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SUMMER 2022



**HELPING SAVE
THE KIWI**

ALSO INSIDE:

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Suzuki's global investment in innovation

Five driving habits that are damaging your car

Women in the driver's seat

Rally Driver and Suzuki Dealership owner, Emma Gilmour is on a mission. Recently appointed Ambassador for MITO, New Zealand's Motor Industry Training Organisation, Emma is keen to drive more women towards a career in the thriving motor industry.



Emma has had a love of all things motor since childhood. With a mechanic father and grandfather, Emma's natural

affinity with automotives was inevitable. In 2015, Emma won the prestigious FIA Women in Motorsport and QMMF Cross Country Selection, and in 2016, she became the first woman to win a round of the New Zealand Rally Championship. Last year, Emma reached a massive milestone when she was signed as the first female driver for McLaren in the Extreme E.

As an accomplished businesswoman in the industry and a successful rally driver, representing MITO is a great opportunity for more women to consider their entry into a traditionally male dominated workforce. Emma states, "I'm really excited to be able to showcase and hopefully educate, help and inspire others to take up the trade!"



Karyn Costello of Gilmour Motors Suzuki.

With 18 years in the industry under her belt, Karyn started in customer service before moving into finance. Karyn's current role is to run the dealership when Emma is away. Cars and technology have always been an interest for Karyn. She enjoys learning different things about them and keeping up with what's new. At Gilmour Motors Suzuki, every day is completely different. Karyn feels lucky to work

with a great team, "Everyone supports one another, and we're all working towards the same goal or outcome."

"It's also great to have such a supportive brand - Suzuki are awesome. There's always someone at the end of the phone to answer all your questions, which I really appreciate."



When **Monica Smith** joined Hollands Suzuki Cars in Timaru 18 years ago, she was the first female car sales consultant in

South Canterbury.

Monica says the most enjoyable factor of her role as Sales Manager is the thrill of the chase, meeting the customers' needs and exceeding their expectations. Her advice to women considering working in the automotive industry, "If you think you can, you can, and if you think you can't, you're dead right."

After the first COVID lockdown, Whyteline Limited Marketing Specialist, **Sjaan Welsh**, left Auckland for Paeroa and joined the motor industry.

Sjaan loves the variety of her role, from promoting tractors to ATVs, the vehicles and their diverse audiences. Sjaan says the business has three workshops that cover servicing and repairs, and a team of twenty plus so there's always someone different to talk to in the break room. "It was a big change coming from a close-knit team of women to being one of four at Whyteline, as break room conversations definitely don't revolve around the latest episode of 'You' anymore!"

Lisa Hunt is the Business Manager for Hollands Suzuki Cars in Christchurch. She has progressed from a role in sales and finance administration in Timaru, then moved into a



vehicle sales role in Christchurch. Now as Business Manager, Lisa enjoys helping people on their journey to

financing a vehicle by making the process as simple and stress free as possible. "Everyone's circumstances are unique. I enjoy helping my customers provide the information that we need to give them their best result possible."

Lisa's advice for other women considering a career in the industry "Go for it! It's no longer a male only environment. It's all about relationship building and caring about your customer. They are just like you and I. And you meet lots of interesting people."



Sue Johnstone and her husband Grant moved to Rotorua in 1995 to set up a motor vehicle franchise, Grant Johnstone

Motors. This was Sue's first involvement in the industry having worked previously as a nurse. Sadly, after 18 months of Sue and Grant running the dealership together as a team, Grant passed away from a heart attack. 26 years later, Sue continues to run the dealership in his memory.

As Dealer Principal, Sue says each day brings its own excitement and challenges. Her key to success is being able to "relate to others in all walks of life and ask the right questions to match the right cars to the customer's needs." Sue recognises the importance of women joining the force; "we need far more women involved in the motor industry and those of us who have given it a go, just love it!"

Interested in a career in the automotive industry? Check out mito.org.nz



You're in safe hands with Swift

The Swift range is one of the most recognisable 'big' small cars on the market. Packing a real punch in the style, function and performance departments, the Swift range also hides an army of discreet safety features that make them even cooler.

Dedicated to delivering superior value, Suzuki invested heavily in the development of Safety Assist technology for this iconic line of vehicles. Under the character and smarts of the Swift Sport, Hybrid RS and Swift RS lies Boosterjet Turbo safety intelligence designed to identify and minimise incidents.

All Suzuki Swift Autos have the highest independent 5-star safety rating from ANCAP, making them one of the safest vehicle on the scene. Alongside the sound structure of the Swift range, there are effective passive features and advanced safety assist technologies that can provide the best chance of survival in a collision - or help to avoid one altogether.

HIGH-TECH SAFETY

The safety components in each Swift predominantly use a monocular camera fitted on the vehicle's windscreen and strategically placed laser sensors. In combination, the camera and sensors are the powertools behind Suzuki's Safety Assist system, assigned to monitor and detect motion, obstacles, changes in direction, speed, light source and driving environment.

Most functions focus on collision warning and avoidance - audibly, visually and physically warning the driver or taking preventative action to avoid a collision.

First up, we have AEB or **Dual Sensor Brake Support (DSBS)**. This is linked to your brake system where it will sense hazards in your path like unexpected obstacles, pedestrians, or idle vehicles. DSBS alerts the driver, and acts to prevent impact by preparing your car to brake, or if sudden action is required, DSBS doubles down strengthening your brake force or actually braking for you.

COOL FEATURES

Suzuki's **Headlamp High Beam Assist** is handy if you're driving at night and manually switching between high and low beam while you navigate the road. This feature makes life easier by sensing changes in the light source from oncoming traffic and the environment. It adjusts the headlamp strength to optimise your visibility according to external light conditions.

Another helpful feature is Suzuki's **Lane Departure Warning System**, monitoring any change in your path, smart sensors fix on the current lane boundaries and if the driver diverts without indicating, they are alerted. If movement continues, the steering wheel vibrates to subtly prompt a return to the lane.

Weaving Alert works to monitor overall driving patterns and aims to disrupt fatigue and inattention. If driver behaviour changes and the vehicle drifts into another lane, the driver is alerted and prompted.

CLEVER STUFF

The next clever feature is **Adaptive Cruise Control**. It's a smart step up from the traditional Cruise Control we all used to wow over back in the day. Just as it sounds, the system adapts its cruise control speed when you approach other vehicles on the road. It automatically slows to a safe distance as you reach the car in front, and if you choose to switch lanes or overtake, once clear, your vehicle will accelerate to your original cruise control speed setting so you can continue with your journey.

For many of us, reversing into or out of a busy supermarket car park can be a true test of nerve. This is when Suzuki's **Rear Cross Traffic Alert** is your new best friend. Pulling out of a park or driveway is made easy with rear sensors that monitor and detect when another vehicle or person approaches from behind or crosses your path, immediately warning you of the obstacle.

Other helpful safety features in the Swift Sport, Swift RS and Swift RS Hybrid include **Blind Spot Monitoring, Rear Parking Sensors**, six **SRS Airbags**, and **Brake Assist**.

To find out more about Suzuki Swift's safety record and features visit [suzuki.co.nz/swift](https://www.suzuki.co.nz/swift)





Jimny joins fight for the kiwi

Our flightless national icon is in jeopardy. Although numbers of kiwi in protected areas are gradually improving, 95% of kiwi outside these safe zones simply don't survive. Save the Kiwi and their Suzuki Jimnys work alongside iwi, conservation groups, communities and the Te Papa Atawhai Department of Conservation to reverse the decline of the national kiwi population and create more kiwi-safe habitats throughout Aotearoa.

Sanctuary Mountain Maungatautari is a 'Save the Kiwi' kōhanga site found in Pukeatua, just south of Cambridge. It is one of the world's largest predator free projects. Maungatautari's 47 kilometre long pest-proof fence surrounds 3,400 hectares of pristine forest and offers a safe haven for some of New Zealand's most endangered species. This includes kiwi, takahē, kākā, kākārīki, kārearea, tuatara, giant wētā, and pekapeka.

Save the Kiwi's Kōhanga Kiwi initiative works to increase kiwi population growth by taking kiwi eggs out of the wild, incubating, hatching, and raising them in captivity. The kiwi are then released into predator-free kōhanga sites where they'll spend the rest of their days finding a mate, breeding and living without fear of predators. There are roughly 2,000 kiwi in the ecological sanctuary.

Recently a Suzuki Jimny Sierra joined their aid efforts on Maungatautari. Poutiaki Kiwi (Ranger), Craig Montgomerie, of Save The Kiwi and Sanctuary Mountain Maungatautari gets to drive the Jimny. This is the second on their fleet, with the original Jimny still in good nick after 10 years on the mountain.

Craig is stoked with the performance of the new kid on the block. The Jimny Sierra navigates the rugged site easily enabling Craig access to 90% of the predator free area. The Jimny's compact off-road capability means it can handle the Maungatautari terrain effortlessly.



"Its receptiveness to the terrain and conditions is awesome, I can trust it to manage the landscape and safely transport kiwi with no problems. The Jimny is basically a quad bike with Bluetooth and air conditioning".

"I really put the Jimny through hell when I first got it, I tried pushing it to the limit and it wouldn't give up. Its ability to manoeuvre in tight and steep areas through the site and along the fence is unbeatable."

The Jimny continues to transform how kiwi can be monitored and transported through the Maunga's wild landscape. The vehicle can fit four people or transport eight kiwis no problem. Last year, Save the Kiwi achieved 100 kiwi releases using the Jimny. While Craig has experience with heavier 4WD vehicles, he says that the Jimny can outperform them with ease. In his words, the Jimny's size, strength, and manual gearbox

with low 4WD is a gamechanger.

Save the Kiwi's Jimny was fitted with aftermarket Federal Couragia mud tyres, mud guards, and a Jimny roof rack basket with lightbar. Kiwi are nocturnal and hide deep in the bush, so the lightbar and spotlights for day and night visibility are essential for the protection team's work.

Craig raves about the surprising benefit of having a compact vehicle like the Jimny Sierra in the bush,

"It is a dream to keep clean. It's a really easy vehicle to wash, I even enjoy cleaning it. This may seem like a simple thing but less time spent here means more time spent monitoring kiwi, exploring the mountain or moving between sites."

Just like the kiwi, Jimny are icons in a class of their own. Craig loves the unspoken coolness that comes with being a Jimny driver,

"It's a cool vehicle that is easily identifiable, it has real character. Jimny drivers have their own little community, we acknowledge each other on the road with a wave or nod. It's a good feeling to see another Jimny and its driver".

**Want to help the kiwi?
You could donate, fundraise,
volunteer or shop with
Save the Kiwi, just head to
savethekiwi.nz to find out how.**





Fertile ground for family dealership

In 1987 Taranaki farmer Max Pennington swapped the cow shed for the car yard and purchased a small Suzuki dealership from a local friend.

Max's rural life on his coastal dairy farm was forced to shift gears when he was diagnosed with Leptospirosis, a bacterial disease. The sudden change in Max's health meant it was time for a significant change in how and where he worked.

Max's move to automotives began with selling vehicles off the lot and six months later he purchased his own New Plymouth dealership, Faywell Suzuki. Within 5 years, Max purchased a Nissan franchise and acquired one of the region's largest dealerships with Holden and Mazda boosting his offering and customer base. During this time his sons, Daryn and Wayne joined the enterprise, marking the start of a true family run business.

Over the past 35 years and counting, Max Pennington's AutoCity has become one of the region's best full service dealerships, with two branches; New Plymouth and Hawera. The flagship in New Plymouth epitomises an Auto City featuring new and used vehicles, 7 brands including Suzuki, a full vehicle service suite

with an auto electrical workshop and panel and paint shop.

With 85 staff including 6 family members, the shift from farming has proved successful for Max and his kin. Max's sons Daryn and Wayne Pennington are Dealer Principals. Wayne leads Suzuki, used cars, finance and insurance. Daryn manages parts and service and looks after the dealership's other brands. Daryn and Wayne's wives, Carmen and Jude, also work in the business along with Wayne's daughter Kyra and nephew Kayden.

Wayne says of the family dynamic, "It works well, everyone has their role and as we're in different areas, we see each other less than you'd expect".

Jude Pennington has worked for Max since the early days, an irreplaceable asset from the original Nissan dealer, essentially second in command to Max since 1990.

The family dynamic is reflective of the Suzuki dealer experience says Wayne, "The Suzuki franchise team are great

to work with, they are down to earth and accessible, you feel valued and not lost in a big corporation. Suzuki has a real family feel which also goes well with our values."

Suzuki customers, Wayne says are his favourite, "Suzuki customers know what they want. They are loyal and passionate about the brand, they know it's such a great, quality product.

Suzuki offers good value for money, there is not a haggle mentality with this type of customer, the vehicle delivers just what they need and for a reasonable price. There's nothing to argue."

As for the future of the New Zealand car industry, Wayne can see that dealerships will have to adapt with what the market throws at them. "I see the market dynamics changing over the coming years with the drive to clean and efficient vehicles through legislative changes and consumer demand. Suzuki is well poised to take advantage of this change with products that can meet these new needs."

Solutions key to Suzuki vision

Suzuki began over 100 years ago as a small start-up focused on making looms. The legacy of solution-based products stem from when founder Michio Suzuki created the innovative and user-friendly pedal-driven loom with the hopes of helping his mother, who worked hard to weave cotton cloth.

From looms to vehicles, to this day, Suzuki is about customer focused solutions. This approach underpins Suzuki's mission to develop products of superior value by focusing on what the customer needs and removing any barriers to mobility.

Suzuki's latest relationships provide a solid foundation to build on the Suzuki ethos. Investment in Australian tech company, Applied EV, will accelerate software development for next generation mobility. Applied EV has developed a vehicle control system based entirely on software known as the Digital Backbone, for use in electric vehicles dedicated to autonomous driving applications.

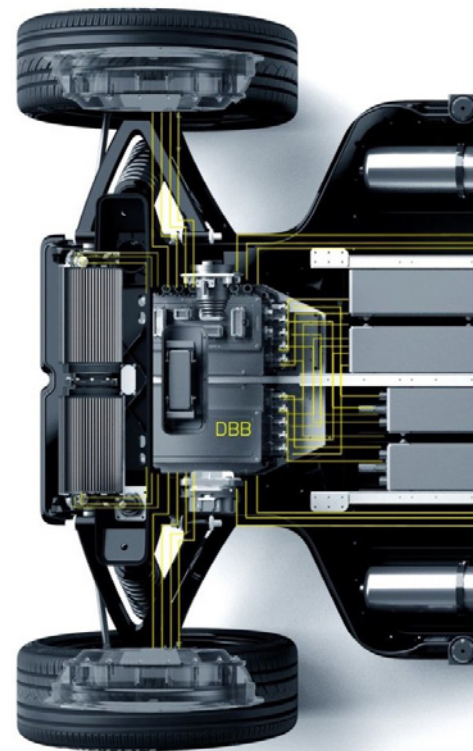
The Digital Backbone enables vehicles of all shapes and sizes to run entirely on software. This process simplifies vehicle architecture, removes hundreds of components, reduces production costs, increases efficiency, and makes the entire ecosystem more sustainable.

Applied EV co-founder and chief executive, Julian Broadbent, says the alliance is mutually beneficial as it brings together Applied EV's innovative technology with Suzuki's experience in building high quality and efficient vehicles.

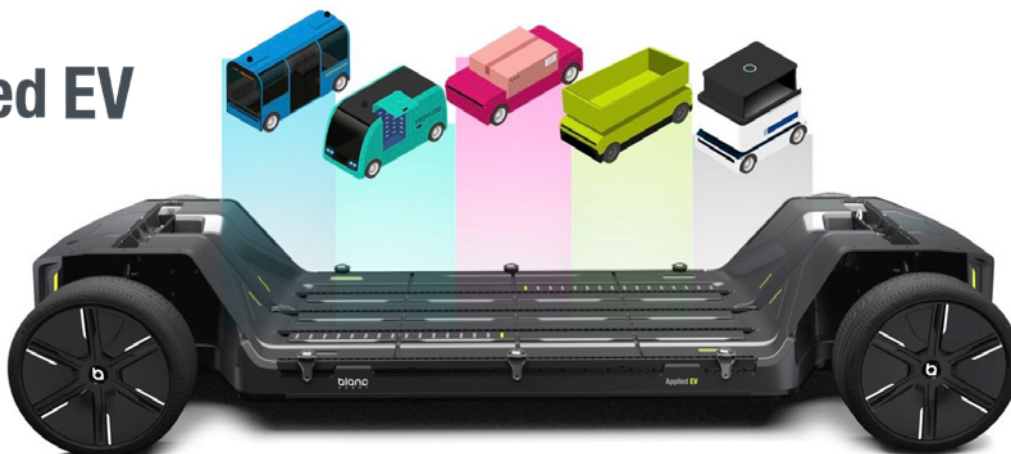
Suzuki's EV investment strategy will contribute to forming a future mobility society in which personal transportation and eco-friendly mobility is desired.

Perhaps lesser-known Suzuki initiatives include addressing globally common social issues wrapped within their Sustainable Development Goals (SDGs). Suzuki continues to contribute to the development and spread of environment-friendly small cars and the creation of jobs in emerging countries. Suzuki has a proactive approach within these communities, engaging with society and addressing social issues while generating local profits through activities that leverage their strengths.

Since its founding, Suzuki has made it their mission to serve society by putting themselves in the customers' shoes and understanding their point of view. Developing solutions that anticipate the changing needs of customers and their communities throughout their lives and their circumstances will always be paramount in all that Suzuki creates.



Applied EV



Photos courtesy of www.appliedev.com.



FIVE DRIVING HABITS DAMAGING YOUR CAR

Your car is likely one of the most valuable assets you rely on in daily life. With this in mind, it's worth taking a closer look at whether your driving style is affecting its performance.

DRIVING ON AN EMPTY TANK

With fuel rising it may be tempting to delay filling up the tank, but it won't do your car any favours. Driving low regularly could strain your fuel pump. The pump may start sucking in air, leading to overheating and failure. Any tiny particles that make their way into the gas tank tend to settle at the bottom and stay there until your car attempts to scavenge every last drop of fuel, increasing the risk of debris clogging your fuel pump or filter.

Fuel is food, don't run your car on an empty stomach. Always keep the gas tank at least 1/4 full to avoid costly repairs, and the fear of being stranded on the side of the road.

SHIFTING FROM DRIVE TO REVERSE BEFORE STOPPING

No matter how much of a rush you are in, a simple brake to stop before you change direction is vital. Shifting to reverse before stopping will cause serious and very costly damage to the transmission. The design of the gearbox and transmission is to change gears up

and down consecutively, not to have a sudden swap.

Whether you drive an automatic or a manual, remember to use your brakes to completely stop before changing gears.

IGNORING WARNING LIGHTS

Maybe you're not sure what they mean, or you're simply choosing to overlook them, but the warning lights on your car's dashboard are how your car communicates its needs.

Whenever you see a little red warning light on the dash, your best bet is to consult your car's manual. It will help you find what needs a mechanic's attention and what you can remedy yourself.

Some of the essential warning lights to pay attention to include:

- battery
- engine
- braking system
- power steering
- airbags
- oil pressure
- cooling systems.

REVVING A COLD ENGINE

After parking your car overnight, the engine is cold and the oil naturally settles at its lowest point. When starting your

engine, avoid revving to warm it up. Simply turn the key and let it idle before driving with light throttle. This allows the oil to circulate and lubricate the engine parts.

Without enough time to heat up and properly circulate the oil, the engine components aren't protected like they normally are and the resulting friction can wear down parts faster.

NEGLECTING A REGULAR SERVICE SCHEDULE

With busy lives, it's tempting to skip the schedule set by your car's manufacturer. Avoiding or delaying a service can result in unexpected breakdowns and costly damage. Routine maintenance checks will help you replace any items that have had wear and tear and provide early detection of issues before they can lead to major repairs.

These are just a few habits that can cause a headache down the track for your car. If any of these sound like something you do, it could be time for a change.

Remember, whether good or bad, how you treat your car will eventually impact how it treats you.