

SUZUKI now



NEW SWIFT ON THE BLOCK



INSIDE

**HAVING FUN AT
JIMNY FEST 24**

**SUZUKI NZ NEW CEO
TAKES THE LEAD**

**THE MOST SATISFIED
NEW CAR CUSTOMERS**

It's a new Swift world

In its 40 years, the Suzuki Swift has taken the world by storm and shows no signs of stopping. With its widespread popularity and reputation as the nation's favourite small car, this latest generation Swift builds on its legacy of reliability, affordability, and fun.



The name 'Swift' was first introduced to Suzuki's lineup in 1983, yet it was the 2004 debut of this pocket rocket that set the stage for global success. It was then that the Swift captivated audiences with its distinctive body shape, unbelievably roomy cabin and zippy driving attributes. It quickly became a bestseller in 169 countries, including New Zealand. Commended for its fun handling and impressive reliability, the Swift has since sold over a whopping 9 million units around the world, making it Suzuki's top-selling vehicle for the past decade.

With the new model sporting a sharper

look and improved efficiency, this lovable small car is stacked full of safety specs and innovative technology. While there is only a slight increase in length from the previous generation, its new exterior design contributes to improved aerodynamics and a quieter ride. While the piano-black grille, L-shaped daytime running lamps, and floating roof make the Swift look as iconic and stylish as ever.

The new self-charging hybrid Swift runs like a dream on the innovative 12V SHVS (Smart Hybrid Vehicle by Suzuki) system, combining electric motor assistance with

regenerative braking for improved fuel efficiency. Under the hood, the new Z12E 3-cylinder engine offers up to 8.5% improved fuel efficiency and reduced emissions, making the next generation Swift an environmentally friendly choice. Plus, there is no plugging in to recharge the battery, so you don't need to worry or change the way you drive.

Safety specifications are very comprehensive in the new Swift, featuring the likes of a reverse camera, AEB, adaptive cruise control, parking sensors, lane keep assist, and traffic sign recognition, to name



The latest all-new generation Swift arrives dressed to impress with a fresh new look inside and out.

a few. The flagship RSC Swift includes additional safety features such as blind-spot monitoring and rear cross-traffic alert.

Inside the Swift is bursting with everything you need to make the ride a fun one, a 9-inch touchscreen with Sat Nav, wireless Apple CarPlay, Android Auto, and Bluetooth connectivity. Then there's keyless entry and start, fully adjustable steering wheel and automatic light sensing headlamps. The RSC adds climate control air conditioning and front seat warmers, ensuring a super-comfortable driving experience for everyone on board.

The Swift has always been known for offering everything you need in a car without having a hefty price tag to match. As New Zealanders face rising living costs and high interest rates, Swift's unmatched affordability and efficiency make it an attractive option for those considering downsizing or starting out in a new car. Aaron Wales, Suzuki New Zealand's Automobile Sales Manager, says "The Swift has traditionally punched above its weight, offering great value. Its playfulness and charm remain, making it a car that New Zealanders will continue to love."

Priced competitively, the new Swift launches with an introductory price of just \$25,990 plus on road costs for the manual GLS, or from \$29,990 for the top-spec RSC. If you are feeling adventurous, there are three two-tone roof colour options to choose from for an extra \$510.

With its perfect blend of style, performance, and affordability, the new Suzuki Swift is set to maintain its position as New Zealand's favourite small car for years to come. Here's to many more years at the top!

See [suzuki.co.nz/swift](https://www.suzuki.co.nz/swift) for more information on the all-new 2024 Swift

Joining forces with Mevo

Look to the streets! Suzuki has announced an exciting new collaboration with Mevo, New Zealand's premier car-sharing service. This partnership brings NZ's favourite small car to 10's of thousands of Mevo users in Auckland and Wellington. Transforming the way New Zealanders get around, Mevo offers a flexible, cost effective, and forward-thinking approach to traditional car ownership.

Suzuki has always been committed to designing fuel-efficient and reliable vehicles. By joining forces with Mevo, we're helping to create new sustainable urban transport options and fresh access points to the fun of Swift.

Mevo is a NZ success story, founded in 2014, steady growth has established them as a pioneer in the car-sharing landscape. With a seamless, app-based service providing vehicles on demand for users, it won't be long before Mevo is available in every major centre of NZ.

The Mevo experience is a streamlined alternative for city dwellers who want convenient and affordable transport without the pressure of owning, operating, and maintaining their own vehicle. With the addition of Swift, Mevo's fleet is not only expanding but also offering new options in vehicle range and overall affordability.

Car-sharing reduces the number of vehicles on the road, decreases traffic congestion, and lowers greenhouse gas emissions. Each Mevo vehicle significantly cuts down on NZ's overall carbon footprint. Eliminating costs like insurance, car maintenance, and parking fees are just a few ways that Mevo customers can benefit from the car-sharing model.

For Suzuki, partnership with Mevo represents a progressive approach to daily transport. This new frontier embraces a new line of thought and effectively addresses the needs of consumers. For Mevo, incorporating Swift enhances their lineup and provides users with NZ's favourite small car to suit every variety of driver needs. Let's be real... drive a Swift, so much FUN!

Thanks to our partnership, you can get \$50 towards your first Mevo experience using the code "SUZUKI".

mevo.co.nz



Five stars all round



Suzuki New Zealand has taken home a fifth Canstar Blue 'Most Satisfied Customers' Award. Following back-to-back wins in 2014 and 2015, and 2017 and 2018, it was an awesome achievement to regain the top spot for 2024.

Canstar Blue support Kiwis to make informed buying decisions. When discussing Suzuki's dominant display at this year's awards, Canstar Blue's, Bruce Pitchers, noted "No other car manufacturer earned a 5-star rating for Overall Satisfaction."

"In total, only three of the ten car brands earned the 5-star rating at all, and then only one piece. So, Suzuki really is the stand-out performer this year," he added.

Customers were surveyed across six different categories to measure their

satisfaction when buying a new car:

- After sales service
- Driving experience
- Point of sale service
- Reliability
- Value for money
- Overall satisfaction

Suzuki scored five stars in every category. Suzuki's incoming CEO, Gary Collins is thrilled to see Suzuki and their dealer network's knockout performance:

"Our unwavering passion for people

and our vehicles is the biggest reason for our success.

The Suzuki dealers provide an exceptional service. From the first phone call to every single car service our team aims to deliver outstanding customer experiences. This focus and commitment to our customers is the point of difference that means Suzuki buyers come back time after time."

We thank Canstar Blue for their recognition of our loyal customers and dedicated dealers.

A cause close to his heart

On the 20th anniversary of the Sky Tower Firefighter Challenge in May, Suzuki's National Sales Manager, Aaron Wales geared up for an incredible challenge.

He raced up the country's tallest tower in full firefighting kit to raise vital funds and awareness for Leukaemia and Blood Cancer New Zealand (LBCNZ). As a dedicated Suzuki team member, Aaron used the company's longstanding sponsorship of LBCNZ to make a real difference.

Aaron didn't think twice about joining the challenge after seeing the incredible work LBCNZ does. In 2022, his mentor – someone he has looked up to since he was a teenager – was diagnosed with cancer. Raising money for the LBCNZ Foundation was Aaron's way of saying thank you for all the guidance and support he's been shown over the years.

At first Aaron aimed to raise \$5,000, but he smashed that goal and collected a whopping \$5,593! This money will help LBCNZ support patients and families dealing with blood cancers like leukaemia, lymphoma, and myeloma.

After an awesome climb, Aaron reached the top of the Sky Tower in just 15 minutes and 19 seconds! He was thrilled with his achievement and is super proud to have made a real difference in the fight against blood cancer.

You too could support this fantastic cause and fund real support and life-changing research for Kiwis living with blood cancer.

leukaemia.org.nz/get-involved/ways-to-donate



Jimny Fest Celebrating Suzuki's iconic 4x4

Between long-weekends of summer fun, Suzuki played host to this year's Jimny Fest. Jimny Fest is our celebration of the iconic Suzuki Jimny, where owners come together to share their passion for off-road adventures and stunning scenery. Our North Island and South Island events saw more than 200 Jimnys traverse rocky river beds and the magnificence of Aotearoa.

While at the North Island Jimny Fest, we sat down with a few of our Jimny loyalists to hear their incredible stories and share in their passion for this legendary vehicle.

Kyle Mansell is a proud Rotorua local who's caught the Jimny bug. He affectionately calls his Jimny 'The Truck', and it's not just a pretty face. The Truck is Kyle's reliable workhorse, taking him through forests, towns, and every corner of Aotearoa's wilderness. He chose Jimny for its unbeatable build quality, toughness

and adaptability. Kyle loves that his Jimny helps him chase his passion for 4WDing, camping, and road trips – fostering countless adventures and friendships along the way.

Kyle isn't the only one who's fallen in love with Jimny. In 2021, father and son duo Tom and Paul Davies bought their Jimnys and found themselves immersed in the Jimny community. They even started a business called Skinny Jim, specialising in lightweight 4WD accessories. Tom and Paul love the Jimny's simplicity and capability,

and they find excitement in connecting with the fellow Jimny owners and hearing their stories. Whether navigating city meetings or exploring remote camping spots, they find that Jimny is the perfect companion. Their advice if you're considering a Jimny? "Test drive it, feel it out. If you're still unsure of anything – the Suzuki team are super helpful. If you're considering a Jimny, there's also a great community page on Facebook, Suzuki Jimny Owners of NZ, where owners will happily answer any questions."





Kyle Mansell



Tom and Paul Davies



Paul Alvarez Del Castillo

Growing up a fan of the Suzuki Samurai in the USA, Paul Alvarez Del Castillo, was thrilled to get his hands on his own Jimny. He loves its tough and gritty look and off-roading capabilities, which he's enhanced by lifting the suspension and adding bulky tyres. Nicknamed "The Off-Road Toad," Paul's Jimny lets him indulge in his love for the outdoors, making camping and off-roading easier than ever.

Paul's story is unique, marked by the challenges of buying a car during the COVID lockdowns. Despite the hurdles, he found his perfect match. His advice: "Do your research! I watched heaps of videos and read a bunch of reviews on the Jimny before buying one. Have a think about the type of lifestyle you want to have. This may be my first Suzuki, but it's definitely not my last."

For all our Jimny enthusiasts, their

vehicles do far more than get them from A to B. They symbolise freedom, adventure, and a sense of community. Whether it's Kyle's workhorse, the Skinny Jim duo's business inspiration, or Paul's off-road explorer, Jimny has made a significant impact on their lives, fuelling out of this world journeys, and forging lasting memories.

suzuki.co.nz/jimny



Changing Lanes

New face behind the wheel

As Suzuki New Zealand embarks on a new chapter under the leadership of Gary Collins, the company remains committed to its core values of affordability, reliability and customer satisfaction. With a strong foundation built by outgoing CEO Tom Peck and a dedicated and supportive team, Suzuki is well-positioned to navigate the changes and opportunities in the fast evolving New Zealand market.

As Gary Collins steps into the role of CEO, he brings with him a wealth of experience and a deep understanding of Suzuki's operations. Growing up on a Taranaki dairy farm and completing his Bachelor of Business Studies at Massey University, Gary joined Suzuki NZ as a marketing assistant in 1994. His dedication and leadership qualities have seen him rise through the ranks, working as the General Manager of Automobile for the past decade.

"It's an honour to be part of such an amazing team at Suzuki. I'm excited to take on the role of CEO and continue to be part of a brand that everyday Kiwis know and love."

"We look forward to building upon the foundation laid by Tom. Thanks to the

talented people we have in place at the head office and our supportive Suzuki dealerships nationwide, we are in a good position to continue to grow and achieve our goals together."

Tomoyuki Shimazaki from Suzuki Motor Corporation Global highlighted Gary's proven track record and the effortless shift he represents for the company.

"With Collins at the helm, Suzuki New Zealand is well-positioned to continue its growth trajectory, building on the strong foundation laid by Tom Peck"

Gary further emphasised the strength of the team and their shared ambition to continue driving Suzuki's success, leveraging their comprehensive industry knowledge and strategic vision.

Suzuki NZ's commitment to fuel efficiency and low emissions has been a cornerstone of its development philosophy for the past decade. The company's focus on lightweight platforms and compact, fuel-efficient engines has positioned it as a leader in the light passenger and small SUV segments. In 2023, Suzuki held the number one position in these segments, making up 17% of all light and small SUV models sold.

Looking ahead, Suzuki NZ is preparing to embrace the shift towards electrification. While the company plans to enter the electric vehicle market in 2025, Gary



anticipates higher demand for hybrid vehicles in the short term, given the changes in government incentives and the introduction of road user charges for electric vehicles.

On the other side of the business, Suzuki has been a long term Kiwi favourite for motorcycles and ATV owners. “We have enjoyed a long history of sales success and customer loyalty, and we look forward to continuing to offer a range that suits the farming, learning to ride and cruising needs of our customers,” says Gary.

The recent 25% increase in parts storage facilities reflects not only the growth in product volume but also Suzuki’s confidence in its future in the region. With an average staff tenure of 13 years and a total of 46 employees, all but one based in Whanganui or surrounding areas, Suzuki NZ commitment to its people and the local community is evident.

“As we embark on this new chapter, we’re confident that our team has what it takes to lead a bright future for this iconic brand”, says Gary.

“Adding to Suzuki’s extensive product portfolio is the innovative range of Suzuki outboards that has developed an enviable reputation in the market for clever design and features to enhance fuel efficiency and to reduce emissions.”

As we look forward, Suzuki NZ remains committed to adapting to the changing market landscape while staying true to our core values and delivering the exceptional quality and service that have made Suzuki a trusted brand in New Zealand for decades.

Farewell Tom Peck



From apprentice to CEO of one of New Zealand’s most successful brands, Tom Peck leaves behind an inspiring legacy. Summarising such a career spanning nearly five decades is even more challenging.

Tom Peck’s remarkable 38-year tenure at Suzuki NZ has been marked by numerous achievements that have shaped the company’s success. From his early days as a motorcycle apprentice at the Coleman’s group to his role as CEO since 2011, Tom’s innovative spirit and marketing acumen have left an indelible mark on the Suzuki whānau and wider NZ motoring community.

His contributions, such as the development of the DR200SE Trojan farm bike helped Suzuki maintain its number one sales position in motorcycles for over two decades and grow the car division to record success on the back of the popular Swift. In 2018, Marine made a welcome return to the umbrella of Suzuki NZ following a 20-year absence and many hours of Tom working behind the scenes. Since the change in distributor, market share has more than doubled, adding another achievement instrumental to the company’s growth.

Retirement for Tom will be the start of new adventures, spending more time with his wife Anne, two daughters and grandchildren in Australia. There will also be no doubt some kind of motor-sport or fishing involved too.

From Suzuki, we can only thank Tom for his time and care as we change lanes under the leadership of the new CEO, Gary Collins.

Suzuka 8 Hour Endurance Race

Suzuki Motor Corporation is gearing up for an exhilarating challenge this summer as they join the 45th Suzuka 8 Hour Endurance Race for 2024 from July 19th to 21st. This high profile event is a key part of the FIM Endurance World Championship (EWC). *Team SUZUKI CN CHALLENGE* will compete in the 'Experimental Class,' pushing the boundaries with sustainable fuel and innovative eco-friendly equipment. The motorcycle they will compete on is a race spec version of the popular ultra-high performance Suzuki GSX-R1000R – that you can buy from any Suzuki motorcycle dealer.

Toshihiro Suzuki, President of Suzuki Global, shared his enthusiasm. "Suzuki

is reallocating resources to promote the development of sustainability-related technologies. Our work on sustainable fuel not only enhances our environmental technologies but also contributes to personnel development and the creation of superior products for the future."

Tsuyoshi Tanaka, Executive General Manager of Motorcycle Operations, echoed this commitment: "We are not treating this as a one-time initiative. Our goal is to make lasting efforts and aim for even higher achievements in the years ahead."

For Suzuki, this marks an exciting expansion into new

territories. The team are pioneers exploring the reliability, durability, and efficiency of sustainable fuel and equipment in endurance racing. It's a proud moment as they lead the way toward a greener future in motorsports.



A winner for Tri NZ

Meet Bruce Jordan, a remarkable Taranaki man and the winner of a brand new Suzuki Swift. Bruce recently sat down with us to share the highs and lows of his journey to becoming one of New Zealand's most prolific para-triathletes.

Bruce's life took a dramatic turn in 1995 when a truck driver fell asleep at the wheel and collided with his vehicle. The accident left him with severe injuries, yet despite these challenges, he constantly demonstrates a resilience that defines his athletic pursuits.

Following his recent win of Suzuki's Tri NZ Swift Draw, he expressed heartfelt gratitude to his wife and sons, Kerri, Arlo, and Nico, for their unwavering support. "Winning the Suzuki Swift has been incredible," Bruce said. "All of my training and triathlon competing has been self-funded, and my wife and family have been with me at every event. To be able to give the Swift to Kerri, who has been 100%

supportive over the last 10 years, has been brilliant. I cannot thank Suzuki enough for their support over the years to Triathlon NZ and personally, with an awesome car now in our garage (now with roof racks)."

At Suzuki, we're privileged to support athletes like Bruce and to be part of their inspiring journeys. Our involvement with

Triathlon NZ allows us to share these remarkable stories and help the sport grow, providing opportunities for the next generation of athletes. We look forward to continuing our support and hearing more from our community as triathlon continues to inspire and transform lives.

triathlon.kiwi



Bruce unveils his brand new Suzuki Swift GL at Autocity Suzuki.

Ensuring every customer leaves with a smile

In the heart of Northland, Pacific Motor Group stands as a cornerstone of automotive excellence with premises in Whangārei and Waipapa in the Bay of Islands, respectively. Pacific Motor Group is a family-owned business incorporated in 1984 (however the business itself, having had a number of name changes has operated in the region for over 100 years). Today, the business is proudly owned and operated by Hamish Sheard and Sharron Windust, who continue to steer the company toward new horizons.

Pacific Motor Group boasts an impressive lineup of Aotearoa's most prolific motor brands. Since 2011, they have been the trusted custodian of the Suzuki franchise for Northland, offering a wide range of vehicles to suit every lifestyle and adventure.

Their greatest asset is its dedicated team who bring a long-standing wealth of experience and passion. Parts Manager Kerry Anderson has devoted 41 years,

Service Manager Clinton Repia has been with the team for an incredible 17 years, and Assistant Parts Manager Stephan Jeffrey has contributed 16 years. Their combined expertise is a comforting reminder that customers are guaranteed top-notch service and support.

Innovation and customer satisfaction have always been at the core of their operations. The recent unveiling of their state-of-the-art workshop, parts, and administration centre in Whangārei is a testament to their commitment to excellence. Designed to provide efficient and high-quality service, the new facility ensures every customer leaves with a smile.

Looking ahead, Pacific Motor Group has exciting plans for Whangārei. The existing sales building will make way for a grand new structure with four separate areas, including a stunning new Suzuki showroom. This facility will deliver a fresh and vibrant

space for customers to explore and meet the Suzuki range.

And they aren't stopping there, with expansion also coming to their Waipapa premises. The new facility will better accommodate their growing sales, service, and parts operations. This expansion will certainly offer an opportunity to enhance every customer's experience, making every visit a delight.

At the heart of their success is its people. The team's dedication, expertise, and passion for delivering exceptional service have been the driving force behind the company's growth and reputation. As Pacific Motor Group continues to evolve and expand, their commitment to their customers and the Northland community remains unwavering, ensuring that every interaction is marked by professionalism, care, and a genuine desire to exceed expectations.

pacificmotorgroup.co.nz



The Pacific Motor Group team with a new Swift outside the new Parts & Service and Admin building.

What fuel should I use in my car?

Fuel prices are on the rise, and New Zealanders, much like the rest of the world, are feeling the pinch at the pump. While it's tempting to opt for the cheapest option, it might not be the best choice for your car. Let's take a look at the different fuel types, how they impact your vehicle, and what steps to take if you accidentally use the wrong one.

WHAT'S THE RIGHT FUEL FOR MY CAR?

Before pulling up to the petrol station, it's essential to know what fuel your car needs. Gone are the days when you only had to choose between diesel and petrol. With advances in technology and the shift towards eco-friendly fuels, things have become a bit more complicated.

To identify which fuel your car needs, check your car's user manual or the sticker inside the petrol flap to find out the recommendation of the manufacturer.

CAN I SWITCH FUEL TYPES?

If Your Car Takes 91:

Yes, you can use higher octane fuels like 95, 98, or E10, but not diesel. Higher octane

fuels are cleaner for the environment but do generally cost more.

If Your Car Takes 95:

Stick to 95 or higher. Using a lower octane fuel can damage your engine. Turbocharged and hybrid engines benefit from higher octane fuels due to their increased compression ratios.

Mixing Fuels

You can mix fuels (except diesel) if the octane rating meets or exceeds your car's requirement. For instance, if your car takes 91, mixing with 95 is fine. However, consistency is key for maintaining peak performance.

Oops, Wrong Fuel!

Using the wrong fuel can affect your engine's performance or cause damage. If you accidentally fill your 95-octane tank with 91-octane fuel, stay calm. Avoid fast driving and top up with 95 or 98 as soon as possible to boost the overall octane rating.

Diesel in a Petrol Car or Vice Versa:

- Don't start your car.
- Get a tow to the nearest garage.
- A mechanic will flush the fuel system preventing damage.
- Inform your insurance promptly.

Signs You've Used the Wrong Fuel:

- Loud knocking sound during acceleration.
- Engine misfiring.
- Excessive exhaust smoke.
- Slower acceleration.
- Engine warning light.
- Engine stalling or trouble restarting.

Always check your fuel flap before filling up to avoid costly mistakes. If you're in the market for a fuel-efficient, eco-friendly car, Suzuki's innovative engine technology and lightweight design can help ease stress at the pump.

Remember, the right fuel choice not only keeps your car running smoothly but also saves you and the environment in the long run. Happy driving!

