a relationship sat nav to guide her, but with the windows down and the wind in her hair, Lesina found her own way.

The journey began with awkward dates, heart-felt declarations, group challenges, rose ceremonies, eliminations and emotional farewells. A shirt was ripped, breakdancing happened and some truly cringe-worthy poetry made everyone look as if they'd just bitten into a lemon. Which one bachelor actually did. Then things got really racy with the appearance of a SECOND Bachelorette, Lily McManus throwing the



show into high gear followed by a finale that a few may have picked right from the beginning.

Suzuki has enjoyed partnering with TVNZ 2's The Bachelorette New Zealand and throughout the series you will have seen some of our range in action including the S-Cross, Swift Sport and Vitara. Travelling around New Zealand locations in style, the cars were driven by the bachelors impressing Lesina and Lily on the all-important dates and romantic escapes.

Suzuki also paired Lesina to her perfect driving partner, a stylish white Swift RS Turbo she zipped around in for her everyday driving. The Bachelorette New Zealand aired on TVNZ 2 and if you missed any of the fun you can catch up at TVNZ OnDemand (tvnz.co.nz).

The
BACHELORETTE
NEW ZEALAND



100th ANNIVERSARY

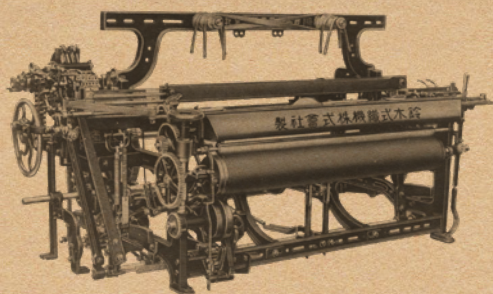
It has been a hundred years of feeling nothing less than the deepest gratitude.

March 15, 2020

Thanks to everyone's support, Suzuki Motor Corporation now celebrates its 100th anniversary.

It was on March 15, 1920. Suzuki Loom Manufacturing Company was founded by Michio Suzuki.

We have expanded our business from looms to motorcycles, automobiles, outboard motors, ATV's and others, always adapting to the trend of the times as well as domestic and global markets, and evolved into a



company supporting the lives of a variety of people worldwide.

Hundred years of Suzuki

It was a hundred years of being propped up by the patronage and support of customers.

We will never forget our feeling of gratitude, and always cherish the philosophy inherited from the founder, Michio Suzuki, "to deliver products of superior value by focusing on the customer," on which our craftsmanship is based. We will continue to take on the challenges of manufacturing, in order to provide exciting products that deliver greater "ease of use," "fun" and "amazement" to people throughout the world.

With gratitude for our customers. Suzuki's challenges will continue.

Suzuki Motor Corporation

Representative Director and Chairman, Osamu Suzuki

Representative Director and President, Toshihiro Suzuki



Young factory staff in 1922



Suzulight production in 1955



Suzuki headquarters 1958



Power Free bicycle 1952



Suzuki LJ lightweight 4x4 1970

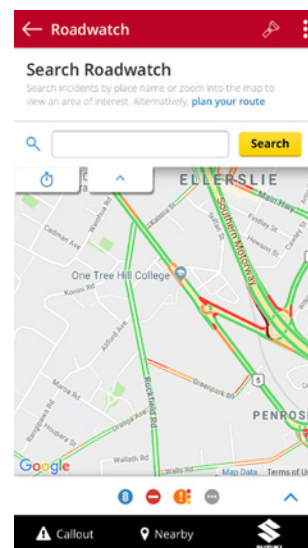
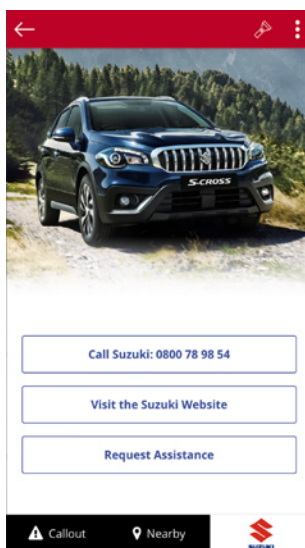


Suzuki Assist

Suzuki New Zealand

Price: Free

Platform: Android, iOS



Suzuki Roadside Assist is another reason you'll enjoy owning and driving a new Suzuki. It's one of New Zealand's most comprehensive programmes, covering your new Suzuki for 5 years from the day you first buy it – no matter how many kilometres you drive.

Run out of fuel or lost your car key? Sometimes the unexpected happens and you find yourself stuck on the side of the road. Rest assured you and your Suzuki are in good hands. Just dial the toll-free number printed on your windscreen sticker **0800 929 394** or use the Suzuki Assist app and Suzuki Assist will help manage the situation as quickly and calmly as possible.

Administered by the AA (New Zealand Automobile Association), Suzuki Assist is available 24/7, 365 days a year, providing access to a nationwide network of reliable and experienced service contractors. In most cases, they'll fix the problem roadside so you can get back on the move. If the problem can't be fixed there and then, they'll provide expert advice and support to get you back on the road as quickly as possible. For more information on Suzuki Assist go to www.suzuki.co.nz

Here are a couple of tips to keep you and your passengers safe in the event of a breakdown:

1. Keep calm, park to the left as far as possible and turn on your hazard lights.
2. If it is safe to remain in the vehicle, keep your seatbelts fastened.
3. If it is safer to leave the vehicle, exit via the side away from traffic, and find a safe area away from the road.
4. If it is a life threatening emergency call 111.
5. Call Suzuki Assist on 0800 929 394 or use the Suzuki Assist app and wait for the Suzuki Assist service contractor to arrive.

GET THE APP

The Suzuki Assist app finds your location automatically using your phone's GPS. It helps you tell the operators what assistance you need easily and quickly. There's also a torch button, a dealer network map, and a link to the Suzuki Assist website. Download it now from Google Play or the App Store so it's ready when you need it.

