

# SUZUKI now

SPRING 2019



**New Baleno is an  
exceptional drive  
– everyday**

**ALSO INSIDE:**

Understanding  
new car safety

Jimny conquers  
the world

Right behind the  
Silver Ferns

Suzuki roadside  
assistance

Serving  
Canterbury



# Safe in the knowledge

As part of its 'Safer Journeys' strategy, the Government has been assessing used cars with a view to banning the future import of used vehicles that don't meet certain safety standards. We're fully supportive of raising the safety standards of the aging New Zealand fleet. However, the assessment system has caused confusion and many popular brands, including Suzuki, have ended up in the headlines.

As the owner of a New Zealand new Suzuki you can rest assured that safety has always been of the highest priority when specifying the vehicles we sell. Each time we release a new vehicle in New Zealand it incorporates a number of the latest safety features and technology available. In 2005, Swift was one of the first compact cars to include side and curtain airbags. When the new 2011 model was introduced we made ESC and 7 airbags standard on all Swift models to achieve a 5 star ANCAP safety result at the time of testing. Then in 2017 Swift was one of the first compact cars to offer automated emergency braking (AEB), lane departure warning, sway warning, and adaptive cruise control.

One area not clearly understood is that

in New Zealand new vehicles are assessed using ANCAP (Australian New Car Assessment Programme) whereas used vehicles are rated using a completely different system. One of the most important things you need to know about ANCAP safety ratings, is that test standards are constantly improving. As new active and passive safety systems are developed they're added to the requirements a vehicle needs to have in order to achieve the top rating. This means manufacturers have to strive for better safety every year. What this means is that ANCAP can really only be used to compare vehicles from similar model years. A car that earned five out of five stars in 2012 probably wouldn't get the same high rating if it was re-tested against new cars in 2019.

As far as used cars go, there are a huge number of 'used Japanese imports' in yards across New Zealand. Many of them have been specified for their domestic markets. In Japan for example, driving conditions are different so models may only have two airbags and no electronic stability control. Unfortunately these vehicles get imported and we have no control over them. It is these vehicles that the government is trying to eliminate from our 'carpark' to increase the overall safety of

New Zealand drivers and pedestrians.

Suzuki is 100% behind steps to make our roads and vehicles safer. We believe a big part of this is educating the public to know what safety features they should be looking for in a vehicle so they can make the right choices. We suggest a minimum of Electronic Stability Control and side and curtain airbags.

Luckily, there's a way to be confident your car is safe. If you have bought a Suzuki from any authorised Suzuki dealership - whether it's a brand new or a 'New Zealand new' used Suzuki, you can feel secure it has the very highest standards of safety and reliability. Suzuki is a world leader in automotive technology and is internationally renowned for design, quality and driving enjoyment. Your Suzuki will continue to provide you and your family with many years of safe, satisfying motoring.



**GARY COLLINS**  
GENERAL MANAGER,  
MARKETING.



# NEW JIMNY CONQUERS THE WORLD

The World Car Awards is the big one. Every year manufacturers from all over the planet go head to head in pursuit of the coveted awards, with the winners announced at the prestigious New York International Auto Show.

Vehicles are scrutinised and tested by 86 prominent automotive journalists from 24 countries. Competing against 40 new cars, the versatile Suzuki Jimny was a semi-finalist in three separate categories then went on to be judged 2019's World Urban Car. Suzuki has been a finalist in this category for three consecutive years with Ignis in 2017 and Swift in 2018.

Mike Rutherford, executive director of the awards, said Suzuki produced some of the finest small cars on the market. Toshiro Suzuki, president of Suzuki Motor Corporation said, "We are greatly honoured to receive this award. The Jimny is the

one-and-only compact, authentic off-roader, and we have kept true to this concept for almost 50 years."

Already a sell-out success in New Zealand with orders extending into 2020, Jimny has fans all around the world. Reviewers have been impressed by Jimny's value and ability. The Southern Group of Motoring Writers in Britain judged it their "dark horse 2019 winner" describing the Jimny as, "So, so cool." Ian Robertson, chairman of the group, said, "Suzuki has done a superb job with Jimny in re-forging one of the best - and most compact four-wheel drives - on the market."

With pricing in New Zealand



starting from as low as \$26,990, plus on-road costs, the 1.5 litre Jimny Sierra comes with a host of safety, security and comfort equipment as standard. This includes lane departure warning, weaving alert, dual sensor brake support, hill descent control, hill hold control, satellite navigation and smartphone connectivity.

## THE FIRST OF MANY

If you were living in Tokyo in 1954 you might've caught a glimpse of Suzuki's very first car making its maiden trip. The Suzulight was a compact vehicle weighing less than 500kg. It was designed to be easy to drive and maintain as well as inexpensive to buy - just like Suzukis today. Powered by a 360cc, two-cylinder engine, the prototype was tested with a long trip over unsealed mountain roads between Hamamatsu and Tokyo. The tough little car flew through the challenge and went into production in 1955. The first two Suzulights were used by doctors on their daily rounds.

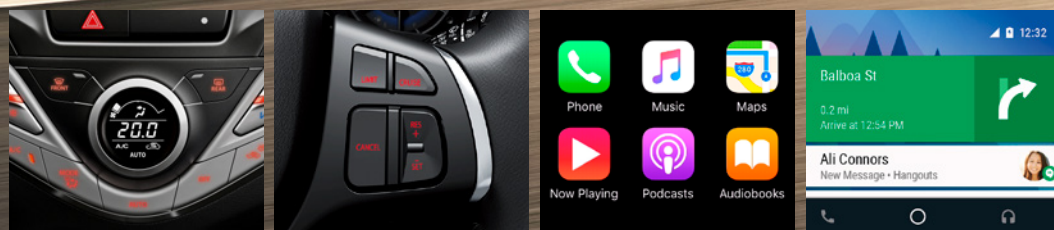


A rare 1955 Suzulight on display at Suzuki Plaza museum, Hamamatsu, and a Japanese magazine ad.



# The best gets better

By cleverly combining the features you want with the practicality you need, Suzuki Baleno has become a Kiwi favourite. And now there's the new 2019 Baleno with a sharp new look and a number of refinements to make it even more attractive.



## EVERYDAY EXCEPTIONAL

The new Baleno is the ultimate everyday car. When it comes to looks, comfort, safety, efficiency and performance, it's absolutely outstanding.

Have to drop the kids to school? The Baleno has plenty of leg room in the back. Need to pick up a few things from the garden centre? Fill up the boot, no problem at all. Going backwards and forwards to work, gym and home? The Baleno is super-efficient, and easy to drive.

The Baleno is a cool and sophisticated

hatchback with the space and smart features to make your daily drive an exceptional experience. More spacious inside than Swift, the Baleno has a considerably larger luggage area, meaning more space for you and your things. The interior has smooth flowing lines and controls well-placed with information and entertainment at your fingertips.

For long trips there's cruise control and a speed limiter while Bluetooth and USB let you connect your smartphone. Apple CarPlay and Android Auto allow you to access

entertainment, apps and answer calls hands-free. While the built-in satellite navigation, is displayed on a beautifully clear, centrally located 7-inch touchscreen. In addition, the Baleno RS features an LED multi-function display showing running performance, economy and engine output.

## COMPREHENSIVE SAFETY

The Baleno is packed with a comprehensive range of safety features including; reversing camera, dual front, side and curtain airbags, Electronic Stability Programme (ESP®) and

Suzuki's unique HEARTECT high-rigidity platform. For your peace of mind there's also ABS with Electronic Brake Force Distribution, brake assist, LED daytime running lamps and a Guide Me light.

## EXTRAORDINARY ECONOMY

The new Baleno not only looks classy, it gets you from A to B without spending any extra than it needs to. From its next generation lightweight body to its powerfully efficient engines, every component has been designed for maximum efficiency,

practicality and comfort.

The Baleno RS delivers the thrill of Suzuki's advanced BoosterJet turbo technology. Coupled to a 6-stage automatic gearbox it delivers amazing fuel efficiency and performance with the power and torque of a much larger engine. The Baleno GLX employs a 1.4L VVT engine optimised for outstanding fuel economy and smooth performance, matched to a smooth electronic 4-stage automatic or 5-speed manual transmission.

It was always going to be a challenge

to improve on such an outstanding vehicle. Yet the new Baleno proves even the best can be better – all the practical features you need for everyday driving, combined with exceptional style, luxury, space and performance.





# Finding inspiration

**ANDREW STEEL** is an Auckland-based artist who creates unique, site-specific artworks from a small studio he shares with his partner. He describes his style as naive and fun; "I like my work to be relatable to everyone and always aim to tell stories through it."

Instead of going to art school Andrew honed his talent on the street, drawing inspiration from his inner city environment. "I started out skateboarding which taught me how to have fun with objects and public spaces. That led me into street art and I started creating works around the city with my friends."

Andrew sees it as an 'unusual form of community service' and believes that art can define a city and its people. "Street art taught me the value of having interesting public areas, where people feel like they can contribute and be a part of them. We had a lot of fun and received a lot of positive feedback."

From here, Andrew moved indoors and took up the new challenge of creating work tailored to the people living in the spaces. Lately, he's been exploring ceramics, tiles, concrete engraving, and photography. "I'm experimenting and focusing on creativity a lot at the moment which has been really fulfilling," says Andrew. "My work's come full



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circle – I started out very simple, tried to complicate it over time, but have now refined it back to the basics. Simple things, done well."

To help him get to his clients' homes and offices, Andrew drives a new Suzuki Jimny. He says its styling was definitely one of his deciding factors. "My clients are discerning so I wanted something unique as well as chic and tasteful. I love Jimny's minimalism – it radiates a kind-of boxy, modern simplicity. My partner borrows it from time to time, she looks great in it, always smiling. It's cool for us to have something to share that's fun to get around in."

Initially the artist fell in love with the Jimny through social media. He sought

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advice from friends, including one who had an older model for boating and hunting. After doing loads of research Andrew went for a test drive then put in a pre-order with Amy Fabling at Suzuki Wairarapa. Andrew says he went with Jungle Green as it looked classy and he hadn't seen many cars that colour. The Jimny was supposed to land later this year, however Amy called

with good news, a shipment had landed earlier than expected.

Andrew says the Jimny always turns heads. "I get asked about it a lot and I've found a tight Suzuki community that are super-passionate about the brand. I met two sisters living down the road from me who have an old Samurai in amazing condition – and they've also ordered a new Jimny."


Of course aesthetics weren't the only reason Andrew chose the 4x4. "I love the outdoors so wanted something that was practical for urban driving with an economical engine, but with capabilities to get me off-road. Jimny is compact so it's easy to find parks and navigate the city. The interior has everything you need – chargers for devices and phone compatibility for music and maps. I keep the back seats flat down so the boot space is maximised for storage and moving stuff around."

Come summer Andrew plans to take his Jimny down to the Deep South to do some off-roading in the mountains. "We all need to get excited about life to find inspiration, to explore more and to create good work; whatever it is we do with our lives. Having something in your life that stands out and turns heads, that feels good to drive and allows you to get to anywhere you need is crucial. We have an amazing country with interesting communities to explore and Jimny helps me connect with it."

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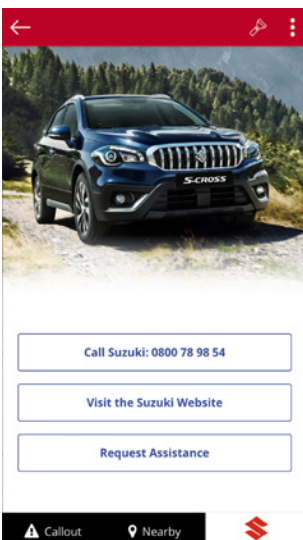
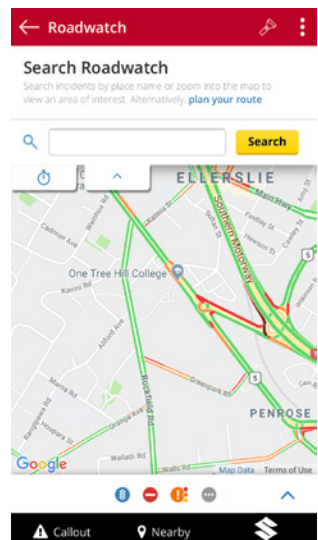
## Suzuki Assist

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](http://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.



# Presenting the team behind the team

Suzuki New Zealand love getting behind those things Kiwis care about, and as the official vehicle supplier to Netball New Zealand we were super-excited the Silver Ferns returned home as World Champions.

What an exciting display of determination, commitment and teamwork from the Silver Ferns. The support they showed each other on and off the court was simply amazing.

A huge congratulations to the team, team management, the player's families, and of course thank-you to all of the fans out there. A successful team needs support from all angles - it's great to have you as part of the Team behind the Team.

While the Silver Ferns were preparing for the Netball World Cup, we wanted to show how much they meant to all their fans here at home. We organised an interactive activity asking fans of the Ferns to provide support photos of themselves. From the hundreds of photos received, we created some awesome mosaic videos of support, and a poster that

was presented to the team.

We can't wait to see the Silver Ferns' next performance. Go the Ferns!

Head to [suzuki.co.nz/silver-ferns](http://suzuki.co.nz/silver-ferns) to find out what makes the Silver Ferns such a strong and united team.





## HOLLAND'S SUZUKI: FROM CYCLES TO SUVs

Holland's Suzuki is a Christchurch institution. With a huge base of devoted customers, the business is known for outstanding customer service as well as its innovative servicing and customer loyalty programmes.

Looking at Holland's eye-catching Suzuki showroom on Shakespeare Road and their growing branch in Timaru, it's hard to believe this thriving business started as a cycle shop.

It all began with Gordon's dad Mick Holland, a prominent motorcycle speedway racer. After a successful stint

overseas he returned to New Zealand, married Alison in 1941 and the couple bought a small cycle shop. Here they sold a Swedish brand with thin wheels, and the new English Humber for a princely 12 pounds each.

Given Mick's experience and passion for motorcycle racing, the move from pedals to petrol was only natural. World speedway champion Ivan Mauger sent Mick and Alison a motorcycle that showcased some of the new technology coming through, and before long they were selling Jawas and Suzukis.

Gordon remembers, "Rod Coleman had just appointed us as a Suzuki franchise dealer so my parents sent me to their conference. That's when I saw the Suzuki



Founder Mick Holland and the old Holland's motorcycle showroom in the 1960s. Below, the complex on the same site today.

AC50 Maverick. It was incredible for that era – a stylish 50 cc motorcycle with angled rear shocks, chrome springs and telescopic forks. The dealers rushed up to order 5 each. I put down 5, then when no-one was looking I added a 0 to make it 50!"

"Three months later a truck turned up and my father said, 'Which crate is ours?' I said, 'The whole lot Dad.' He swore, 'Good God. Do you know what you've done?' I replied, 'I hope so, Dad.' They sold within a month while all the other dealers ran out of stock."

In 1964 with the assistance of Shell Oil,

Holland's built a service station with a huge showroom to display the Suzuki motorbike range. This was unheard of at the time and became a Christchurch icon. Sadly when the road was widened the service station had to go. By then it was the 1980's and people were moving from two wheels to four, so Holland's took the opportunity to launch

into selling Suzuki cars and SUVs.

Today Holland's remains a family business. Gordon continues to carry the torch, supported by his wife Win and a loyal team of dedicated staff delivering an unmatched level of service to the community.

With his entrepreneurial flair, Gordon believes that the best form of advertising is word of mouth – and that every satisfied customer generates ongoing business. That certainly seems to be the case as Holland's goes from strength to strength. They've been the biggest-selling Suzuki dealer in New Zealand for many years, and you can be assured Holland's will be serving Canterbury for many years to come.

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## The Block NZ Swift Sport Challenge

Once again, Suzuki were excited to be the vehicle supplier programme partner on Three's The Block NZ. This long-running DIY reality show followed four teams as they renovated a property room by room and completed various DIY related challenges, over a twelve week period.

This year marked The Block NZ's eighth season with their most ambitious project yet – five apartments in a 1930's fire station in the Auckland suburb of Kingsland.

As well as equipping each team with a brand-new Suzuki Vitara Turbo to help them power through their work, Suzuki hosted the Suzuki Swift Challenge at Hampton Downs MotorSport Park, where the teams were suited up and ready to go.

With the track glistening after a fresh downpour of rain, the Swift Sport made a spectacular entrance as Shelley Ferguson, one of the show's hosts, introduced the challenge. Professional rally car driver Emma Gilmour took each team around the track,

offering sage pieces of advice that seemed to go swiftly out the door in the heat of the moment.

After this brief practice run it was down to business. Ethan & Sam hailing from the Waikato were up first. With some vigorous wheel squealing and keen driving, Ethan & Sam whipped around the course, recovering well from a slippery driver changeover. Their time was going to be tough to beat.

Out strode Sophia & Mikaere. It was another clean run with all of the cones left standing and some impressive work by Sophia picking up time on the straight.

It seemed the additional drive time earlier in the day did little to help Lisa &

Ribz. Crucial time was lost in the double movement during the reversing portion at the changeover, putting them out of contention.

As the last team jumped into the Swift Sport, Stacy & Adam shot off the starting line smoothly and completed the course with cool, calm and calculated precision. So, who would be crowned the Suzuki Swift Sport Challenge champion?

It was down to two teams – Ethan & Sam and Stacy & Adam. With deceptively quick runs just fractions of a second apart. But in the end it was the young guns from Wellington, Stacy & Adam who proudly took the win.

PROUDLY DRIVING



If you missed the action don't worry, you can watch past episodes of Three's The Block NZ on demand at [www.threenow.co.nz](http://www.threenow.co.nz)





SUZUKI  
**SWIFT**  
**SR2**

LOOK  
SHARP



Swift stands for fun and the limited edition SR2 delivers. Silver or black two-tone roof, striking 17-inch alloys, carbon fibre effect side skirts, Bluetooth, cruise control and more. Step up to the auto and get Sat Nav, reverse camera, Apple CarPlay® and Android Auto™. The Swift SR2. You'll have to be quick to catch one!

**MAKE AN IMPACT FROM \$21,990 +ORC.**



**NO DEPOSIT  
FINANCE FROM**  
**\$95**  
PER WEEK\*

\*\$94.12/week based on Swift SR2 Manual, \$21,990 plus ORC, total amount payable \$24,565.32; \$102.55/week for Swift SR2 Auto, \$23,990 plus ORC, total amount payable \$26,765.55, nil deposit 3.9% p.a. fixed interest rate and 5-year term. On payment of on-road costs to the Dealer, finance payments include a \$300 documentation fee and \$10.35 PPSR fee. Normal lending and credit criteria apply. Offer available 1 to 30 September 2019 or while stocks last. Excludes fleet purchases, demo vehicles and all other promotions. [www.suzuki.co.nz](http://www.suzuki.co.nz)