

SUZUKI DIALOGUE

Volume 1, Number 1, Summer, 1988



We top the
Magic Million

WORLDWIDE, Suzuki Motor Company Ltd. sold 1,053,180 vehicles in 1987, establishing an all-time record for the company and elevating this fast-rising enterprise to 10th among international automotive giants.

In 1986, the company sold 990,000 units and was confident that the momentum would carry it through the important 1-million barrier.

In Canada, this same momentum saw the company grow from 4,655 units in 1986 to 5,474 in '87 and an impressive 84.5% increase last year to 10,101. Suzuki's fiscal year runs from March 31 to April 1.

"This is an historic moment for Suzuki," said Mr. K. Ishii, President of Suzuki Canada Inc. "Not only have we broken the one-million barrier, but we have sold, for the first time ever, more vehicles in export markets such as Canada than we have domestically in Japan."



Mr. K. Ishii, President of Suzuki Canada Inc., (left) and General Manager, Automotive Division, Gavin Donaldson celebrate a Suzuki Canada sales record with traditional Japanese sake ceremony.

that growth will continue.

"In the next 24 months," states Mr. Ishii, "we will introduce an impressive array of new products expanding our line-up and providing Canadians with more choice. In addition, we will continue to add seasoned, professional dealers to our dealer network to ensure that our customers receive top flight service and attention."

Despite predictions of stiff competition in North America, due partly to excess supply, the company is confident

Mr. Ishii said the company would likely exceed 13,000 units in Canada through the 1989 fiscal period.

CAMI

COMING IN 1989

IN APRIL, 1989, a huge new Canadian facility will begin producing automobiles and four-wheel-drive vehicles for the North American market.

Known officially as CAMI Automotive Inc., this joint venture between Suzuki Motor Company Limited of Japan and General Motors of Canada will cost some \$500-million, will eventually produce 200,000 vehicles a year and will employ some 2,000 Canadians.

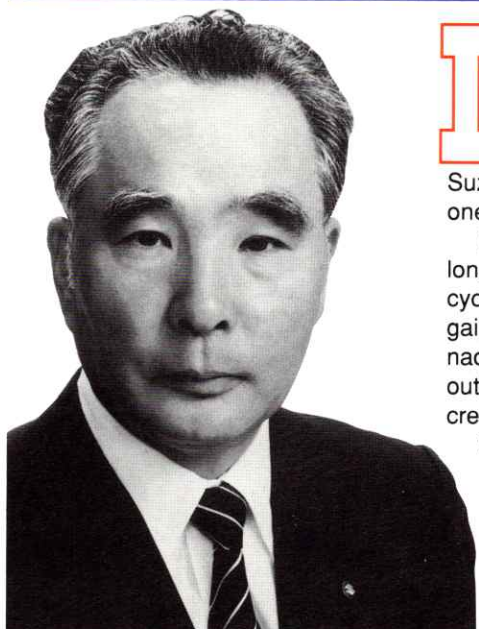
Located in Ingersoll, Ont., this monstrous complex has been based on the high-tech Suzuki Kosai plant in Japan.



CAMI Automotive Inc.

Kosai has become famous for its state-of-the-art robotics and computerized equipment. The productivity of Kosai is one of the highest in the automotive industry.

A Special Message to Canadians from Osamu Suzuki



I AM VERY PLEASED to address the Canadian people on this occasion. While Suzuki products are known and trusted throughout the world, the Canadian market for Suzuki automobiles is a relatively new one.

However, Suzuki has enjoyed a long relationship with Canadian motorcycle enthusiasts. Our ATVs have gained wide acceptance with the Canadian public and our state-of-the-art outboard motors are becoming increasingly popular.

Suzuki is growing at a phenomenal rate, not only in Canada, but worldwide. In 1987, Suzuki Motor Company sold one million vehicles -- a clear indication of a very promising future.

Our commitment to the Cana-

dian economy and Suzuki's continued growth is reflected in the building of an automotive plant that will cost some \$500 million in Ingersoll, Ontario. This joint venture between Suzuki Motor Company of Japan and General Motors will eventually employ some 2,000 Canadians and will be the largest plant of its kind in Canada. We anxiously await its completion in April, 1989.

In the meantime, no matter where they are built, Suzuki will continue to produce quality products and stress the importance of customer service.


OSAMU SUZUKI
President

We Want People to Enjoy Their Suzukis

I REALIZE that Suzuki, as an automotive name, may not be familiar to many Canadian buyers, but I promise you this will change. Whereas many now know us for our fast and exciting motorcycles, we expect in the months and years to come, the name Suzuki will be synonymous with not only motorcycles, but also automobiles, four wheel drive vehicles, ATV's, outboard motors and generators.

Worldwide, Suzuki automobiles, four wheel drive vehicles, commercial trucks and vans are a frequent sight on the streets. Soon this will be the case in Canada.

As competitive as the market is, we believe that Suzuki offers excellent value for the money. Our passenger vehicles are not only durable, practical and affordable, they are also great fun to drive. And that is important to those of us at Suzuki.

An automobile, ATV, commercial vehicle, motorcycle, outboard motor or generator should provide more

than just practical service. It must compliment the buyer. It should reflect the buyer's personality.

We want people to enjoy their Suzukis.

Our passenger vehicle sales increases are the best in the industry. We are the fastest growing automotive company in Canada. And I believe that is a reflection of this fun element I referred to.

It is also a reflection of the excellent work of our Suzuki dealers who are growing in number. Our reputation is spread through word of mouth. When people like a vehicle, when they feel they've got good value for their money, when they are treated courteously and fairly by the dealer, then they tell their friends and neighbours. And that's what is happening with regards to Suzuki.

That's why we sold over 1,500 vehicles for the first time ever this March. It's also the reason why we have set for ourselves such ambitious sales targets through the next few years, despite the tremendous competition.



Suzuki Motor Company of Japan and General Motors Canada have joined together to build the largest manufacturing plant of its kind in Canada, called CAMI Automotive Inc. You will hear a great deal about Suzuki in the months and years to come. And it will all be good news.


K. ISHII,
President
Suzuki Canada Inc.

Suzuki fastest-growing auto firm

TORONTO -- Suzuki sold 1,577 units in March, 1988, an all-time record and an increase of 229% over March, 1987.

"Suzuki is the fastest growing automotive company in Canada" states Gavin Donaldson, Suzuki General Manager. "No one can match our increases. In fact, sales this month for the industry were off slightly.

It's a tough, competitive market. Everyone has been saying that for months, and yet we keep on setting records."

According to Donaldson, the significant im-

provements in Suzuki sales stems from three key factors: (1) More Suzuki dealers throughout Canada; (2) More advertising, especially for the Suzuki Forsa; and (3) An increasing awareness of the Suzuki name in Canada.

"Our primary goal has been to increase the awareness of Suzuki product in Canada," suggests Donaldson. "Obviously advertising has a great deal to do with it, but you still have to have solid product and good dealer service or word will get out.

"We've seen samples in the past, where a company has increased sales dramatically but been unable to maintain the momentum because the public eventually realized there was nothing to back up the advertising claims. We at Suzuki are working hard to establish a first class dealerbody who will support our sales increases."



'88 Samurai has broader appeal

CHANGES TO the '88 Samurai will clearly enhance the popularity of this durable and affordable four wheel drive utility vehicle.

The latest version features:

- revised front and rear suspension
- a re-designed instrument panel
- upgraded heating and ventilation system
- an improved cooling system
- modifications to the braking system
- new halogen lights set within a re-designed grille

Suspension changes have been

made that improve driving comfort.

The Samurai's new dash has been improved for enhanced readability and accessibility. The '88 dash layout features a central instrument cluster housing all ventilation and secondary controls. Speedometer, tach and other essential performance gauges are housed in an attractive, yet functional driver's pod. Ventilation outlets have been re-

vised and relocated within this new unit.

The cooling system has been improved by the switch to an aluminum cored radiator versus the former copper construction.

The braking system features a front to rear fluid distribution as opposed to the diagonal pattern of the '87 model.

The suggested retail price for the base Samurai is \$10,295.

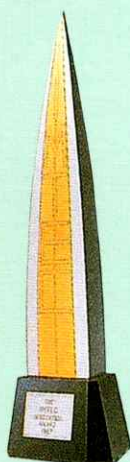


NEW FACES ACROSS CANADA

New automobile dealers added to the Suzuki team in the last six months include:

Listers Motors - Whitehorse, Yukon
Pacific Suzuki - Vancouver, B.C.
Eastern Suzuki - Mount Pearl, Newfoundland
Royal Suzuki - Ancienne Lorette, Quebec
Classique Suzuki - La Pocatiere, Quebec
Longueuil Suzuki, Longueuil, Quebec
Ville-Marie Suzuki - Montreal, Quebec

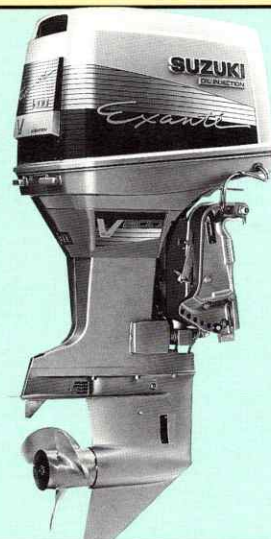
Donnan Motors Suzuki - Ajax, Ontario
Fox Suzuki - Barrie, Ontario
The Suzuki Collection - London, Ontario
Theo Suzuki - Kitchener, Ontario
Richmond Hill Suzuki - Richmond Hill, Ontario
Markville Suzuki - Unionville, Ontario
Ontario Suzuki Sales - Oshawa, Ontario
Downtown Suzuki - Windsor, Ontario



WINNER OF THE 1ST NMMA MOST INNOVATIVE PRODUCT AWARD

The International Marine Trade Exhibit & Convention, popularly known as the Chicago Boat Trade Show, is undoubtedly the world's oldest and most prestigious boat show. And at IMTEC '87, the SUZUKI DT200 Exante won the first Most Innovative Product award from the show's sponsor, the National Marine Manufacturer's Association (NMMA).

The judges particularly praised Suzuki's COMLINK, the first voice communication system on an outboard motor, and won the new award over a field of 150 entrants. This is IMTEC's Most Innovative Product Award, in recognition of Suzuki's technological prowess and innovation, and Suzuki's contribution to the marine industry worldwide.



The Suzuki Family grows . . .

Say hello to new motorcycle, ATV and Outboard dealers added to the Suzuki Family in the past six months:

MOTORCYCLE

Asselstine Country - Blackstock, Ont.
Surrey Suzuki - Surrey, B.C.
Motocyclettes Repentigny - Repentigny, Que.
Brantford M/C Sales & Services -
Brantford, Ont.
Freedom Cycle - Summerside, P.E.I.
Vancouver Suzuki,
Vancouver, B.C.

ATV

J.R. Cycle Centre - St. Thomas, Ont.
Cliffshore Small Engines - Port Hope,
Ont.
Motospezial M/C Ltd. - Cochrane, Alberta
Brenlet Automotive & Industrial Supplies
- St. Paul, Alta.
Valleyview Cycle, Truro, N.S.
Northern Metalic Sales
Dawson Creek, B.C.

OUTBOARD

Southeast Suzuki - Steinbach, Man.
Pacer Carburation Ltd.
Courtney, B.C.
Northern Metalic Sales
Dawson Creek, B.C.
Bluffer Park Marina Ltd.
Scarborough, Ontario
Peninsula Marina Ltd.
Sidney, B.C.
Hidden Harbour Marina Centre Ltd.
Victoria, B.C.

SUZUKI WINS DAYTONA PLUS GRAND PRIX JAPAN!

Kevin Schwantz led an almost clean sweep of the Daytona 200 superbike race with a victory at Daytona.

Team Pepsi Suzukis placed 1st, 2nd, 4th, 5th, 7th, 8th and 9th. Suzuki took seven out of the top 10 and nine out of 15 places.

In 750 Superstock (production based), Suzuki had nine out of the top 10 finishers. Doug Polen won the race with Vancouvers Steve Dick finishing 3rd on his Canadian spec production bike. The top 6 were all Suzuki-mounted.

At the 1st round of the World Grand Prix at Suzuka, Japan Team Pepsi Suzuki rider Kevin Schwantz outbattled last year's champion Wayne Gardner and captured top spot.

Schwantz, on his Team Pepsi Suzuki RGV-T, finished approximately 9 seconds ahead in his first victory in the World Grand Prix.

Suzuki's theme for this year is "Break Free The Potential". Kevin Schwantz's race actions were true indications of this theme, breaking free his potential and his Suzuki's.

'88 GSXR750 World Cup Final in Spain, Dec. 9th to 11th

Representatives from approximately 20 countries including Canada will gather in Jerez, Spain for the coveted '88 GSXR750 World Cup, Dec. 9-11.

The series of GSXR750 races held in each country will determine respective champions. Benefits have seen the product overall redesigned and improved from feedback from "Back To Circuit". The GSXR750 has aimed at incorporating as much of the technology reared in the circuits as possible into a production bike.

The event will be the culmination of the race season's events with the top

uncontracted rider taking home about \$6,000 of a purse of almost \$29,000.

Riders, mechanics, and members of the press will be entertained at this factory sponsored event. Spectacular competition is expected between each GSXR750 National Cup winner. Factory riders and riders under contract with distributors cannot qualify.

"Back To The Circuit" was developed for grass roots riders around the world. The '88 GSXR750 World Cup Final will be an extension of Suzuki's commitment to developing the very best products in the recreation world.

ABCs: What your car needs for summer

JUST LIKE you, your vehicle has had to endure the toils of winter and needs to be rejuvenated.

No doubt, various household members will attend to the vacuuming, washing and polishing activities, and your Suzuki dealer will attend to the "Summer Tune-up". Once

home there will be a post-mortem on the various gizmos and gadgets installed; the following glossary should help clear up any confusion on the items that may be required to prepare your Suzuki for trouble-free motoring for the summer season.

Air filter element - protects the engine interior from dirt and dust

Belt - turns the water pump and alternator

Coolant - protects cooling system from corrosion and freezing

Distributor cap - connects ignition rotor and ignition leads

Engine oil filter - removes impurities from engine oil for longer service life

Fuel filter - removes impurities from gasoline to prevent system clogging

Ignition leads - carries electricity to spark plugs

Oils - special oils to lubricate the engine, transmission and axles

PCV valve - protects environment from engine fumes

Rotor ignition - transfers electricity to ignition leads

Spark plugs - detonates the gasoline/air mixture in the engine

Thermostat - controls temperature of engine coolant

More detailed information on the proper servicing for your Suzuki is detailed in your warranty and maintenance booklet which only takes fifteen minutes or so to study.

For Suzuki product enthusiasts, further technical

data and specifications are available from the
**National Service Department,
Suzuki Canada Inc.
100 East Beaver Creek Road,
Richmond Hill, Ontario L4B 1J6**

**Protect your
investment
and insist on
Genuine
Suzuki Parts**

Your quality Suzuki product was designed to operate efficiently when maintained with genuine Suzuki replacement parts. Rigid manufacturing controls guarantee that all parts conform to Suzuki Motor Company's high standards. You can be confident that Suzuki parts will fit precisely and perform superbly.

The Customer Gets Special Value From Every Factory

The Suzuki production network comprises several factories, each specializing in specific products. Automobiles, motorcycles and outboards each have their own factory. And each factory is marked by the most up-to-date facilities and high-quality output. In addition to advancements at the factories, Suzuki conducts various experiments day and night on the 6.5-kilometre Ryuyo test course with its 2.5-kilometre straightaway to discover new performance breakthroughs.

Suzuki factories consist of the following plants:

Kosai - passenger cars

Main - motorcycle engines

Iwata - commercial vans, trucks, four-wheel drive vehicles

Toyokawa - motorcycles

Osuka - cast parts for motorcycles and automobiles

Toyokawa - outboard motors

KOSAI PLANT

Product line: Passenger cars
Area: 1,057,000m² (273 acres)
No. of employees: 2,666

TOYOKAWA PLANT

Product line: Motorcycles (50cc-1,400cc)
Area: 188,900m² (46 acres)
No. of employees: 747

