



Press Information  
www.media.suzuki.com/auto

**SUZUKI ANNOUNCES PRICING FOR 2010 KIZASHI**  
*With Kizashi, Suzuki delivers sophistication and driving experience  
of a premium sport sedan for price of a modest midsize car*

- Kizashi is the best equipped mid-size sedan starting under \$19,000, with volume models averaging between \$22,000 and \$24,000.
- Kizashi offers the most standard safety features in its price class and already meets the NHTSA's 2014 safety standards.
- The AWD Kizashi, available in all trim levels with CVT transmission, can be purchased for less than some of the segment's volume leading FWD sedans.

**BREA, Calif. (Nov. 5, 2009)** – Tapping in to its heritage of building high performance outboard motors and motorcycles, American Suzuki Motor Corp. today announces pricing for the all-new 2010 Kizashi sedan (pronounced "Kee-Zah-Shee") which will debut in dealer showrooms in December 2009.

The Kizashi offers a unique blend of dynamic performance attributes, premium design aesthetics and craftsmanship yet to be experienced in this category. Suzuki expands on its best-in-class platform while offering features more appropriate to the near-luxury segment. In short, Kizashi delivers a premium package and experience without the premium price tag.

With the well-equipped entry-level Kizashi S priced between \$18,999 for FWD and \$21,749 for AWD (plus \$735 for destination and handling), a prospective customer enjoys an energetic platform, comfortable accommodation and expressive design for prices appropriate to a modestly equipped compact. This base price includes many standard features usually found in vehicles costing thousands more or as options in the competitive class. Standard features of the Kizashi S include:

- 8 airbags (front/rear side and curtain)
- Pushbutton keyless start
- Dual-zone climate control
- 9-speaker audio with steering controls
- EPS Stability Control and ABS
- Projector beam headlamps
- Power windows, doors and mirrors
- Ambient and footwell lighting

(more)

The FWD Kizashi SE will cost a mere \$2,500 more than the S FWD M/T and will allow customers the benefit of the efficient and responsive continuously variable transmission (CVT), P215/55R17 tires on alloy wheels, power driver's seat with 10-way adjustment (including power lumbar), 3-position memory driver's seat, and leather wrapped parking break handle and steering wheel with cruise control. The Kizashi SE, with prices ranging from \$21,499 to \$22,749 (plus \$735 for destination and handling), will be Suzuki's volume model.

The sporty GTS model, available in six-speed manual or performance tuned CVT with steering wheel paddle shifters, starts at just \$22,499 (plus \$735 for destination and handling) and includes multiple upgrades from the SE model, including 425 watt Rockford Fosgate premium audio system with 10 speakers, Bluetooth<sup>®1</sup> streaming audio capability (with compatible MP3 and iPod<sup>®2</sup> connectivity) and hands-free calling with voice command, P235/45R18 tires, fog lights and power moon roof. GTS pricing will top out at \$24,849 for AWD CVT (plus \$735 for destination and handling).

The luxuriously appointed SLS model builds on the GTS and includes leather seats, power passenger seat, heated front seats, auto dimming rear view mirror with Homelink<sup>®3</sup> Universal garage door opener, heated outside mirrors, automatic rain sensing wipers, automatic headlamps and rear proximity sensors with audible warning and graphic display. Prices for the lavish SLS range from \$24,399 for FWD M/T to \$26,749 for AWD CVT (plus \$735 for destination and handling).

### **About Suzuki**

The Brea, Calif.,-based Operations of American Suzuki Motor Corporation (ASMC) was founded in 1963 by parent company Suzuki Motor Corporation (SMC) and currently markets its vehicles in the United States through a network of approximately 350 automotive dealerships and numerous other motorcycle, ATV and marine distributors in 49 states. With global headquarters in Hamamatsu, Japan, SMC is a diversified worldwide automobile, motorcycle, and outboard motor manufacturer. In 2008, SMC sold more than 2 million new cars and trucks and more than 3.5 million motorcycles and ATVs. Founded in 1909 and incorporated in 1920, SMC has operations in 196 countries and regions. For more information, visit [www.media.suzuki.com](http://www.media.suzuki.com).

###

### **Media Contacts**

Jeff Holland, American Suzuki – (714) 996-7040 ext. 2464, [jeff.holland@suz.com](mailto:jeff.holland@suz.com)

David Boldt, American Suzuki – (714) 996-7040 ext. 2464, [david.boldt@suz.com](mailto:david.boldt@suz.com)

<sup>1</sup>Bluetooth is a trademark of the Bluetooth SIG, Inc.

<sup>2</sup>iPod is a registered trademark of Apple Computer, Inc.

<sup>3</sup>HomeLink and the HomeLink house are registered trademarks of Johnson Controls, Inc.

(more)

## 2010 SUZUKI KIZASHI PACKAGES AND PRICING

MODEL	ENGINE	TRANSMISSION	DRIVE	MSRP*
Kizashi S	2.4L I-4	Six-speed manual	2WD	\$18,999
Kizashi S	2.4L I-4	Automatic (CVT)	2WD	\$20,499
Kizashi SE	2.4L I-4	Automatic (CVT)	2WD	\$21,499
Kizashi GTS	2.4L I-4	Six-speed manual	2WD	\$22,499
Kizashi GTS	2.4L I-4	Automatic (CVT)	2WD	\$23,599
Kizashi SLS	2.4L I-4	Six-speed manual	2WD	\$24,399
Kizashi SLS	2.4L I-4	Automatic (CVT)	2WD	\$25,499
Kizashi S	2.4L I-4	Automatic (CVT)	AWD	\$21,749
Kizashi SE	2.4L I-4	Automatic (CVT)	AWD	\$22,749
Kizashi GTS	2.4L I-4	Automatic (CVT)	AWD	\$24,849
Kizashi SLS	2.4L I-4	Automatic (CVT)	AWD	\$26,749

\* Excludes destination and handling charges.

MECHANICAL FEATURES	S	SE	GTS	SLS
2.4L, 4 Cylinder, 16-valve, DOHC (185HP, 170 LB-FT Torque for M/T)/(180 HP for CVT)	S	S	S	S
Zero-maintenance, self-adjusting timing chain	S	S	S	S
6-speed manual transmission	S	-	S	S
Automatic - performance tuned Continuously Variable Transmission (CVT)	O	S	O	O
i-All-Wheel Drive II (Full-time automatic system w/driver's on/off activation switch)	AWD	AWD	AWD	AWD
Ultra-rigid unibody structure	S	S	S	S
Multi-link rear suspension w/KYB performance shocks	S	S	S	S
4-wheel disc brakes, w/Akebono brake components	S	S	S	S
SAFETY FEATURES	S	SE	GTS	SLS
8 standard airbags (includes front and rear seat side and curtain airbags)	S	S	S	S
2014 NHTSA Crash Standard compliant	S	S	S	S
Advanced Electronic Stability Control w/traction assist	S	S	S	S
Anti-Lock Brake System (ABS) w/brake assist	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S
LATCH System for child seats and rear door child safety locks	S	S	S	S
Projector beam headlamps	S	S	S	S
Daytime running lights	S	S	S	S

(more)

<b>EXTERIOR FEATURES</b>	<b>S</b>	<b>SE</b>	<b>GTS</b>	<b>SLS</b>
"SmartPass" Keyless Start and entry w/push button ignition system	S	S	S	S
P215/60R16 w/16-inch steel wheels and full wheel covers (silver painted finish)	S	-	-	-
P215/55R17 w/17-inch alloy wheels (machined finish)	-	S	-	-
P235/45R18 w/18-inch alloy wheels (smoked silver painted finish)	-	-	S	S
Front fog lamps	-	-	S	S
Automatic control on/off headlamps	-	-	-	S
Heated outside mirrors (AWD only on S, SE and GTS)	AWD	AWD	AWD	S
Rear proximity sensors w/instrument cluster graphic display	-	-	-	S
<b>INTERIOR FEATURES</b>	<b>S</b>	<b>SE</b>	<b>GTS</b>	<b>SLS</b>
Power windows, door locks and mirrors (includes auto up/down front windows)	S	S	S	S
Dual zone automatic climate control w/Micron air filtration	S	S	S	S
Front sport seats w/seatback map pockets (driver's height adjustable)	S	S	S	S
60/40 split folding rear seat w/center pass thru and rear armrest with cup-holders	S	S	S	S
Dual extending sun visors w/illuminated vanity mirrors	S	S	S	S
Illuminated steering wheel switches with remote audio controls	S	S	S	S
Tilt and telescopic steering wheel column	S	S	S	S
Premium soft touch materials including dash, doors, flocked glove box, woven headliner and A-Pillars	S	S	S	S
Center console w/power port, USB port, 3 storage bins and rear passenger facing air vents	S	S	S	S
AM/FM/CD/MP3 XM-capable audio system	S	S	S	S
Driver information center in meter cluster (average speed, average and instant MPG, range, outside temp)	S	S	S	S
Ambient lighting for front footwells, overhead console and front door courtesy lighting	S	S	S	S
Interior electronic trunk release switch (trunk lid includes fabric liner, covered hinges and convenience handle)	S	S	S	S
Leather-wrapped steering wheel w/cruise control (includes leather-wrapped shifter knob)	CVT only	S	S	S
10-Way power driver's seat w/power lumbar support and 3-position memory setting	-	S	S	S
Power tilt-and-slide sunroof (includes one-touch open/close)	-	-	S	S
Rockford Fosgate audio (425 watts, 8 channel, 10 speakers, w/digital sound processor)	-	-	S	S
Bluetooth® hands-free calling w/voice command and wireless music streaming capability	-	-	S	S
Leather appointed interior	-	-	-	S
Heated front seats w/three (3) settings	-	-	-	S
Power passenger seat	-	-	-	S
Auto dimming rear view mirror w/Homelink® remote control system	-	-	-	S