

 SUZUKI

SUZUKI NOW

JULY 2021



**IN TUNE
WITH SWIFT**

ALSO INSIDE:

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on The Block NZ

Our promise to
parents

Going wild
with Jimny

Have you named
your car?

Just next door

With 41 parts, service, and sales sites around the country, Suzuki New Zealand is honoured to be part of keeping you and your vehicle humming. Many of our dealerships have been part of the Suzuki family for a very long-time, many are family owned and operated, and all take pride in getting to know their customers personally. Our dealerships employ local people and play an important role in their communities - helping out local charities, supporting sports, and getting involved in local events.

Be sure to pop in and say hello to our three newest Suzuki teams:



Ingham Taupo has made a real splash. Justin Wooding, Dealer Principal says, "When we took on the Suzuki brand we knew it had massive potential - we just had to do the hard yards, offer great deals and put the customer first. 18 months later our market share has doubled." The dealership's new showroom houses the full Suzuki range and makes a bold statement on Spa Road.

Southern Autos Botany has been open for just over a year now. According to Alex Rayns, Sales Manager, customers are delighted with the new branch which offers service, parts and sales in one convenient location. "We've built a team based on customer experience and our focus is to exceed all expectations during purchase and for the life of the vehicle."

North Otago Motor Group in Oamaru is owned and operated by locals Peter and Leonie Robinson with help from son Michael and daughter Lisa (pictured above). They employ a team of 31 and have loyal, long serving staff. Their operation includes a panel and paint department and they're currently fitting out a new showroom.



Nailing it again

It's hard hats and tool belts time again, and Suzuki are excited to be along for the ride with The Block NZ on Three for a third season running. Just like in previous years, we've provided each team with what we think is the best DIY accessory of all - their own decked out Suzuki Vitara Safari to help them on their DIY journey!

With the show now well underway, you will have seen the teams zooming around in their sporty Vitaras, doing a whole host of errands and knocking things off their to-do lists. Whether they need to pick up that last minute tin of paint, load some home décor or grab their takeaway coffees on the run, their trusty Vitaras will see them right. Join us as

we follow Three's The Block NZ teams on their DIY journeys and find out who will hammer home the best result come auction time. Good luck to all the teams!

The Block NZ | Sunday 7pm, continuing Monday - Wednesday 7:30pm on Three and streaming from 12pm on ThreeNow.

Are you brave enough?



This bright orange Jimny may be the coolest looking Suzuki on the road right now! Sporting a radical tangerine mohawk, 'Jimny Clipit' is cruising the streets promoting Shave for a Cure, LBCNZ's fundraising and awareness campaign.

LBCNZ (Leukaemia & Blood Cancer NZ) is a national charity dedicated to supporting patients and their families living with a blood cancer or related condition. Six New Zealanders are diagnosed with these diseases every day - that's over 2,100 children and adults a year.

When you sign up to Shave for a Cure, you can ask friends and family to sponsor you to shave your head.

As well as raising money for a very worthy cause, it's a reminder of what cancer patients go through, and a way to show your support.

To help LBCNZ with their efforts, Suzuki provided the vehicle they knew had the personality to pull off this outrageous hair style. You can follow Jimny Clipit and its adventures on Facebook and Instagram. Connect, donate or find out more at shaveforcure.co.nz

Q: Can you guess how many cable ties were used to create Jimny Clipit's mohawk?

ON THE UPBEAT



Geoff Ong is an Auckland-based musician whose sound has been described as ‘mainstream for misfits’. His lush, glittery retro pop grooves accompany surprisingly thoughtful lyrics – proof that pop can transcend.

It's somewhat surprising, coming from a self-professed introvert, that Geoff's musical ambition is to connect and bring people together – especially those who normally feel excluded. Often introverts, misfits and those who feel they don't quite fit, find solace in angsty, angry soundscapes. Instead, Geoff offers up irresistible beats blended with bright, positive vibes.

Pushed into music at the tender age of 3, Geoff didn't much like piano lessons. At 13 a friend introduced him to the guitar and he knew he'd found his calling. With his grounding in chords he taught himself, practised hard and was a fast study. According to Geoff it was inevitable that he would be in a creative field. "I just love making stuff," he enthuses. "I'm also into photography and video but music is what I connect with most."

Being a quiet type you have to wonder how Geoff copes on stage. In person he seems almost shy, but he lights up when he's describing his gigs; "My live performance is high energy. Coming from a place where I feel I don't fit in, I want people to feel like they're

involved, like they're part of the show and connecting with each other. So I never feel like I'm entertaining individuals – I don't feel that pressure or awkwardness."

Geoff writes and composes solo but performs live with a trio of close friends. As well as guitar and piano he plays bass, drums and the trombone. Trombone? Geoff laughs, "Yeah, it's great for getting gigs and recording sessions as there aren't too many around!"

Far from finding New Zealand a challenging place to kick off a music career, Geoff has nothing but love for the Kiwi music community. "It's amazing. Everyone is in there trying to do the same thing – create music and connect in a meaningful way." Geoff draws inspiration from close friend MAZBOU Q (hip-hop), Foley (pop duo), IMUGI (synth pop) and Kiwi indie pop band The Beths (who's single "Happy Unhappy" was named song of the summer by Rolling Stone magazine).

Outside of music, photography and video, Geoff's passion is cars. He currently drives a bright yellow Swift Sport. "I've previously only had older used cars, so getting into

something new felt very fancy!" says Geoff. "I was looking for something with a bit of fun and character – I like things that are interesting and kind-of quirky. The Swift fits all my gear when I'm playing gigs and doing shoots. It's economical, it's small enough to park pretty much anywhere, and it's just loads of fun to drive!" Geoff adds "Probably my favourite thing is the gearbox. I'm a real car nerd so I love the 6-speed manual. There's something so engaging about trying to make every gearshift as smooth and perfect as possible."

Where to next for Geoff Ong? "I've always got songs on the go. I try to release every couple of months. I put out my first full length album in November last year – perhaps I'll do a second next year, we'll see what happens. Long-term it'd be cool to do a national tour."

To hear what this thoughtful, multi-talented Kiwi artist has to offer, search for Geoff Ong on Spotify, YouTube or Facebook. If you're lucky you can catch him live at his favourite venue Cassette 9, just off Auckland's Queen St.

“There's something so engaging about trying to make every gearshift as smooth and perfect as possible.”



Geoff with his Swift Sport 'Pikachu'



JIMMY SAFARI

It can be a jungle out there and what better way to tackle it than with the 4WD king - the Suzuki Jimny Safari. Wildly popular and roaming far and wide, this special edition is chocka with everything an avid explorer needs for their next Kiwi adventure!

TACKLING THE GREAT OUTDOORS

No challenge is too tough for this surefooted beast. Fitted with Maxxis AT980 all terrain tyres you get on-road reliability coupled with extra off-road grip.

Up top there's a safari-style ARB BASE Rack* with trade rails and a wind deflector. Perfect for loading long items, the easily removable guard rails make packing a breeze and you can fill the rack with equipment right to the edge. Got wet, dirty or smelly gear? Chuck it in the back on top of the waterproof cargo tray that sits snugly on top of the fully flat and folded rear seats.



OUT NOW!

A STYLE STAMPEDE

With a nod to its 50 year lineage, the Jimny Safari combines rugged retro-style with modern practicality. Up front there's the genuine Suzuki heritage grille, and on the sides tinted

weathershields deflect the elements whilst mud flaps protect your Jimny from low-flying mud and flying debris. Emblazoned on the spare wheel cover is the Jimny Safari badge of honour.

PROVEN OFF-ROAD ABILITY

The Jimny has long been a favourite in New Zealand. Its four wheel drive prowess has seen it right at home; everywhere from remote backcountry fields to windswept beaches, gravel pitted tracks to muddy waterholes. Equipped with Suzuki's ALLGRIP PRO 4WD system and a full ladder chassis, Jimny is stubbornly strong, lightweight and seriously capable.

So grab your swag and let the fun begin! For more info, see www.suzuki.co.nz/suvs/jimny-safari

*Up to 30 kg weight limit recommended. Any extra weight added to the roof area of the vehicle must be carefully considered and the vehicle driven with increased discretion.

Technology for all

COVID-19 reinforced the importance of staying connected with each other and the world, so when SeniorNet asked Suzuki NZ to present at their recent symposium, we were delighted.



SeniorNet is a network of Learning Centres around the country for people over the age of 50 who'd like to learn more about technology and what it can do for them.

The event, held in Dunedin earlier this year, included the organisation's AGM and a number of key speakers. As a long-time supporter of SeniorNet, Suzuki wanted to show members how they can benefit from new vehicle technology and how Suzuki vehicles are designed to make life easier with user friendly interfaces. To do this we enlisted the help of local Suzuki dealer (and top NZ female rally driver) Emma Gilmour, seen above with Heather Newell, Executive Officer from SeniorNet.

Emma brought three new Suzuki vehicles to the venue and talked members and instructors through some of their new features. As well as covering the latest safety equipment such as



the reverse camera, blind spot monitoring, and weave alert, she showcased the navigation, entertainment and information systems. Connecting your phone through Bluetooth, Apple CarPlay, or Android Auto is one of the most asked questions, so it was fantastic to go through the process step-by-step.

With technology moving so fast, you don't need to be over 50 to feel a bit left behind! To keep up with the latest Suzuki innovations, check out our website www.suzuki.co.nz and if you would like to join SeniorNet, email admin@seniornet.co.nz

Introducing the Suzuki Parent Promise

When you have a baby, suddenly safety seems so much more important. You realise how vulnerable and precious your cargo is and it changes everything - the way you drive, what you drive and how your little one is protected.

The Suzuki Parent Promise starts with affordable, reliable and safe cars. Every new Suzuki is packed full of the latest safety technology so you can be rest-assured you and your family are in good hands. And now, taking that promise a step further, Suzuki has a very special offer for parents.

OUR GIFT TO YOU

For your piece of mind, and your child's protection, Suzuki is offering a FREE child safety car seat with the purchase of any of our new cars. The Safety 1st Jive Lite ISOFIX* 2-in-1 convertible seats are recommended by Whānau Āwhina Plunket and are valued at \$299. This is part of our ongoing commitment to keeping Kiwi children safe around vehicles, and in the community.

*For more details, ask your Suzuki dealer, or see the Car Owner's section of our website www.suzuki.co.nz



FREE CAR SEAT*

The Safety 1st Jive Lite convertible car seat gives you two seats in one. It keeps your child safe, from 2.3 to 29 kg. Your baby can comfortably ride rear-facing up to 18 kg (recommended) and when the time comes, your 'big kid' can ride forward-facing up to 29 kg. With ISOFIX fittings it quickly and securely clicks into place, in all Suzuki small cars and SUVs.

WHAT'S IN A NAME?

Some people think it's weird to name a car. We beg to differ. There are plenty of reasons to think your Suzuki has a soul, and any number of ways to come up with a memorable moniker.

It's human nature to see cars as personalities possessing human-like qualities and a 'face'. With a bright pair of headlights looking ahead and a grille that seems to smile, we can't help but see them as characters instead of machines. Psychologists call it personification or, if you want a fancier term, anthropomorphism, and argue that it's often part of the reason we choose one car over another.

It makes sense. Every car has its own characteristics. Jimny stubbornly tackles any terrain, Swift is a nippy, zippy fun-loving car. And of course, people express themselves via their vehicles with unique number plates, decals and

aftermarket additions.

Plus, over time, your car develops even more personality. Through the rigours of daily use, your car becomes unique to you with scuffs, marks – even smells! It's all part of you and your Suzuki's story. And once you head down that road, a name is inevitable.

Still not convinced? Ever talk to your car? Come on, admit it. Most of us do. And why not? It's your constant companion. A reliable friend who's always there for you. It protects you. It takes you to and from home, it takes you shopping, it even goes with you on holiday. Your Suzuki is one of the family. Of course it needs a name.

If you haven't quite got there on the naming front or are stuck for inspiration, here are some thought starters:

- **Model:**
Jimny Cricket, Arty Alto, Lara Vitara...
- **Letters from the number plate:**
ORB (One Red Beast) or Orb-it, FLS (Fast Little Sub) or Flossie...
- **Colour:**
Bumble Bee, Sharky, Peppa Pig, Big Red...
- **A well-known personality:**
Queen B, Bolt, Rocky...
- **What your Suzuki looks like:**
Jaws, Vader, Betty Boop...

There's only one rule – have fun!

