

SUZUKI **now**

**Ridin' & Drivin'
around Lake Taupō**



INSIDE

**VITARA HYBRID
FUEL SAVER**

**THE FAST AND
THE FURRIEST**

**SOUTHERN AUTOMOBILES
PEOPLE FIRST**

Ride to win

The Lake Taupō Cycle Challenge first set off back in 1977 with just 26 cyclists at the start line. Forty-five years later, and Event Director Hayden Dickason was very pleased with the more than 3,000 riders who pulled up to the start line on the 25th November this year.

From the new gravel grind route to more traditional circuits, there's always something for everyone in the Lake Taupō Cycle Challenge. Centred around Lake Taupō, many of the courses offer breathtaking views of Aotearoa's natural beauty. You could circumnavigate the lake in the ride of a lifetime with the flagship Round the Lake 160 km circuit. If once won't cut it, there's the 320 km Enduro that takes on a double lap of Lake Taupō, or for those of us who look to take it a little easier, why not try your hand at the predominantly flat 17 km Lakesider.

More than 10,000 people visit the Taupo region over the weekend of Cycle Challenge spending more than \$3.7 million, and providing a significant boost to the local economy.

Hayden leads a dedicated team of staff and volunteers. On event day, his team

swelled to 400+ people, most of whom were volunteers from 30 different community groups from around the region. Lake Taupō Cycle Challenge Trust, the charitable organisation behind the event, donated to every one of these community groups, with the surpluses from the event directly benefiting Taupō communities. Riders and supporters got to enjoy an exhilarating experience and contributed to the communities they ride in.

2023 is the second year Suzuki New Zealand has partnered with the Lake Taupō Cycle Challenge. Suzuki's decision to offer the major prize of a 19 month lease on a Vitara Hybrid JLX 2WD Auto was an easy one as the Vitara Hybrid is the ideal companion for adventure seeking cyclists.

Hayden and his team had been getting hands on with the new Vitara Hybrid since June. The versatility and smart features of Suzuki's latest SUV had been the perfect support for planning this major event.

Hayden says, "It's fit for purpose, perfect for transporting bikes and colleagues and gear, and the fuel economy is outstanding. We're grateful for this support, the Suzuki

team are amazing to work with. Not only are their vehicles fantastic, their people are enthusiastic and get really involved on event day".

The Lake Taupō Cycle Challenge was also supported by an incredible line-up of ambassadors, who each embody the spirit of cycling and help inspire others to push their boundaries.

Former All Black and keen cyclist, Ian Jones, joined the event for the second year. Bryony Botha, member of the NZ Track Cycling Team, has been in two Commonwealth and one Olympic Games. Taupō local, Sammie Maxwell is a remarkable mountain biker and a three-time defending XCO National Champion. Karl Woolcott is one of the driving forces behind Ride Holidays, where he gets to share his passion for cycling with other riders keen to explore the globe on two wheels.

If you love getting outside to ride, no matter how long or short, there's plenty of time to get your crew together and start training for the 2024 event.

To find out more, visit cyclechallenge.com



 LAKE TAUPŌ
CYCLE CHALLENGE

Jimny Clipit hair we come

The Shave for a Cure promotional vehicle, affectionately called Jimny Clipit, has been out and about over the past few months.

You may have seen the bright orange car sporting cartoon graphics and a mohawk at Gibbs Farm Sculpture Park, Farmers stores, and the Firefighter Sky Tower Challenge to name a few locations.

The eye-catching design was created by Warwick at Jademunky and On Form Designs wrapped the design and installed the mohawk.

Shave for a Cure supports the Leukaemia & Blood Cancer NZ national charity dedicated to supporting patients and their families living with a blood cancer like leukaemia, lymphoma, myeloma or a related blood condition. Eight New Zealanders are diagnosed with these diseases every day – that's over 2,800 children and adults a year.

By signing up to Shave for a Cure, friends and family can sponsor you to shave your head. As well as raising money for a very worthy cause, it's a reminder of what cancer patients go through, and a way to show your support.

Suzuki NZ supports Shave for a Cure by providing New Zealand's most radical – and full of personality – Jimny Clipit.

You can follow Jimny Clipit and its adventures on Facebook **JimnyClipit** and Instagram **@jimnyclipit**.

Connect, donate or find out more at shaveforacure.co.nz



The Project Watched and won!

New Zealand's most wanted, the Vitara Hybrid was a guest on The Project in May this year. Suzuki joined forces with Three's hit prime-time TV show The Project NZ to give viewers a chance to win their very own brand new Suzuki Vitara Hybrid JLX.

With impressive hybrid efficiency and the latest street-smart technology, it wasn't hard to get people tuned into this winning opportunity!

After thousands of entries, one lucky Wellington family was surprised to get given their new Suzuki Vitara Hybrid live on The Project!

We checked in with Tammy Blake, the winner a couple of months later to see how they were finding it. "It was a surreal and surprising experience for us going on live TV on The Project. Winning the Suzuki Hybrid has made our family's year. We still can't believe our luck!".

And what are Tammy's first impressions of New Zealand's most wanted SUV?



The Blake family proudly showing off their new Suzuki Vitara Hybrid.

"Sooo quiet! Sooo clean! The icy blue colour is really trendy. It's an easy to drive, run-around car getting the kids from school to sports, parties etc. Perfect for a busy family like us!"

THE
PROJECT

The fast and the furriest

We know many people love their Suzuki almost as much as their dog. So, we'd love to see the pawesome Suzuki adventures you and your furry friend get up to.

With a Suzuki vehicle to suit all four-legged shapes and sizes, there's no reason not to take the canine member of your household for a ride. They'll be comfortable and safe attached to the tether strap on the back seats or curled up cosy in the spacious boot. And who doesn't love sticking their head out

of the window to snap at the air?!

Whether it's down at your local beach or touring across the country, with the company of furry friends or your whānau, we love to see your photos. Big or small, your adventures never fail to bring a smile to our faces.

Have a Suzuki story of your own to share?

Drop us a line at suzukigo@suzuki.co.nz

Or tag us on our social media,

Facebook @Suzuki NZ

Instagram @suzukicarsnz

POSTS

REELS

SAVED

TAGGED



Taking a scientific approach to Suzuki



Thirteen may be unlucky for some but not Dr Jeanine Doherty of Christchurch. Jeanine just bought her 13th Suzuki Vitara!

Jeanine opened Hearing Excellence, her audiology clinic based in Christchurch, in May 2010. Months later Christchurch's first major quake hit the region. At the time, her clinical colleague, Sandra Knight lived in what became the red zone and had interesting roads to deal with. A major part of Sandra's role as an Audiometrist was being mobile. This meant being on the road visiting and helping patients in the community. Due to the quake damaged roads, Sandra needed a new vehicle to better navigate the difficult terrain.

Jeanine took an evidence based approach to find the best vehicle solution for their team. Although not an expert in vehicles, Jeanine is an expert in scientific examination, and was adamant colour choice wasn't going to be the deciding factor in her purchase decision!

First up, accessibility. Jeanine and Sandra (both 163 cm in height) need to lift audiology equipment in and out of the vehicle with ease.

Reliability, after sales service and fuel efficiency were also essential. Jeanine explored several makes and models, canvassed vehicle owners and read reviews. Jeanine even asked her Suzuki driving patients for their feedback on their vehicles.

When it came to assessing Suzuki, Ronnie and Jim at Hollands Suzuki Cars were more than happy to assist. Suffice to say, after her intensive research, Suzuki came out on top, and 13 years later it's still there!

Jeanine is confident you can't beat the Suzuki Vitara, "It has everything Hearing Excellence needs for our work in the community". When recommending Suzuki to others she says, "Suzuki fits all we were looking for and more. With great design, reliability and excellent service support, it's a brand and vehicle you can trust, and that's really important".

Jeanine goes on to say "Building trust aligns with our own values and is how we deliver in our clinic as well". As an independent audiology clinic, Hearing Excellence has always been patient centred. To Jeanine and now shareholder, Sandra,

the relationship with patients matters much more than just taking a process approach to selling hearing aids. Their team is focused on working alongside the patient to provide the best solution for their situation. The approach is based on equality, forming a fair balance between patient and clinician, and ensuring the patient has an equal input into the outcomes.

Outside of her audiology practice, Jeanine and Sandra are actively involved with Special Olympics NZ and International Healthy Hearing. In 2018, Jeanine received the Special Olympics International Golisano Health Leadership Award.

Jeanine's dedication to her patients, her involvement with the Special Olympics and her trust in Suzuki reflects her commitment to finding the best solutions all round.

To find out more, visit hearingexcellence.co.nz

Vitara Hybrid goes further on less

The Suzuki Vitara Hybrid has come up trumps in the quest for thrifty motoring in a recent independent New Zealand fuel economy test.

Auckland motoring journalist Donn Anderson, a veteran of fuel economy challenges for more than three decades, has found the manual transmission Vitara JX Hybrid BoosterJet Turbo can not only match the official combined fuel consumption figures for the model, but actually beat them.

In a mixed drive that included heavy traffic conditions on Auckland roads, the Vitara Hybrid averaged 5.0 litres/100 km – exactly the same as the factory figure. This is a 16% improvement compared to the normally aspirated 1.6 litre Vitara J1X manual and a better economy result than the Vitara Hybrid automatic.

Further evaluation in the Vitara Hybrid manual, predominantly over rural highways and motorways, produced an even thriftier result with a cost-saving consumption figure of 4.3 litres/100 km. Anderson pointed out that manual gearbox versions of mild petrol/electric hybrid cars are rare, and they can offer significant advantages over automatic transmission equivalents when it comes to saving fuel.

At the same time the Suzuki Hybrid with its 1.4-litre BoosterJet engine paired with a 48-volt lithium-ion battery and an electric motor emits 25.8% lower CO₂ emissions than the 1.6 JX Vitara manual. In the 3P-WLTP test, which measures fuel consumption, CO₂ emissions and range, the Hybrid averages a low 112 grams/km.

...with a cost-saving consumption of 4.3 litres/100 km

There are worthwhile benefits with the Hybrid manual, especially for motorists who do a lot of open road driving, according to Anderson. “The gearing is relatively high, with the turbocharged motor turning at little more than 2,000 revs per minute in sixth gear at 100 km/h and around 2,300 rpm in fifth gear at the same speed,” he said. “The Hybrid’s power train, with its integrated starter generator (ISG) working alongside the regular motor, is 10% more powerful than the 1.6 Vitara.

“The 235 Nm of torque between 2,000 and 3,000 revs per minute for the Hybrid is the highest of any Vitara variant and a huge 50% increase over the 156 Nm at 4,400 revs of the 1.6 Vitara. This is particularly noticeable on the open road where the Suzuki offers a generous amount of performance and response. Back in urban and city driving the automatic stop/start system works seamlessly with imperceptible restarting.”

When the driver decelerates or brakes the extra battery powers the ISG and a discreet light illuminates within the instrument cluster, encouraging driving with greater anticipation.

Drivers embarking on a combination of town and country motoring could expect the Vitara’s 47 litre fuel tank to provide a range of around 900 kilometres, an excellent result for NZ’s most wanted SUV.

To find out more go to suzuki.co.nz/vitara-hybrid



Happy team equals happy customers

Communication is key at Southern Automobiles, the southernmost Suzuki dealership in the world. Good old fashioned values and decades of doing the best by their people, have worked well for the Southern Automobiles team.

Part of the Southern Motor Group, owned by motor industry stalwart Ken Cummings, Southern Automobiles is one of the most successful Suzuki franchises in the region. With a team of 38 dedicated staff, the dealership offers new and used vehicles and well-equipped service and parts departments who have knowledgeable and experienced staff.

Dealer Principal, Lindsay Moffatt explains that Southern Automobiles pride themselves on their people first approach to customer service. Lindsay believes that by treating their staff right and empowering them with the skills and knowledge to make good decisions, they can deliver a great customer experience. With a team of nearly forty, that is a few people to keep happy!

Industry veteran Terry Haywood is a great example of these values. Known as

'Mr Suzuki', Terry is part of the furniture in their newly rebuilt Suzuki showroom. You'll find Terry either helping Suzuki lovers experience the latest vehicles, or convincing new owners to go a little wild on their Suzuki colour scheme!

Lindsay says, "Fans of Suzuki know what they like, and they know Suzuki have it covered. Although no two customers are the same, Suzuki customers have a sense of fun about them. They're individuals and Suzuki's range and options give customers the ability to express their style through their vehicle, and still at a good price".

The Suzuki range suits all ages and lifestyles. As Lindsay puts it; "Most people can imagine themselves in a Suzuki. They are well built and thoughtfully designed. They're fun, spacious, safe and affordable."

He says, not only are Suzuki vehicles a dream to sell, but the Suzuki team are also a dream to work alongside.

Friendly and accommodating, Lindsay praises the Suzuki New Zealand team for being great communicators. They keep Southern Automobiles up to date, so their customers receive helpful information too. For example, Lindsay thinks Suzuki navigated the Covid-19 pandemic's impact on vehicle supply to New Zealand brilliantly. He always knew how vehicle supplies were tracking, Suzuki customers were kept informed and got their vehicles in realistic timeframes. As Lindsay says, it all boils down to communication.

southernautomobiles.co.nz



Fuel saving tricks for your automatic

Driving an automatic may be easy, but all that ease means you need more gas than a manual to get you where you want to go. Try these handy fuel saver tips for driving your auto:

SMOOTH ACCELERATION

Take it easy on the pedal. Steady speed and planned stops are fuel's best friend. Anticipate braking then gradually slow. Replace any sudden, jerky movements with calm and control. Use cruise control (on flat, straight roads) or set the speed limiter to maintain consistent speed.

YOUR BRAKE IS NOT A FOOTREST

Resting your foot on the brake can wear out your brakes faster and increase drag. Most cars have a footrest beside the pedal, use that instead of loitering on the brake.

EASY ON THE AC

Roll down the windows at lower speeds and only use air conditioning at higher speeds. The drag caused by open windows over 50 km/h will have a greater impact on fuel consumption, so flick on the AC as the road's speed limit increases.

TYRE PRESSURE

Flat or under-inflated tyres increase rolling resistance, causing your car to use more energy. Maintaining proper tyre pressure can boost fuel efficiency, so be sure to check

and set the correct air pressure. Regular wheel alignments also ensure safer and more efficient driving.

CONTROL YOUR TRANSMISSION

Coax your transmission to shift gears earlier by listening for the engine note and watching the needle on the tachometer to track the RPM when you're accelerating. The higher the engine note climbs, the higher your RPMs go, the more fuel you're burning. Late model cars may come with paddle shifters, so you can also control the gears like a manual car.

IT'S GOOD TO IDLE

When stopped for a while in traffic, shift into neutral and idle your engine. This uses less fuel than if it is in drive as your transmission isn't working harder to keep up with your idle speed.

PLAN AHEAD

Prepare before you drive. Google Maps or other navigation tools can find smarter routes to avoid peak traffic and disruptions to ensure a smooth commute.

If you've got multiple errands to run, build them into one trip.

USE YOUR TECH

Sat nav and cruise control are obvious fuel saving tools, but that's not all.

Driver-assist systems will display how much fuel your Suzuki is consuming in a litres per 100 km figure. Tyre pressure monitoring systems flag which tyres need air. Hill-hold control kicks in to hold your vehicle temporarily on slopes so your car won't roll back down as you release the brake to accelerate. All this tech helps you manage your fuel better.

MAINTENANCE

Regular servicing keeps your car in tip-top shape. Refilling fluids, replacing filters and addressing faulty components all reduce the chances of something going wrong, and ensure it's at peak fuel efficiency.

LIGHTEN UP

Excess weight in and on your car can affect fuel mileage. More weight requires more power, and more fuel to move. So, remove anything you don't need from the boot, back seat or roof racks.

