

# The New SUZUKI



1 9 9 5 E S T E E M



# Suzuki, world class leader

## THE NEW SUZUKI

There is a new look to Suzuki - starting with new, trend setting vehicles, like the all-new Esteem, the ground breaking X-90 and the tough new Sidekick Sport.

And a new, more international outlook that proudly speaks of Suzuki's dominance in many of the world's marketplaces.

And a new attitude that says to Canadians: be practical but let's have fun!

Suzuki builds affordable performance in response to market demands. And then we add the fun. It's the secret ingredient in every vehicle we build.

## WORLD DOMINANCE

Suzuki built its first motorcycle in 1952. Since then, we've built over a million of them. We've won every major race to be won.

The power and performance of our Suzuki motorcycles is legendary.

Building its first car in 1955, Suzuki now builds vehicles at the rate of one million a year.

**In Japan, we are the number one manufacturer of mini cars with over 32% of the market.**

Suzuki dominates many mini car markets around the world. We sell automobiles and motorcycles in 170 countries.

We have assembly plants in 51 countries.

In addition, we have joint ventures similar to our Canadian CAMI plant in Ingersoll, Ontario in Spain, India, Indonesia and Hungary.

## WE LISTEN TO OUR CUSTOMERS

We became number one because first, we listen. Then, we build what the market wants. And Suzuki builds trucks, vans, and pickups.

We also design and fabricate wheelchairs, water pumps,

generators, outboard motors - even prefabricated housing.

We control real estate companies, marinas, parts manufacturing companies and transportation enterprises.



## KEY THINGS TO LOOK AT

Check it out. Safety for the entire family

- Airbags for both front occupants - standard in every Esteem.
- Seating for five - with a seat belt system for everyone.
- Adjustable front shoulder belts.
- Child proof rear door locks - in every 4-door Esteem.
- Anchor points for child restraints in every Esteem.
- Side-door impact beams - that meet '97 Federal standards in every Esteem we build.
- Computer generated crush zones in the front and rear sub-structures of the Esteem.
- Energy absorbent bumpers - front and rear.
- Front wheel drive.
- Power-assisted front disc/rear drum brakes.
- Power assisted rack and pinion steering.
- 4-wheel anti-lock brakes - standard on the GLX ABS model.
- Tinted glass.
- Day-time running lights.
- Passenger-side assist grips.
- Side window demister.
- Electric rear window defroster.
- Variable intermittent front wipers.
- Front door pockets.



*Esteem is the culmination of 50 years of competition, and in some cases, total domination in the small car market.*

*Esteem is a significant step forward and it's our goal to ensure Canadians understand the engineering excellence that has gone into this vehicle.*

## ESTEEM IS THE CULMINATION OF 50 YEARS OF COMPETITION

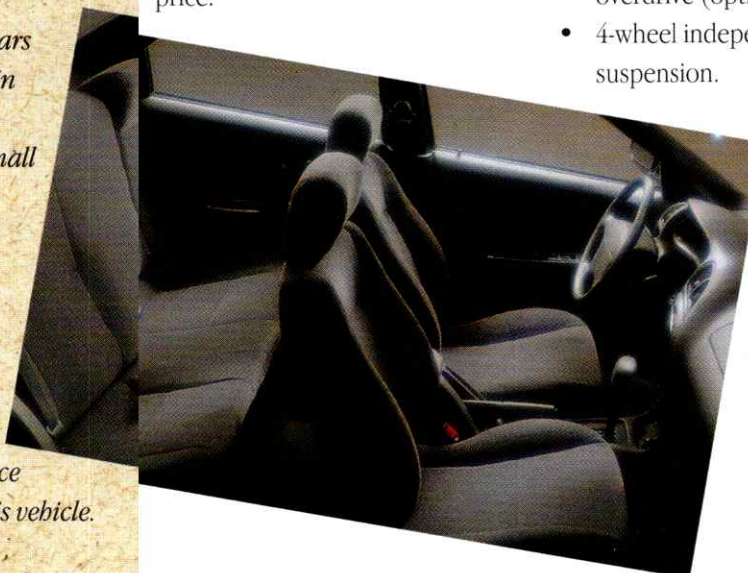
*We want Canadians to understand this diversity, this depth and this engineering expertise, because the new Esteem represents the very pinnacle of our engineering expertise and manufacturing prominence.*



## SOMETHING FOR EVERYONE

We are so proud of Esteem, we dare you - yes we even encourage you to compare. And when you do, you'll agree. Esteem has every base covered. Something for everyone.

Standard features the competition charge extra for - or in some cases - features simply not available regardless of price.



## CHECK IT OUT ESTEEM'S PERFORMANCE

- 1.6 litre, 4-cylinder engine - 98 horsepower at 6000 rpm.
- Single overhead camshaft with four-valves per cylinder.
- Electronic, multi-point fuel injection.
- A standard 5-speed manual transmission.
- 4-speed, automatic transmission with electronic overdrive (optional).
- 4-wheel independent suspension.

- Front stabilizer bar.
- Power-assisted brakes and steering.

## CHECK IT OUT ESTEEM'S CONVENIENCE AND PRACTICALITY

- Dual air bags
- Fold-down rear seat with trunk pass-through.
- Standard remote fuel lid release.
- Standard remote trunk release.
- Standard rear heater ducts.
- Standard, in-dash cup holders.
- Standard centre console.
- Variable Intermittent Wipers.

## Extra Touches . . . on the GLX

- ETR AM/FM stereo cassette, with 4-speakers.
- Power windows.
- Power door locks.

- Power dual remote mirrors.
- Tachometer.
- Front and rear mud flaps.
- Passenger vanity mirror.
- Digital clock.
- Colour-keyed front and rear bumpers.
- Air conditioning - standard on GLX ABS only.
- Cruise Control - standard on GLX ABS only.
- 4-wheel anti-lock brakes - GLX ABS only.





ENGINE		BRAKES			
1.6 litre (1598 cc) 4 cylinder 16 valve aluminum alloy with water cooled single overhead camshaft Electronic multi-point fuel injection		Front Rear		Power-assisted, ventilated disc Power-assisted drum	
TRANSMISSION		TIRES			
Bore & stroke 75.0x90.0 mm/2.95x3.54 in Compression ratio 9.5:1 Maximum output 98 hp @ 6000 rpm Maximum torque 96 lb/ft @ 3000 rpm Lubrication system Wet sump		P155/80R13 (GL model) P175/70R13 (GLX, GLX ABS models)			
TRANSMISSION		FUEL			
Standard 5-speed manual overdrive Optional 4-speed automatic with overdrive		Tank capacity 51 litres Manual Auto City L/100 km (Miles per Gallon) 7.7 (37) 8.5 (33) Highway L/100 km (Miles per Gallon) 5.7 (50) 6.2 (45)			
DIMENSIONS		FEATURES	GL	GLX	GLX ABS
Overall length 4,195 mm / 165.2 in Overall width GL 1,670 mm / 65.7 in Overall width GLX 1,690 mm / 66.5 in Overall height 1,370 mm / 53.9 in Wheelbase 2,480 mm / 97.6 in		3 year 80,000 km comprehensive warranty Dual front airbags 4-wheel anti-lock brake system Power assisted rack & pinion steering Cruise control Power windows Power door locks Air conditioning Variable intermittent front wipers ETR AM/FM stereo cassette, 4 speakers with digital clock Electric rear window defroster Side window demisters Cup holders Tachometer Full wheel covers Front & rear mud flaps Body coloured bumpers Trunk light Front door pockets Front seat back pockets Trip meter Driver's foot rest Centre console One-piece fold-down rear seat Split fold-down rear seat Remote fuel lid release Remote trunk release Child-proof rear door locks Rear seat heater duct Tinted glass Dual mirrors Dual remote control mirrors Side door impact beams Side protective moldings	S S N/A S N/A N/A N/A O S O S S S N/A O N/A N/A S N/A S S N/A S S S S S S N/A S S S N/A S 		

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