



30 YEARS OF



BREAKING NEW GROUND



With a corporate history spanning over 75 years Suzuki Motor Corporation has achieved international success by maintaining a continuous policy of designing and producing value-packed, quality products to innovatively meet everyday customer needs. During the last 30 years, design and technological expertise has produced a range of unique and ground breaking 4x4 vehicles that emphasises this spirit and achieved an enviable reputation and respect throughout the world.

- 1909** *The Suzuki Loom Works founded in Hamamatsu in 1909 by Michio Suzuki*
- 1952** *Suzuki launches the 'Power Free' motorised bicycle*
- 1954** *Company name changed to Suzuki Motor Company Limited*
- 1955** *First lightweight 'Suzulight' car with 360cc two-stroke engine*
- 1962** *Suzuki wins in the 50cc class at the Isle of Man TT races*
- 1968** *Suzuki starts development of a lightweight 4x4 vehicle*
- 1979** *First Alto passenger vehicle comes off the production line*

1968

The first Suzuki 4x4 was also the first mass-production 4x4 in Japan's domestic mini-car category. With development starting in 1968, the first Suzuki 4x4 lightweight vehicle became available in 1970 and was marketed with only three seats. In order to comply with limitations on the class's external dimensions the spare tyre had to be fitted behind

the front passenger's seat. It was a simple vehicle with zipped canvas doors and leaf springs to cope with big loads for the light and tiny 4x4

(it weighed just 600kg and had a wheelbase of 1930mm). A separate chassis allowed the use of lightweight body panels. The first LJ was powered by a new but equally small twin cylinder air-cooled two-stroke turning out 25bhp from its 360cc engine and was marketed in it's new name - Jimny.



LJ10

The LJ10 achieved success in the domestic market but Suzuki knew that other countries, without Japan's mini-car category, would need

a bigger engine. Countries don't come any bigger than

Australia, so when the LJ50 was exported there it had a

550cc three-cylinder, water-cooled two-stroke unit

that gave better power.

The spare wheel moved to the outside, on a hanger at the

rear, allowing two rear passenger seats, both facing each

other. Hard and soft-top versions were available in

Australia, where the LJ50 soon gained a

reputation as a fun go anywhere vehicle.



LJ50

1974



LJ80

1977

The development upmarket for what was originally a

utility 4x4 continued with the last LJ model, the LJ80.

Body changes were minimal, with larger front wheelarches and flared rear wheelarches to offer a more stylish design.

The bonnet, still held down with two spring clips like on earlier LJs, was slightly raised to make room for the

biggest change - a new engine. This was a four-cylinder, water-cooled 800cc four-stroke unit producing 41bhp.

The LJ80 sold well in Australia, where it went on sale in 1978, but that was just the start. When the LJ80 was first exported to the Netherlands in 1978 followed by the rest of Europe it created and firmly established a whole new market sector for fun 4x4 recreational vehicles.



SJ410

1982

In 1982 Suzuki continued to enjoy a developing level of success in the domestic market, but it was with the export of the SJ410 that the company really broke into new markets. It was an all new design for a 4x4 vehicle that offered a new statement in fashionable styling. True to the utility heritage, it still featured leaf-spring suspension although this had been softened with gas dampers at the rear and improved approach and departure angles. Under the new bodywork, which featured a sloping grille, there was a new interior and a brand new engine, a four-cylinder 1000cc four-stroke delivering 45bhp. The separate chassis and small dimensions combined with a bigger engine to make the SJ410 a real giant-killer off-road, and it continued to expand further the leisure 4x4 market created by Suzuki.

- 1982** Suzuki won the World Motocross Grand Prix 125cc Championship for 8th time and the 500cc Grand Prix World Championship for 7th time
- 1983** Production starts of the 1.0-litre Swift hatchback passenger car
- 1984** Exports of 1.0-litre passenger car begin to the USA
- 1987** Total car exports reach 2 million units
- 1988** New Vitara 4x4 vehicle marketed
- 1989** Total car production reaches 10 million units

SJ413/Samurai - With sales in over 100 countries worldwide and assembly of some models everywhere from India to Spain as well as Japan, Suzuki launched an upgraded SJ model.



1986



SJ413/Samurai

As the model name indicated, the engine was now a 1.3-litre four-cylinder unit producing 66bhp. This lightweight engine was adapted from the Suzuki Swift and featured a five-speed gearbox. Inside the SJ413/Samurai comfort levels were significantly developed. An American car magazine concluded that if you wanted a rugged 4x4 for the minimum amount of money, then the SJ413/Samurai 'was the only game in town'.

Vitara 3-door



1988

The Suzuki 4x4 family expanded with the launch of the all-new Vitara, a 3-door model that soon gained its own enthusiastic following. The new Vitara was complemented by a 1.6-litre lightweight alloy engine. It was a true 4x4 with separate steel chassis, five-speed gearbox, part-time four-wheel drive system and integrated two-speed transfer box. However, ride and comfort achieved new levels with the leaf springs of earlier models replaced by coil springs front and rear, standard power steering and an interior that was functional but much more comfortable. The 3-door was just the start of a whole new trend in 4x4 motoring.

1991

The Vitara range expanded, literally, with the longer-wheelbase 5-door, 1.6-litre model. Width stayed the same but the wheelbase went up to 2480mm and the overall length similarly increased to 4030mm. By this time some models started to feature fuel injection to provide power of 80bhp and a catalytic converter to reduce emissions. The performance of the 5-door model developed further with the introduction of 16 valves and multi-point fuel injection, giving 95bhp. More legroom, more luggage capacity and the option of an automatic version helped reached new customers for the Vitara.



Vitara V6



Vitara 5-door

- 1991** The innovative Suzuki Cappuccino two-seater convertible goes on sale
- 1993** Lightweight Wagon R mini-passenger car launched in Japan
- 1994** Aggregate sales in the domestic Japan market reach 10 million units
- 1995** Total aggregate motorcycle exports reach 20 million units
New Baleno passenger car range launched
- 1997** Cumulative overseas automobile sales reach 10 million units
New Wagon R+ model launched in Europe

Vitara 2.0-litre TDi



1995

The first V6 engine ever in a 4x4 vehicle brought a new sophistication to the 5-door Vitara. With 134bhp produced smoothly, aided by a 2.0-litre engine with 24 valves and four camshafts, this was the most powerful Vitara ever. To match the engine, the bodywork was revised, with stylish, lower splash guards and flared arches accommodating optional wider alloy wheels. Inside the interior was revised with higher specification features such as dual airbags, electric windows and mirrors, central locking and ABS.



Vitara V6

1997

In 1996 Suzuki introduced a turbo-diesel engine and the following year offered an intercooled version. The 2.0-litre four-cylinder unit gave superb flexibility for off-road use and comfortable on-road driving, coupled with economical fuel consumption. Intercooling the unit gave 23% more

horsepower and 29% more torque. Short wheelbase, long wheelbase, 1.6-litre, 2.0-litre, petrol, diesel, manual, automatic - the Vitara range was complete.



Vitara 2.0-litre TDi



Grand Vitara

The design team focused on the strong heritage values of Grand Vitara as a real 4x4 and incorporated many innovative and fresh styling features, both internally and externally. Its purposeful yet highly individual body shape is complemented by careful design detail that reflects traditional 4x4 styling as well as the latest automotive trends.



From a technical point of view, from a styling aspect and from a quality perspective - the Grand Vitara confidently takes Suzuki further forward in the lifestyle motoring sector and is a continued emphasis of the company's corporate philosophy of uniqueness and market innovation.

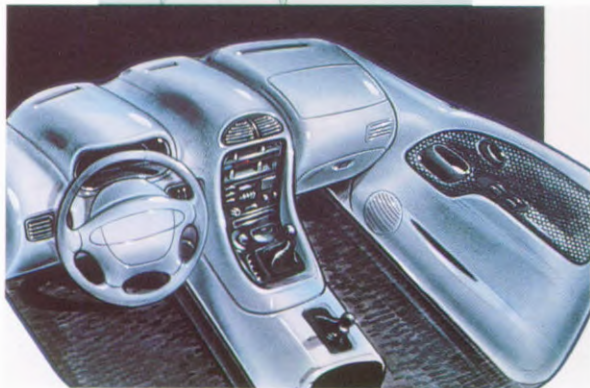
With its elegant body styling, rugged full-frame and powerful 2.5-litre V6 and 2.0-litre 4-cylinder engines - the Grand Vitara has been designed to confidently look the part and to go beyond the limits of normal motoring. Inside, the fashionable interior is practical yet comfortable and has been designed for flexibility and convenience in order to efficiently accommodate five occupants and their lifestyle demands. The new Grand Vitara allows more customers to expand their lifestyle horizons and explore their driving imagination, whether in the city or on the open road. It allows every customer to experience a real 4x4.

1998

Over the past 30 years Suzuki has been producing an increasingly sophisticated range of 4x4s for markets throughout the world and has clearly demonstrated its ability to design and continually develop a unique range of Sports Utility Vehicles.

The new Grand Vitara 5-door model range continues the Suzuki tradition of breaking new ground and setting the standard. Based on strong and original design philosophies, the development of the new Grand Vitara clearly recognised changing lifestyles and increasing customer demands in terms of diversification and sophistication. The design and development brief was to produce a new 4x4 Sports Utility Vehicle with an overtly distinctive appearance and quality.

Grand Vitara concept development



AWARDS & MILESTONES

Suzuki has been producing award-winning vehicles for decades, whether motorcycles, cars or 4x4s. The innovative Wagon R model won Japan's prestigious '1993/94 RJC New Car of the Year', the first time this has ever been awarded to a mini car. The Vitara has been winning awards for Suzuki around the world ever since it was first introduced. But what is even more impressive is the sheer diversity of the awards, emphasising that Suzuki makes 4x4 vehicles that appeal to a wide audience throughout the world for an equally large number of reasons.

International awards received by the Vitara:

Germany

- 1990** 'Most Fuel Efficient Car' ADAC Motorwelt (Off-road category)
'Top-selling Convertible' KBA
'Top-selling 4x4 Car' KBA
- 1992** 'Most Reliable Car' ADAC Motorwelt
- 1993** 'Most Reliable Car' ADAC Motorwelt
'Lowest Depreciation' kfz-betrieb
- 1995** 'Lowest cost of ownership per km' Auto-occasion
- 1996** 'Most Reliable Car' ADAC Motorwelt
- 1997** 'Top Selling Off Road Car' KBA

UK

- 1989** 'Car of the Year' What Car? magazine (Class: all-terrain cars)

Spain

- 1991** 'Car of the Year' (4x4 category)

Greece

- 1993** 'Best Value for Money' Auto Motor und Sport (4x4 category)
- 1995** 'Best Value for Money' Auto Motor und Sport (4x4 category)

Chile

- 1995** '4x4 of the Year' MIL Autos

Canada

- 1992** 'Vehicle of the year' Automotive Journalists Association

Australia

- 1993** 'Best light four wheel drive vehicle' RACV

A brief summary of key dates over the last three decades highlighting Suzuki milestones in 4x4 vehicle development:

- 1968** Suzuki starts development and research into the production of a compact 4x4 vehicle.
- 1970** the Jimny (code named LJ10) went on sale in Japan. The mini-car utility weighed just 600kg and had a two-cylinder air-cooled engine producing 25bhp.
- 1974** LJ50 was launched in Australia with a 3-cylinder 540cc two-stroke engine.
- 1977** sub-compact LJ80 launched in Japan.
- 1978** the first Suzuki 4x4 vehicles were exported to Europe with the launch of the LJ80, incorporating a 4-cylinder 800cc 4-stroke engine.
- 1982** SJ410 launched with 1000cc engine, new chassis and restyled body panels, among many other changes developed from the market.
- 1986** SJ413/Samurai produced, with a 1.3-litre engine, uprated interior.
- 1988** Vitara launched as a 3-door model, an all-new 4x4 with 1.6-litre aluminium engine, coil suspension and more car-like comfort.
- 1993** 5-door Vitara model version introduced to complement the range.
- 1995** 2.0-litre V6 engine is fitted into 5-door Vitara with revised styling. The first, and still the only, 2.0-litre V6 available in a 4x4 on the market.
- 1996** the innovative X-90 launched, based on 3-door Vitara chassis and engine, with distinctive design and styling.
- 1996** the new 2.0-litre turbo-diesel engine for Vitara broadens the still further.
- 1997** Vitara turbo-diesel engine fitted with turbocharged intercooler, giving 23% more horsepower and 29% more torque.
- 1998** Grand Vitara 5-door range with 2.0-litre four-cylinder or 2.5-litre V6 engines launched at Geneva International Motor Show.

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Leave only footprints, take only memories. Show your respect for the environment through careful driving that safeguards all inhabitants of forest and field. Thoroughly understand the capabilities of your vehicle and learn the techniques of off-road travel. The beauty of outdoor activities is dependent on the continuing beauty of Nature.

