

The New SUZUKI



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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.

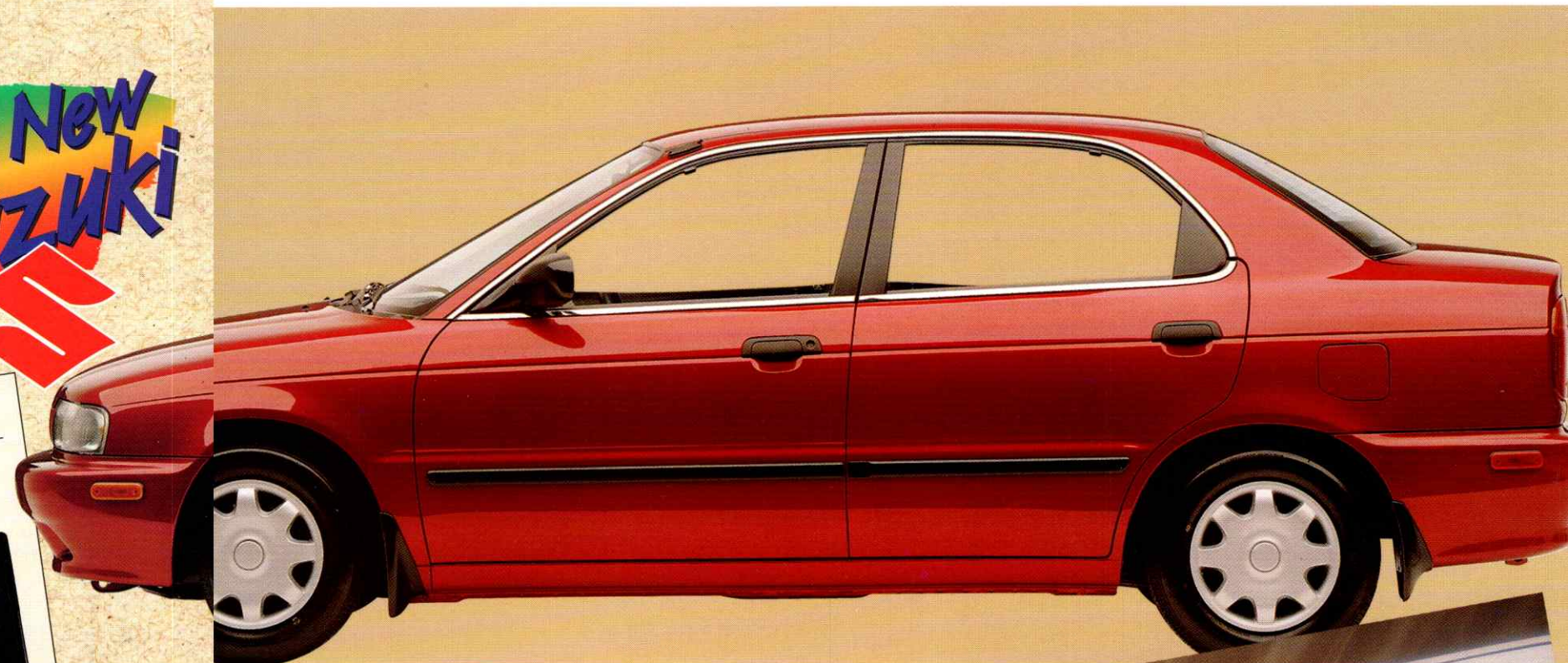


Esteem is the culmination of 50 years of competition, and in some cases, total domination in the small car market.

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.

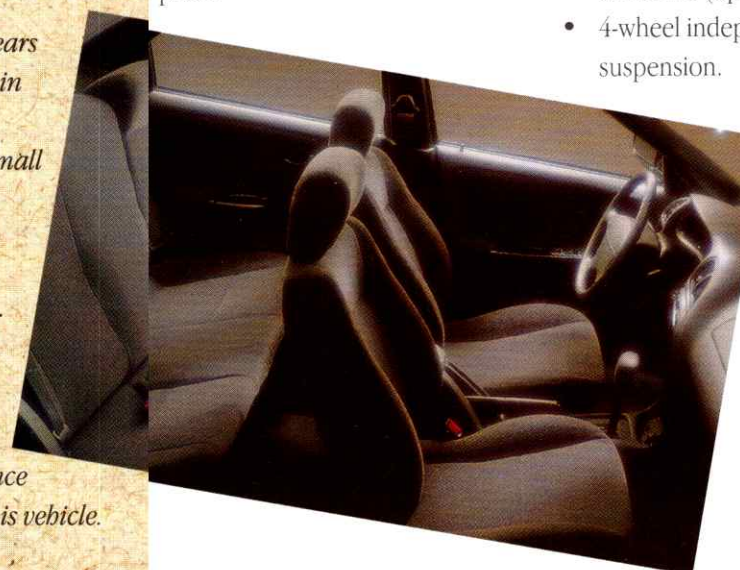
CHECK IT OUT ESTEEM'S CONVENIENCE AND PRACTICALITY

- 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.





SUZUKI X-90

*Want something different? Tired of vanilla?
Want to leave the crowd behind? Then we've got what you want.
The newest look from Suzuki. Available this fall.*

Radical. Tough.

Trend-setting.

T-Top . . . wind in your face . . . 4-wheel drive . . . sports car . . . *fun!*

A 2-seat sports car with a T-roof and 4-wheel drive. Check it out . . .

A 1.6 litre, single overhead camshaft engine with 16 valves, multi-point electronic fuel injection, a rev limit of 6,000 revolutions per minute and enough power to embarrass many so-called sports cars.

Choose either a 5-speed manual transmission or a 4-speed automatic with overdrive.

Shift on the fly, 4-wheel drive. That means you can engage 4-wheel drive as soon as you see the beach or when the first flakes fall or whenever.

Hey buddy, you don't need an excuse to do what ever you want. *Just do it.*

WHAT YOU GET

- Dual Air bags
- 4-wheel anti-lock brakes
- Automatic free-wheeling hubs for fast 4-wheel drive engagement
- Power Windows
- Power Door locks
- Full carpeting
- Aluminum wheels
- Dual outside mirrors
- Tinted glass
- T-roof with removable panels



SUZUKI 4-DR SIDEKICK SPORT

*And here's another New Look from Suzuki!
1996 4-Door Sidekick Sport. Coming Fall '95.*

Big Tires.

Wide body panels.

Distinctive trim.

And more Power!

The 4-door Sidekick is Suzuki's best selling model. Canadians just love its practical size, functional shift-on-the-fly 4-wheel drive and Sidekick's famous reliability and resale value.

For 1996 the Sidekick lineup will be expanded to include this all-new Sidekick Sport.

Wide 215/16 inch radial all weather tires.

And a 120 horsepower, twin cam, 1.8 litre engine under the hood.

4WD FOR THE FAMILY

- Dual Air bags
- Automatic free-wheeling hubs for fast, 4-wheel drive engagement
- 4-wheel anti-lock brakes
- Independent Suspension
- Power Brakes and Steering
- Cruise Control
- 16 inch aluminum wheels
- Side Door Impact Beams
- 4-Speed Automatic Transmission
- Power Windows
- Power Door Locks

Sidekick Sport can be ordered with either a 5-speed manual transmission, or a 4-speed automatic with computer-controlled overdrive.

