

SUZUKI now

SUMMER 2021



**IT'S LIGHTS, CAMERA,
JIMNY FOR VIDEOTAXI**

ALSO INSIDE:

Hamish Carter
talks triathlon

The Block NZ
season recap

Winger Group and
Suzuki celebrate

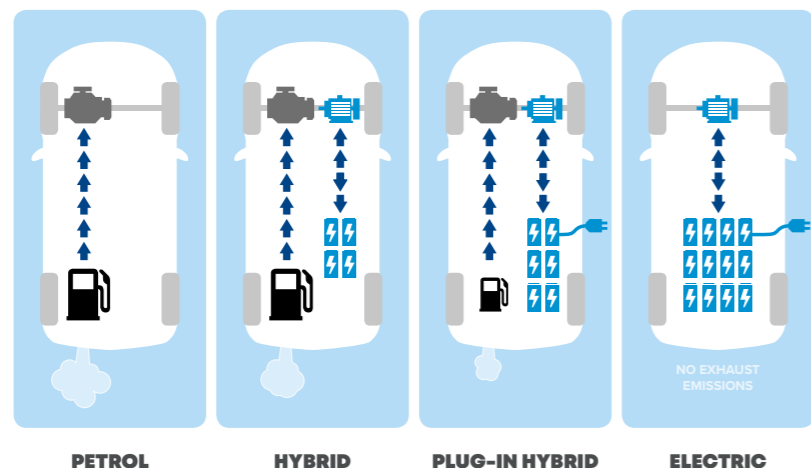
How hybrid tech
works



Hybrid tech: How does it work?

With fuel economy and emissions more relevant than ever before, the rise of hybrids is an affordable way forward for potential new car owners, combining the reliability of an internal combustion engine with the increased efficiency that comes with electric engine assist.

Mild hybrids – such as the Suzuki Swift Hybrid – don’t require plugging in to charge, unlike plug-in hybrids (PHEVs). They use an Integrated Starter Generator (ISG) as part of a parallel hybrid system, allowing drivers to reap the benefits without sacrificing on performance. The ISG is powered by a 10Ah lithium-ion battery and is used to reduce the load on the internal combustion engine (ICE). The lithium-ion battery is charged as the car decelerates and brakes, a process known as regenerative braking.



To further reduce emissions and fuel consumption, a hybrid vehicle shuts off the ICE when coasting or stopped, and then uses the ISG to re-start when the driver releases the brake. While cruising, the battery helps power all of the additional electrical systems like safety features, air conditioning, Bluetooth, connected smartphones, plus all the electrical components that help the car to move.

The results are plain to see – already one of New Zealand’s most fuel efficient cars, the Suzuki Swift’s economy of 4.8 L/100 km

(GL auto) is improved to 4.1 L/100km with the hybrid engine.

But what about emissions, you may ask. After all, that’s a big part of any decision to buy an alternative to a full ICE vehicle. Great news on that front – the Suzuki Swift Hybrid has a CO₂ emissions rating of just 94 g/100km.

In fact, the Suzuki range has the lowest average emissions of the top 10 New Zealand manufacturers (based on new vehicle sales 2020).

With climate change now an important world concern, hybrid and electric cars are gaining in prevalence. But the decision to buy such a car will very much depend on your budget, as well as your driving pattern. If you’re in the market for a fuel efficient small car with low emissions, then Swift Hybrid is definitely worth a look.

Triathlon NZ

AN INTERVIEW WITH THE GM OF PERFORMANCE – HAMISH CARTER



“It’s a difficult journey for any athlete who tries to be the best in the world. There’s only one guarantee for pretty much all athletes, and that is that a significant chunk of their career is going to be based around not performing as well as they’d like. It’s a really tough environment – you work so hard but there are no guarantees,” says Hamish Carter, gold medallist at the Athens 2004 Olympics and GM of Performance at Triathlon NZ.

In this role, it is Hamish’s job to see that New Zealand’s triathletes are on the right path to achieving their professional goals, but also to coordinate athlete and coach support, such as arranging training partners or facilities for NZ athletes overseas.

“For Triathlon NZ’s high performance programme, we receive government funding to support athletes win on the world stage – how athletes are entered into events, how teams or athletes are selected, and support for the World Champs, Commonwealth Games, and the Olympics. With the money we have left over, we administer core functions and aim to support athletes to achieve their very best when the time comes to race.”

This proactive support is something that only started to come about while Hamish was winding down his career, with greater onus on individual responsibility in his day.

“When I was an athlete, there was no high performance programme – you just did it

yourself. You had to really own your decision-making and figure out how to raise enough money to get overseas. Luckily, toward the end of my career, Triathlon NZ were in a position where they could play a bigger role. They started to provide camps overseas, and we started to get more support, and that gave more athletes the opportunity to get involved.”

From Rick Wells and Erin Baker, to Hamish Carter and Bevan Docherty, to Hayden Wilde’s bronze in Tokyo 2020 New Zealand has a long and storied history

in triathlon, with much of the sport’s success sprouting through grassroots programmes such as the Weet-Bix TRYathlon.

“I think there are a lot of opportunities to get involved in triathlon for young people, even though a lot of events have been cancelled. The Weet-Bix TRYathlon is still going strong along with smaller school triathlons, and the high performance squad has development squads that young people can qualify for to receive support. Like most sports, I think we would like to be able to do more.”

As part of Suzuki’s partnership with Triathlon NZ, Hamish drives a Suzuki Vitara – it’s great, he says, for his regular trips between Auckland and Cambridge, and for transporting his bikes and surf ski around.

“I know Suzuki does a lot for sport across NZ. We feel very fortunate to have their support, and to have had it for a number of years. We couldn’t operate in the sport as we do, and we couldn’t have been as successful as we have been, without that support. But it’s not only support – it goes more than sponsorship. I think these companies are an important part of the triathlon community. It has been a real investment in supporting triathlon in NZ, and it makes a huge difference.

We are hugely appreciative of that, and long may it continue.”

As we head into summer, and

the northern parts of the country start to open up, Hamish has a few words of advice for prospective athletes. First, set a goal, as it gives you something to work toward, while the second is to join an event.

“Events are such a massive part of living in NZ. The organisers that run these events are not often celebrated, and they’ve had a pretty tough couple of years. So, get into some events, get some people together – it gives you a purpose to get out and exercise, but it also brings a social aspect and fun, which is the whole reason why we play sport. Go as fast or as slow as you want, but just take part.”

“I KNOW SUZUKI DOES A LOT FOR SPORT ACROSS NZ. WE FEEL VERY FORTUNATE TO HAVE THEIR SUPPORT”



BIG YELLOW VIDEOTAXI

Ondrej Havas is the founder of VideoTaxi, an Auckland-based content production company, who believes in “video content made easy.” Despite nearly 40 years of experience in traditional media, his passion for VideoTaxi and the Jimny makes it clear he is now a digital and Suzuki convert.

“Last year, online videos made up 82% of all consumer internet traffic, and that resulted in one million minutes of video crossing the internet per second,” says Ondrej. “That’s fifteen times higher than in 2017.”

Through the rise of the internet and social media, video – and short video, in particular – has become an entrenched part of modern digital life. And that’s where VideoTaxi comes in.

With clients that include some of the country’s biggest brands, VideoTaxi uses a subscription model to reduce costs and open accessibility to video production, given most production companies “won’t get out of bed for less than half a day’s work,” according to Ondrej. VideoTaxi, on the other hand, provides a flat, all-inclusive hourly fee that covers the producer, cameras, drone, editing suite, green screen studio, and any other video production needs.

“For a lot of video production today, especially social media, it’s not about making those big Ben Hur videos. Some videos might

be very simple, because of something on TikTok or something on Instagram – it might be taking some footage you shot six months ago and just recutting it and repurposing it. It shouldn’t be expensive.”

Given their business model, a fair amount of zipping around town between shoots is necessary. While the company initially had a fleet of Holden Barinas, there was one Jimny – an older model – that they skinned up in VideoTaxi’s now-signature yellow. This older model soon inspired a desire for change.

“The thing about the Jimny is that nothing else really looks the same. It stood out in a way that we felt VideoTaxi stands out from the competition,” says Ondrej. “Suddenly, we saw a lot of our brand value in the Jimny.”

“It’s efficient, it’s manoeuvrable, it’s funky – it has all those kinds of values in the car, and we suddenly thought if we drive around in a Barina, or any other

similar car, we’re just like everyone else. But if we drive around in a Jimny, we actually stand out.”

“The Jimny is fun, and what we do is fun. We’re creating content – it can’t be dry and boring. It was a very deliberate choice for us. It’s our brand all over. If we were to sit down without having seen the Jimny, and designed our ideal company vehicle, I like to think we would have drawn something similar.”

VideoTaxi employs a collection of video producers – or “cabbies” – that work mostly as solo operators. Each cabbie is equipped with a kit that includes a camera, lights, tripods, radio microphones, and a drone – with duplicate kits for every cabbie – yet the Jimny handles these storage needs with ease once the back seats are lowered.



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ONDREJ HAVAS

Another benefit of the Jimny, Ondrej says, is the flexibility of having a car that can do just that little bit extra in a non-traditional shooting environment.

“It’s really useful having a car that’s not only a road car but that’s also capable of going off road a little bit. It’s not as though

we’re going into the jungle, but when you’re a production company, you’re not just going from office to office – sometimes you’ll be going onto a farm, sometimes a construction site, and having that versatility is really great.”

While currently based only in Auckland, Ondrej says that expansion into Wellington

and Christchurch is coming, so if you live in the capital or the Garden City, expect to see a bright yellow Jimny near you soon. In the meantime, check out their work on their website (www.videotaxi.cab) and feel free to get in touch for all your video content needs.



THE WINGER GROUP AND SUZUKI

CELEBRATING THE PAST AND THE FUTURE

Founded in 1932 in Hamilton by Norman Winger and Lionel Squire (who tragically died in WWII), ninety years in existence is certainly something for the Winger Group to celebrate. But unfortunately – like for many things – COVID-19 has hampered any big celebration plans by Wayne Leach and the Winger Group.

Suzuki's partnership with Winger began in 1994 with their Hamilton dealership. Since that time the relationship has expanded to Greenlane, North Shore, and Pukekohe, making Winger the largest in the nationwide Suzuki dealer network. For this story, we celebrate their partnership with the Suzuki brand in New Zealand as an important contributor to their success.

It has been a relationship that has flourished over the past 27 years, evolving along the way – as the Suzuki brand also has – and delivering a series of wins for both parties. A big focus for both has been the fun aspect that the Suzuki brand brings.

The co-design and implementation of the Swift Sport Cup in 2007/08 was a great example of the win-win Winger/Suzuki partnership. This one-brand racing series was a first for New Zealand motorsport, initially running alongside, and then separate to, the New Zealand Production Championship. The Suzuki Swift Sport Super 1600 race-modified

cars were initially sourced through Winger, and the series was run by Winger Hamilton Dealer Principal, Paul Burborough.

"From the first race meeting with eight cars," Paul says, "the level of excitement was so great it really helped sell Swift Sport as a model, and we also ended up selling all the race cars themselves! The climax was the Hamilton Street Race in 2014, with 22 cars on the road. It was a huge part of my life for 7 years, and epitomized the fun of the Suzuki brand".

Paul remembers his early days, when Winger had just taken on the Suzuki franchise, and they were selling only 4-5 Suzuki vehicles per month. He says, "Back then, a five-door Vitara sold for \$56,990! Today, you can purchase most new Suzuki models for around or under \$30K – we now consistently sell around 130 Suzukis per month across the Winger Group as a result".

The growth in popularity of Suzuki has been spectacular in the new vehicle market and has been a key factor in Winger's own growth. In 2005, based on the sales potential of the brand new Swift, Winger placed the largest order they've ever made at a new car launch.

Suzuki's sales growth was also a driving factor in Winger's decision to move their central Hamilton premises from Anglesea

Street to their current Te Rapa location – a move that would prove Winger a pioneer, as most other auto brands and dealerships soon followed and moved alongside them.

"The team at Suzuki New Zealand are a real pleasure to deal with. They are real people who share many of the same values as Winger. We love that the Suzuki brand is fun and affordable for most Kiwi motorists, and that we're all about the same end goal – getting New Zealanders into the right car for them".

Spot on, Paul! The team at Suzuki NZ couldn't agree more, and we look forward to a bright future between the Winger Group as they steam ahead towards 100 years in business!



TOP A 'Kiss the Jimny' competition run in the late 1990s (the winner smooched the Jimny for over 70 hours!)

MIDDLE Action from the Swift Sport Cup

BELOW Winger's Greenlane dealership on Great South Road Auckland



What. A. Season!

With the conclusion of Season 9 of The Block NZ on Three, Suzuki would like to extend a huge congratulations to all the teams who gave their everything.

The biggest congratulations go to Tim & Arthur for taking out The Block NZ Auction Grand Final and taking home a new record profit from Three's The Block NZ – a fitting end to one of the most exciting yet challenging seasons to date.

Tim & Arthur proved their commitment and dedication towards building the best house they possibly could, winning four room reveals and the best house in the eyes of the judges, in addition to the final auction.

Viewer support came through strong for Dylan & Keegan, who won the People's Choice Award and the Suzuki Jimny. We look forward to hearing about their next round of adventures, both on and off the road.

And yet, at the end of Auction Night, there were only winners, with all four houses selling for over \$2.5 million – well over the neighbourhood median of \$2.1 million – and all four teams taking home more than \$420,000 each to share.

We were stoked to see all the Suzuki models hard at work throughout the season, whether that was the Ignis in a football shootout (won by Dylan & Keegan, though the boys are not likely to threaten Ronaldo or Messi anytime soon), the Swift Hybrid reuniting the teams' families when it was time to visit, or the Vitara Safari used by the teams for daily errands throughout the entire season.

Suzuki has been delighted to get behind another great season of The Block NZ on Three, helping the contestants and showrunners navigate not only their DIY journey but also the COVID pandemic. It was undoubtedly a difficult process, with delays and distancing and virtual auctions, but in the end, to have the show run to completion with so few hitches, and to reach such dizzying heights for all houses in the final auction, is a testament to the determination and dedication of the show's production crew.

Well done to all involved!



Winning team Tim & Arthur



Dylan & Keegan (Dylan pictured) grabbed the People's Choice award and drove away in a brand new Suzuki Jimny.

PRACTICAL WAYS TO IMPROVE YOUR FUEL EFFICIENCY

Fuel efficiency is commonly a top priority when it comes to owning a car. Not only will an economical vehicle save you money in the long run, it will also minimise your carbon footprint. Better for your wallet, and better for the planet!

There are plenty of ways you can proactively improve the fuel efficiency of your car, either with the way you drive, or how you maintain your car's condition. Here are our top tips for improving the fuel efficiency in the car you drive:

WARM IT UP

Have respect for your engine from a cold start and drive appropriately at the beginning of your trip. You should also avoid unnecessary idling by turning your engine off when sitting still for an extended period of time.

DRIVE SMOOTHLY

Keep your engine operating at a smooth level by avoiding heavy acceleration or deceleration. Cruise control is an excellent feature to help with this. Engine braking is another technique which helps you drive more efficiently.

DRIVE SAFELY

Staying within speed limits, not following the driver ahead too closely, and taking corners at the appropriate speed will all help improve fuel economy.

REMOVE EXCESS WEIGHT

Remove items from the inside and outside of your car if you don't need them for every trip. Taking off accessories like roof racks, bike carriers and top boxes will reduce the weight and wind resistance, resulting in better fuel economy.

USE AIR CONDITIONING SPARINGLY

Having the air conditioning on has a direct effect on fuel consumption. Choose your times, such as higher-speed driving on the open roads, and try not to have it on by default all the time.

PLAN AHEAD

Anything you can do to reduce your driving distance will obviously save you money on fuel. It pays to plan your trip in advance, so you can take the most efficient route. Satellite navigation systems or map apps using Apple CarPlay or Android Auto are helpful for this.

DRIVER-ASSIST SYSTEMS

Many vehicles feature a helpful multi-information display system, showing the instantaneous and average fuel consumption from your driving. It can help keep track of your driving performance and see the effects of any adjustments you make. This system also provides a range measurement to show how much further you can travel with the fuel you have, based on your current driving performance, to help you plan your trips and next refuelling stop.

MAINTENANCE TIPS TO OPTIMISE YOUR FUEL EFFICIENCY

- **Service regularly** – important components such as engine oil and air filters, have a limited period where they operate effectively. Replacing them at the right time will help improve fuel efficiency.
- **Maintain tyre pressure** – inflate your tyres to the correct pressure regularly, as the incorrect amount could affect the performance of your vehicle as well as increase your fuel consumption
- **Use the right fuel** – always ensure you use the fuel type recommended for your vehicle. Using a lower octane fuel type will adversely affect your performance, fuel consumption, and potentially cause damage to your engine.
- You will find your vehicle's recommended tyre pressures on a plate positioned on the B pillar (inside the driver's door). Wheel alignments are also important and should be carried out with your regular services.

