

SUZUKI

S / A / M / U / R / A / I

H A R D T O P & C O N V E R T I B L E



"I found the perfect first 'car,'
and it's not even a car!"



"I've gone looking and I think you're just a small world away from finding the perfect first car. It's not just socially acceptable, it's a social occasion. It draws crowds, pleases people and makes friends. And it's the closest thing to a limo ticket out of Llanelli you'll ever drive."

It's a lot more than a "car" could ever hope to be. It's the perfect alternative to any alternative. It's quick, compact, economical, reliable, phenomenally versatile, and obviously indivisible. It's not just socially acceptable, it's a social occasion. It draws crowds, pleases people and makes friends. And it's the closest thing to a limo ticket out of Llanelli you'll ever drive.

It's a Suzuki Samurai. A lot of fun comes factory standard, and with four different models, nine



And it's so economical and reliable, you won't have to pour a month's allowance into a week's worth of gas or maintenance.

It's a smart investment, too, in a Suzuki Track costs about the same as a four-door budget sedan that's guaranteed to leave you still in 12 months or 12 thousand feet.

different colors and over a hundred different accessories, you've got a million or more ways to dress a Samurai to suit your needs or save your lifestyle.

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It comes as no surprise that in the past few years Suzuki's become the most popular, best-seller convertible sold in America. What is a surprise, though, is that used car lots are still in business, since you can buy a brand-new Samurai for the same price as some second-hand candidates for a demolition derby.

So if you're in the market for the perfect first "car"—and you don't mind making your friends with high paychecks or budget (can a lot of us)—get yourself a new Samurai. Drop the top, crank up the stereo, pop it into gear and laugh all the way to the bank, beach, lake, school, campground, city...or anywhere at all. Perfect.



"I think you'll find that it's not just a car, it's a lifestyle. And it's a lifestyle you'll want to live."

1988 Suzuki Samurai
is a registered trademark
of Suzuki Motor
Corp., and the Suzuki
logo is a trademark.



"There's a thousand uses for this car. It's the perfect first car. It's not just socially acceptable, it's a social occasion. It draws crowds, pleases people and makes friends. And it's the closest thing to a limo ticket out of Llanelli you'll ever drive."



"I think you'll find that it's not just a car, it's a lifestyle. And it's a lifestyle you'll want to live."

"Our family's new 'second car' is now our first choice."



It's never about a car of its own. It's about the family that's in it. Because, when your "second car" is a new Suzuki, most "first" cars tend to be forgotten, except when the average-car payments are due. But a Suzuki doesn't stay in the garage—or in several garages—too long, and for good reason.

Suzuki's light years ahead of a second-hand status wagon, more versatile than a 2-wheeler you keep tucked, half the cost of a compact van, and twice as much fun as all of them combined. And with its



They're also great when it comes to fuel economy. I can get better mileage than most other SUVs.

supplies. You can pop off the top and pop in everything from full-grown philodendrons to full-strength fertilizer. And when the work's all done, you can load the

engine with computerized ignition and carburetion. A rugged 3-speed overdrive transmission. A 2-speed transfer case and 2-wheel/4-wheel drive. Add to that the smooth-riding, recalibrated suspension plus a wide selection of factory-designed accessories, and you have a Suzuki that's as country-tough as it is city-slick.

So if you'd just love to have a reliable "second car," a versatile mini-truck, a practical wagon and an affordable 4x4—but you don't have a 5-car garage or a 3-figure budget—have we got a deal for you! Just bundle on down to your local Suzuki dealer for a test ride in a new Suzuki. Sure, you'll find the need to call it your "second car," we'll understand.



surprisingly spacious interior, its economy rear seat kit, and its responsive performance, it's also big in utility.

It loads the kids to school or friends to work. It shops for groceries or packs home the garden

cutting gear, grab the family, hop the tank and take off for a well-earned romp in the woods.

For getting out of town or just across it, Suzuki's the perfect choice. Consider the value of an advanced-engineering, SCRAM!

It won't pull on wires, but it will get you out of a jam. It's the kind of car that's always ready for anything.



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It's not a great price, but it's a great value. I'd take the Suzuki over any other SUV in the class.



When a Suzuki is in the house, I'll take the Suzuki over any other SUV in the class.



"We went looking at pickup trucks, and picked up something better."



"It's a real workhorse. It's cheap to drive, the fuel economy is great, and it's easy to maintain. The price is just what you need."

You might not expect a Suzuki to replace a forty-year-old full-size. But then, this compact 4x4 truck delivers a lot more than you'd ever expect. It's more economical, more maneuverable, and a heck of a lot more fun in the bumps. It all adds up.

Suzuki's got a heart of gold and a backbone of steel. Its efficient, 1.5-liter, all-aluminum powerplant is as reliable as it is economical. It puts the power through a fully synchronized,



"It's just rugged and it's so powerful. It's the perfect size for what we do. It's a real workhorse."

3-speed overdrive to a 2-speed transfer case for stump-pulling power. And when the soil gets waxy, shifting from 2-wheel to 4-wheel drive lets the big steel-belted radials get a good grip on the ground.

Suzuki's short wheelbase and 8.3-inch ground clearance let you make through the tight stuff and take the gulches and ruts in stride. And with its air-arteries, better-tracking suspension, it won't rattle your fillings loose on hard-packed washboard roads. Suzuki's engineering for the long haul. It's



tough as nails, built to work, and built to last. A fact that's supported by our records of Suzuki's high customer satisfaction.

"I've owned other trucks, but this one is just what I need. It's so easy to maintain and it's so reliable. It's a real workhorse."

It's engineered for the real world, too, with a full 27 cubic feet of usable cargo space and a thousand pounds of towing muscle. Plus, it's loaded with features you don't find in a stripped-down pickup. And upkeep's easy, thanks to an interior that sheds off dirt and washes clean with a garden hose. Last, but far from least, it's obviously got plenty of style. Even



"I've owned other trucks, but this one is just what I need. It's so easy to maintain and it's so reliable. It's a real workhorse."

when you dress one up with your favorite accessories, a new Suzuki is still half the price of some tricked-out mass trucks. And twice the fun of a gentleman's old pickup.

So if you're looking to replace Old Unlabeled, meet the best

time money can buy. Try a new Suzuki workhorse and have enough left over to rebuild the barn.

"I've owned other trucks, but this one is just what I need. It's so easy to maintain and it's so reliable. It's a real workhorse."



"I've owned other trucks, but this one is just what I need. It's so easy to maintain and it's so reliable. It's a real workhorse."



"Taxi, bus, or blow my budget? I'll take the Samurai."



"I don't know exactly what traffic jams, but I know that the Suzuki Samurai is the only car that can handle them."

If you can't decide between a fashionably high-priced town car or the heartbreak of public transportation, then don't. Choose a new Samurai. Discover what real driving pleasure is all about, and get all the style and status you can handle. You can break the business barrier at the turn of a key, and utilize an outrageous city-vehicle. It won't turn your financial situation into a modern tragedy.

In the big city, Samurai offers its own unique brand of practicality and versatility. No more waiting for buses or dashing for



"The compact size and high visibility make it the top choice for big city drivers."

trouble. And no worrying about finding a parking space that's big enough and safe enough for a mega-dollar showpiece. Samurai's compact design, high visibility and turning capability let you squeeze into the tightest lanes, the smallest parking spots and the smallest garages. And when the daily traffic parade grinds to a halt, you can relax in the comfort of Samurai's well-appointed interior, tune up



"I couldn't call the Suzuki Samurai the matchless beauty. It's the matchless beauty."

the air, tune on the tunes and give your way through gridlock.

But be warned: If you plan on taking turns, better plan on driving more than your share. Who can blame your friends for wanting to spend more time in something that's this much fun. And who could blame you for wanting to accommodate them.

"Whether you always walk out on the back of your car, I can't say I'm not a fan of the Suzuki Samurai."



"The Suzuki Samurai is the perfect car for city drivers. It's compact, it's fun, and it's a real beauty."

After all, a Samurai is more than a means to get there, it's the way to go. It's the occasion, not the destination. It's being seen in it, not just being in it. It's stopping traffic, not just being stopped in it. It's not a Euro-rata at an above average price, it's more. For less.

Who says you can't have it all!





Smart with a capital "S"

To most people, the thought of owning a new Samurai makes a lot of sense. Because, if you're among those two individuals who'd rather invest in a more conservative, more expensive, less enjoyable but paid for a boring little economy car with absolutely no appeal, then you probably can't do a thing for you.

But if you're the type of driver who not only truly is paid to the Samurai's unique reputation. Who's not quite sure that words like comfortable, stylish, practical, affordable, fun and fantastic can all be used in the same sentence when referring to something with a stick shift. Who's tired of just the slightest nudge to be launched headfirst into the fast Fun Zone. Or who's just looking for a little help to combine a rambly brand. Then you've come to the right place at the right time. Because if you, or your friend, are not completely sold by all the Samurai's advantages, here are all the nuts and bolts reasons you should need.

Quality Engineering

The Samurai may be relatively new to the scene, but by no means is it new to us. Part is Suzuki's been building it's for over 17 years. In that time, we've learned a lot about making them tough, making them capable, and making them deliver more than their fair share of durability and value.

We believe simple is better than complicated. Better and lighter is better than dull and heavy.

And there is no such thing as average—especially when it comes to people.

Judging by Suzuki's overwhelming reputation over its past three years in America, our beliefs and goals are right, on all counts. And judging by the competition, or rather the lack of it, the Samurai stands apart, and uniquely ahead.

Versatile Design

Depending on how you look at it, Suzuki fits in any number of classes: Offroad 4x4, City commuter, Country leader, Stylish statement, Family shuttle, Business runabout, Commercial work horse, Recreational vehicle. And so on—they're all appropriate.

But the fact is, Suzuki's Samurai wasn't created to be anything other than a Samurai—and that puts it in a class all its own. It'll take on the looks of quite a few vehicles, and drive with success. But not a single other vehicle can offer Suzuki's unique combination of utility, style, satisfaction, comfort and, of course, fun.

When you own a Samurai, you have what can't be bought anywhere else. At any price.

Dependable Performance

To present an honest picture of Suzuki's wild reliability, we could start with high-level technical talk, all convincing statistics on Suzuki's warranty service and customer satisfaction, and close

by describing the Suzuki Satisfaction System, an optional extended service contract that gives you a choice of coverage plans.

But we won't. Instead of asking you to take our word for it, we invite you to ask the person that owns one. If you can find one sitting perfect for long enough, the typical Samurai owner will probably love the chance to talk—especially about his or her Samurai. Then you can make up your own mind.

Next, think of all the new cars or trucks that offer you as much as a new Samurai, regardless of price. Consider streamlin features like an advanced-engineering, all-aluminum 3000^{cc} engine, 5-speed manual transmission, 2-speed transfer case, 2- and 4-wheel drive, power-assisted disc, brakes and longitudinal suspension. Check the comfortable interior appointments, like reclining front bucket seats, a sport steering wheel, intermittent wipers, and full instrumentation. Add important touches like dual outside door mirrors, styled wheels, steel-belted radial tires, rear wiper flaps, and a locking gas cap. (The list is on the facing page.) Of course, it's your choice of Harley or Coverdale, and



Deliver or Standard trim levels. Back to reality. Now show the line at what you actually want to spend on the amount you can comfortably afford. Dollar for dollar and feature for feature, the choice quickly becomes obvious. Lucky for you.

Commercially Invaluable

Now, if you're a business-minded investor just looking for the ultimate delivery truck, or fleet of trucks, or if you just want to make your pizza parlor, messenger service, florist shop, discounting service, or service station the most recognized name in town, Suzuki could be the wisest, hardest working, most rewarding advertising dollar you can spend. You see, as a commercial vehicle, Suzuki is a rolling billboard, and it can't help but be noticed. Plus it's easy to load, easy to park, and easy to maintain—just to mention just a few of the reasons you can't ignore it. And, of course, this all makes it easy to explain to your accountant, or your business partner, or your spouse, which ever comes first.

So, not assured that when you sign on our bottom line, you'll probably start improving your own.

Indescribable Fun

Words won't do. So you'll just have to take a test drive in a brand new 1983⁺ Samurai. And risk never having to spend another dull moment—behind the wheel.

Rear View Mirror (shown)



Car Door (shown)



Trunk (shown)



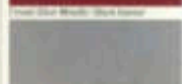
Front View (shown)



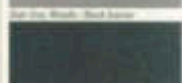
Interior (shown)



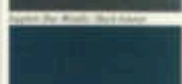
Front View (shown)



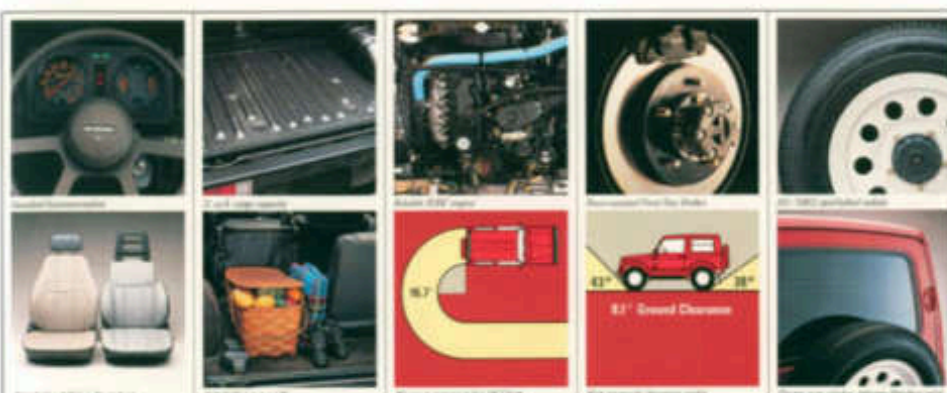
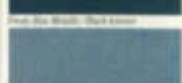
Front View (shown)



Front View (shown)



Front View (shown)



FEATURES

Feature	Standard		Deluxe	
	Car	Truck	Car	Truck
Rolling seat (1st)				
Rolling seat (2nd)				
Rolling seat (3rd)				
Rolling seat (4th)				
Rolling seat (5th)				
Rolling seat (6th)				
Rolling seat (7th)				
Rolling seat (8th)				
Rolling seat (9th)				
Rolling seat (10th)				
Rolling seat (11th)				
Rolling seat (12th)				
Rolling seat (13th)				
Rolling seat (14th)				
Rolling seat (15th)				
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Rolling seat (38th)				
Rolling seat (39th)				
Rolling seat (40th)				
Rolling seat (41st)				
Rolling seat (42nd)				
Rolling seat (43rd)				
Rolling seat (44th)				
Rolling seat (45th)				
Rolling seat (46th)				
Rolling seat (47th)				
Rolling seat (48th)				
Rolling seat (49th)				
Rolling seat (50th)				

Standard equipment
Optional equipment
Not available

SPECIFICATIONS

Category	Standard	Deluxe
Engine	3000 cc, 4-cylinder, carburetor	3000 cc, 4-cylinder, carburetor
Transmission	5-speed manual	5-speed manual
Drive type	2-wheel drive	4-wheel drive
Weight	2000 lbs	2500 lbs
Dimensions	160" x 58" x 68"	160" x 58" x 68"
Performance	0-60 mph in 12.5 sec	0-60 mph in 12.5 sec
Options	Rolling seat, 2nd door, 3rd door, 4th door, 5th door, 6th door, 7th door, 8th door, 9th door, 10th door, 11th door, 12th door, 13th door, 14th door, 15th door, 16th door, 17th door, 18th door, 19th door, 20th door, 21st door, 22nd door, 23rd door, 24th door, 25th door, 26th door, 27th door, 28th door, 29th door, 30th door, 31st door, 32nd door, 33rd door, 34th door, 35th door, 36th door, 37th door, 38th door, 39th door, 40th door, 41st door, 42nd door, 43rd door, 44th door, 45th door, 46th door, 47th door, 48th door, 49th door, 50th door	Rolling seat, 2nd door, 3rd door, 4th door, 5th door, 6th door, 7th door, 8th door, 9th door, 10th door, 11th door, 12th door, 13th door, 14th door, 15th door, 16th door, 17th door, 18th door, 19th door, 20th door, 21st door, 22nd door, 23rd door, 24th door, 25th door, 26th door, 27th door, 28th door, 29th door, 30th door, 31st door, 32nd door, 33rd door, 34th door, 35th door, 36th door, 37th door, 38th door, 39th door, 40th door, 41st door, 42nd door, 43rd door, 44th door, 45th door, 46th door, 47th door, 48th door, 49th door, 50th door



Suzuki of America Automotive Corporation
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Buckle up for Safety
TREAD LIGHTLY
ON PUBLIC LAND

N E V E R A D U L L M O M E N T

