

Remember, it's **your** newsletter

Welcome to the first edition of Life @ Suzuki - a publication dedicated to you, our dealer network with regular updates on everything that is happening in the world of Suzuki - from international events and new car launches through to training, retail activity and sponsorships.

Most importantly, this is a space for Dealerships to promote their

own activities to the entire network and demonstrate the unique way each member of the Suzuki family contributes to its story. Please feel free to contact Andrew Ellis, Bridget O'Connor or your District Sales Manager if you have any news item that may be of interest to the network. Tell us what you are doing, how you are doing it and we'll do our best to cover it.



A picture tells 100 stories

Suzuki Australia is marking the 100th anniversary of Suzuki by commissioning a unique canvas by renowned Melbourne artist Nicole Rose.

The talented 24-year-old has sold her bold, colorful art around the world and counts luminaries including Delta Goodrem and LJ Hooker among her clientele.

After moving to Melbourne to follow her partner - Melbourne Storm full back Billy Slater - Nicole has carved an impressive niche in the Australian art world and had her first major solo exhibition at Federation Square in 2007.

Nicole (pictured right) worked closely with images and information supplied by SAPL General Manager Tony Devers to create a one-off art piece encapsulating 100 years of automotive, motorcycling and marine excellence by Suzuki Motor Corporation.



Measuring an impressive 1.5 metres by 1.2 metres, the original piece will take pride of place at Suzuki head office, with commemorative prints being distributed shortly to all Dealerships.

Swift movement

This month saw the addition of the first of our factory-built 100th anniversary models - the Swift Limited Edition - to our expanding product line-up. Based on the award-winning version of its rally-inspired light car, the Swift Limited Editions adds more than \$5,000 of extra value for only \$1,000 above the base model price.

From all reports it has already proved extremely popular among buyers looking for the unique value of an anniversary model with strong enquiry at dealer level. Extra features include a keyless start system, 15" alloy wheels, climate control air-conditioning, front fog lights, Alcantara interior trim, chrome front grill design, side mirror-mounted indicators, remote-folding side mirrors, unique interior aluminium hairline treatment and 100th Anniversary badging.

We also see the return of the metallic colour Kashmir Blue together with the introduction of a new paint finish, Maroon Brown. Both colours are exclusive to this newly launched model.



Adding a touch of prestige to the already dynamic Swift range, this model is an outstanding opportunity to get a deal across the line and welcome new customers to the Suzuki brand. And as the title suggests, stock is strictly limited and is destined to become a collector's item in future years. The Swift Limited Edition is continues our 2009 campaign to promote Suzuki's centenary year, joining the 100th anniversary packs available across the SX4, Grand Vitara and Jimny range.

Deal me in

The Suzuki Australia dealer network continues to grow with a host of new partners joining the brand following a full review of major open points across the country. The two latest to have joined the Suzuki family are in Victoria.

Robert Lane Suzuki - a dealership with more than 30 years' experience in selling cars to Melbourne customers, Robert Lane and his team take on the Brighton PMA from their premises along the thriving automotive hub on the Nepean Highway.

Yarra Suzuki - With a central location on the fringe of the CBD, Tony Jowett and his team take over the bustling Melbourne PMA, following the closure of City Suzuki. As a leader in showroom facilities and customer service, Yarra Suzuki will be a welcome addition to the Suzuki brand.

Other recent appointments or changes to the Suzuki franchise over the last 12 months now sees the SAPL dealer network at an all time high of 88 with further growth planned in the coming months to strengthen major markets.

Amongst the new additions we have:

Bathurst Suzuki	BATHURST, NSW
Heartland Suzuki	CASTLEHILL, NSW
Singleton Suzuki	SINGLETON, NSW
Goldy Suzuki	MIDLAND, WA
Jackson Suzuki	CAMDAL, TAS
Peter Davey Suzuki	FULLARTON, SA
Murray Bridge Suzuki	MURRAY BRIDGE, SA
Victor Harbor Suzuki	VICTOR HARBOUR, SA
Bendigo Suzuki	BENDIGO, VIC
Berwick Suzuki	BERWICK, VIC
Booran Suzuki	DANDENONG, VIC
Makin & Luby	HEIDELBERG, VIC
Riviera Suzuki	BAIRNSDALE, VIC
Robert Lane Suzuki	BRIGHTON EAST, VIC
Yarra Suzuki	ABBOTSFORD, VIC



A flock of Swifts

When it comes time for family get-togethers at the Alcock household, one could say it's a real 'swift' affair.

Not so much in the sense that they're rushing to get out the door, rather due to the growing number of Swifts which appear in the family driveway these days.

Not one, not two but five members of the same family now call a Swift their own thanks to the team at Massaro Motors Suzuki of Morwell in southern Gippsland, Victoria.

John Alcock, who manages the service workshop for Massaro Motors, says when the Swift was launched back in 2005 the mission to get his whole family behind the wheel of one was a very simple one.

"Once one of them had driven one and loved

the car, it wasn't long before the whole family put their request in to be next in line."

With the dealership sharing a number of other franchises, John says the Volkswagen Polo was the only other real contender in the new car stakes, but with each test drive, the Swift won out thanks to price, value for money and of course its "good looks".

His sister in-law was the first to trade in her wheels for an S model but it wasn't long before envy set in amongst everyone else. The brood of cars now extends to his wife, daughter, mother in-law and a second sister in-law.

The proud family are pictured above with their flock of Swifts outside the family home in Morwell.

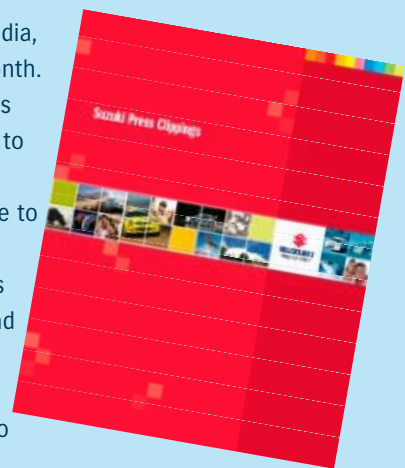
Behind the news

Suzuki continues to earn high praise from the motoring media, most recently with the launch of the Alto in Europe last month. Media clippings play a vital role as third-party endorsements of Suzuki products, highlighting the advantages of our cars to prospective customers.

A selection of current press activity is permanently available to download as PDF files from SuzukiNet.

Dealers are urged to maintain regular updates of their Press Clippings folder (sent to all Dealerships 12 months ago) and ensure they are kept on display in your customer waiting lounge. Print in full colour for maximum impact.

Any dealers without a press clippings folder should speak to their District Sales Manager.



Preston Motors muscle in

Preston Motors Suzuki has put money to a fantastic cause as major sponsors of a community fun run in aid of Muscular Dystrophy.

The sponsorship was masterminded by the Dealership's own Suzuki Sales Manager, Ozi Akyildiz, after his six year-old son was diagnosed with the condition last year. As a result of his efforts, the event exceeded all expectations with more than \$40,000 raised on the day following additional donations from various other local groups and organisations.

More than 250 runners took part in the charity run which took place around arguably one of Melbourne's most popular running tracks, Albert Park Lake.



All money raised goes towards medical research into the heart-breaking condition conducted by its support body, the Muscular Dystrophy Research Foundation.

Characterised by rapid muscle degeneration, Duchenne Muscular Dystrophy affects one in 3,500 males around the world making it the most prevalent of muscular dystrophies. In response to the overwhelming support shown this year, Ozi plans to make the community fun run an annual event and already has plans in place to double the amount raised next year.

Curtain falls on Melbourne Motor Show

Car enthusiasts gathered in Melbourne last month for the final major motor show in Australia until October 2010.

The Melbourne International Motor Show (MIMS) proved another worthwhile retail opportunity for our Victorian dealers in the lead up to Suzuki's 100th Anniversary Sale, despite show attendances falling short of previous record numbers. Suzuki took the opportunity to unveil the fifth and smallest world-strategic model to join the product line up, the all-new Alto.



With the car already well received in Europe and Asia, including a COTY award in India, everyone agreed the timing was clearly right to bring the car here to Australia, and with the current economic downturn and prices at the bowser set to rise further, the Alto was a clear winner.

Delivering the economy of a hybrid (at just 4.8 litres per 100 km) at less than one third of the price, it was a delight to see the Alto matched up alongside the onslaught of competitor electric and hybrid concepts as the first affordable 'green' car to hit the Australian market.

As expected, the Alto was a clear favourite with show goers for its "stylish good looks" and "astounding" fuel economy.



A celebration of our centennial year was the theme for the stand with a number of enormous graphic backdrops and DVD reels showcasing Suzuki's global heritage over the last century, and 100th Anniversary Limited Edition models of the Grand Vitara, Jimny Sierra and SX4 on display.

Strong interest was recorded across the colourful mix of models on the stand, this

despite the high levels of competitive activity and smaller crowd numbers. It comes as no surprise to hear of the number of dealers who were able to capitalise and close deals on the stand.

A big thank you to all Dealerships who put in the long hours throughout the eleven day show. The commitment and enthusiasm from the majority of staff was tremendous to see and the show would not have been the success it was without the complete support from our dealer network.

Season of change

The 2009 Melbourne International Motor show marks the last traditional motor exhibition in Australia for 18 months.

A joint agreement has been reached between the Victorian Automobile Chamber of Commerce and Federal Chamber of Automotive Industries to alternate one major international motor show annually between Melbourne and Sydney. The new format will launch on October 7, 2010 in Sydney and will thereon be known as the Australian International Motor Show.

The smaller-scale Brisbane, Adelaide and Perth motor shows have all been cancelled for 2009 and to date there is no advice on when they may return.



Helping hand for the kids

Ferntree Gully Suzuki put a few more smiles on kids' faces over Easter with the appearance of Storm players Greg Inglis (right) and Sika Manu (left) at the dealership for the annual Good Friday Appeal fund raiser.

Raising much needed money for the Royal Children's Hospital in Melbourne, the dealership had a variety of promotions including a special offer on vehicle servicing. Locals were in a frenzy as they lined up to get an autograph from two of Storm's most exciting players. Also on hand was Channel 7 who did a live cross to the Dealership to help promote the good will.

In the end Dealer Principal Brett Field was extremely proud of his team who managed to raise more than \$6,000, with all money raised going directly to the hospital.

A new look for Suzuki

All Dealerships will shortly be receiving the latest inserts for the Retail Advertising Pack, containing brand information and templates that is consistent with current SAPL advertising.

The pack includes instructions on the use of the Suzuki logo and heritage squares, typography, colours and square branding, vehicle images and a variety of new retail press templates designed to assist dealers in maintaining a strong retail presence in their local media. Both a hard copy and CD will be mailed to all dealerships by the end of April. Keep an eye out for their arrival.



Training wheels

The latest round of Suzuki training workshops were conducted across the country last month with strong benefits gained by all involved.

Focusing on the Swift model range, the half-day sessions offered a chance for all sales people to 'brush up' on their knowledge of the popular selling car and learn valuable sales techniques for dealing with prospective customers. In addition, all attending sales staff gained valuable Sales League points through their participation.

With the level of competitor activity in the light-car segment soaring with a number of new launches including the new Ford Fiesta and Mazda 2, the workshops provided a timely reminder for all sales staff to 'get back to basics' and focus on what makes the Swift such a successful model.

Key discussion points ranged from product knowledge, buyer profiles, residual values, new marketing initiatives through to key profit opportunities in service, spare parts, finance and insurance and their importance in managing showroom traffic.

Sales presentations were combined with Suzuki's usual 'hands on' approach, with participants given the unique opportunity to sit in and test drive not only the Swift models but other key light-car competitors. Sales staff were also given the first glimpse of the Swift Limited Edition which went on sale earlier this month. With the appointment of countless new Dealerships and staff to the Suzuki brand since the initial Swift training was held at launch back in 2005, the workshops were a welcome opportunity for sales staff to interact and learn important techniques from their peers in an informal group setting. It was wonderful to see a record



number of sales staff in attendance including a large contingent of rural dealers who were able to make the journey following the introduction of training programs in regional centres of Coffs Harbour and Launceston.

Training coincided with the hand out of the latest inserts for the Suzuki Sales Guide (pictured), the "Swift" and "Sales Techniques" pages. Staff are encouraged to make use of the information on regular basis. Dealers requiring additional copies, should speak to their respective DSM.

Sales league table

The 2009 Suzuki Sales League looks set to be hotly contested with some outstanding results in the first quarter of 2009.

In the Sales Manager division the top performers in the sales champion award were Jezz Dardha, John Moore, Anthony Dose and Paul Keane, while in the sales excellence award the highest ranked were Bryan Walker, Craig Smith, Jeff Lee, Ozkan Akyildiz, Steve O'Grady and Paul Wallace.

In the fight for sales champion for sales consultants Fahim Nurmohamed, Yann Godillon, Mark Steel and John Machnik finished the first quarter on top, while no less than 15 sales consultants earned 40,000 reward points and qualified for the sales excellence awards.

Suzuki sweeps to top of JWRC table

Suzuki driver Michal Kosciuszko has swept to the outright lead of the Junior World Rally Championship standings after dominant performances at Rally Portugal and Rally Argentina..

The young Pole was imperious from start to finish throughout both events and never headed.

He eventually crossed the finish line with a winning margin of more than five minutes, much to his delight.

"We took the lead on the first stage and kept it for the whole rally, but it hasn't been easy," the Suzuki driver said. "I spent most of Saturday and Sunday driving safely, and luckily it was enough to win. It's been two great wins and I'm happy to be leading the series. Of course I need to stay focused through the whole season, not just one rally, but so far so good."

Kosciuszko's team-mate Aaron Burkart - who finished runner-up in the 2008 JWRC title race - was close behind at Rally Argentina and

now stands clearly in second place position in the driver's championship, while Suzuki is a runaway leader in the manufacturer's title race.

Burkart, while happy with his podium finish, pledged to push his more experienced teammate all season.

"It's good to be clear in second place. The Suzuki Swift performed flawlessly and I had several fastest stages. I'm only four points behind Michal now."

Their efforts continue the recent domination of the Suzuki Swift S1600 - based on the award-winning Swift Sport. It has been the most successful car in the JWRC in the past four years, and is on track to repeat the dominant performance of 2007 when Suzuki won the manufacturer and driver's championships.

JWRC championship standings after round 3 see Kosciuszko in first place with 28 points, four points clear of Burkart on 24 points.

The next round of the JWRC will be the Rallye d'Italia at Sardegna, a course where Suzuki has won before.



A Streetcar named Storm

Suzuki has received a free marketing boost courtesy of its strong relationship with Melbourne Storm Rugby League club. The Storm marketing team have decked out a Melbourne institution with colourful Storm livery to promote the Anzac Day blockbuster against traditional rival, the Auckland Warriors at Olympic Park.

The tram will be branded Melbourne Storm for at least 12 weeks, running a mixture of different routes past key Melbourne sites including the St Kilda beach, Federation Square, Melbourne Town Hall and Lygon St.

The branding is part of Storm's overall brand campaign "Making Melbourne Proud" and associating Storm with Melbourne icons to build the brand in its home-state of Victoria. The Storm's latest television commercial, which went to air on Channel 9 and Fox Sports night for the first time in April, builds on this same brand motto.



Cutting the red tape

The award-winning line-up of Suzuki vehicles are now available for purchase by state government employees in almost all Australian states and territories.

Courtesy of some deft negotiations by Corporate Development Manager Peter Mercuri, Suzuki vehicles have been included on the government supply contracts for Western Australia, Northern Territory, New South Wales and Tasmania, while negotiations continue to progress smoothly with the Victorian State Government.

The securing of these contracts has already resulted in sales in Western Australia and the Northern Territory and Suzuki is confident of increased sales in all states.

Dealers or Suzuki sales staff wanting more information or any assistance should contact Mr Mercuri.