

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!"



"It's great looking and I love that it's a hard-top car—I love it! Now, if I could only get my thumbs to let me drive it."

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 fashionable. 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 free ticket out of Yawnsville you'll ever drive.

It's a Suzuki Samurai. A ton 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 crowd pleaser; a built magnet. My future should work so well. Oh, well."

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.

It's a smart investment, too, as a Samurai Truck costs about the same as a humdrum budget sedan that's guaranteed to bore you stiff in 12 minutes or 12 thousand feet.



It comes as no surprise that in the past two years Samurai's become the most popular, least expensive 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.



"I couldn't talk Dad out of next year's tuition, but for did make sure I could get home on weekends."

So if you're in the market for the perfect first "car"—and you don't mind making your friends with high payments or budget cars a bit envious—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, campgrounds, city...or anywhere at all. Perfect.



"I dressed my Samurai to head my Sammie days—and my Sammie days—in style."



"From a lifeguard's point of view, it's the best thing to hit the beach since the 20's. I'd trade my old truck in a minute."



"Being alone for the ride is fun, but it's not good enough. Not even close! I need a Samurai of my own. I've just gotta have one. I've got to talk to my folks—quick!"



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



"He'd never admit it even all my kids. He seldom admits it's my Samurai, but that's okay. I let him take it to work occasionally. And I let him add all the accessories he wants—on long as he asks me, first."



"Best idea I ever had! It's easy to drive, easy to park, and easy on gas. It's fun like our old wagon never was. The best it's been."

Is the battery still alive in the family sedan? Do you even remember what color it is? Because, when your "second car's" a new Samurai, most "first" cars tend to be forgotten, except when the mortgage-size payment is due. But a Samurai doesn't stay in the garage—or in second place—for long, and for good reason.

Samurai's light-years ahead of a second-hand status wagon, more versatile than a 2-seater pickup truck, half the cost of a compact van, and twice as much fun as all of them combined. And with its



"Now I can go where a car never could, and with my Suzuki's off-road accessories, I can get where Mother Nature never thought I would."

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 5-speed overdrive transmission. A 2-speed transfer case and 2-wheel/4-wheel drive. Add to that the smoother riding, recalibrated suspension plus a wide selection of factory-designed accessories, and you have a Samurai 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 5-figure budget—have we got a deal for you! Just hustle on down to your local Suzuki dealer for a test ride in a new Suzuki Samurai. And if you still feel the need to call it your "second car," we'll understand.



"Air conditioning, reclining seats, stereo carpeting, an AM/FM cassette... if this is anything, it's ready for anything."

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

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

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

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

"It won't walk on water, but it will get us cross-country or take us to the country club in style."



"It looks like a great product, good value, visibility, mobility, utility—I respect that. Seems like the folks that buy them respect my Aesop. I respect that."



"Between a Samurai and a brown bear, I'll take the Sam... which, but if I could drive, I'd be a tough decision!"



Deluxe Convertible shown with optional equipment and accessory rear seat kit.

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



"It's a real workhorse, it's cheap to keep fun to drive, and Junior keeps it clean. For once, I get more than I paid for."

You might not expect a Samurai to replace a burly old half-ton. 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 bargain. It all adds up.

Samurai's got a heart of gold and a backbone of steel. Its efficient, 1.3-liter, all-aluminum powerplant is as reliable as it is economical. It puts the torque through a fully-synchronised,



"It's built rugged, and it's too good-looking to be ignored. Especially when I'm out mounding up... a dirt!"

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

Samurai's short wheelbase and 8.1-inch ground clearance let you snake through the tight stuff and take the gullies and ruts in stride. And with its smoother, better-tracking suspension, it won't rattle your fillings loose on hard-packed washboard roads. Samurai's engineered 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 Samurai's high customer satisfaction.

"Every Samurai comes standard with a built-in hitch mount. Every Saturday, my cows stand with Dad's best friend."

"Compared to the old days and the old truck, since at the old gas station we really had our feet between."

It's engineered for the real world, too, with a full 37 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 shrugs off dirt and washes clean with a garden hose. Last, but far from least, it's obviously got plenty of style. Even



when you dress one up with your favorite accessories, a new Samurai is still half the price of some tricked-out mini-trucks. And twice the fun of a ponderous old pickup.

So if you're looking to replace Old Unfaithful, invest in the best

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

"Nothing'll make running errands easier, but at least our Samurais makes me a lot more fun. Boy, I'm sure glad my Dad didn't blow the money on another used pickup!"



"There's a cute little thing I don't seem to use much gas. Probably 'll never need to be worked on. Dang, I hope everybody doesn't get the same idea. Maybe I'll get one for the station."



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



"I hate buses, taxis and traffic jams, but I love the city too much to leave. Now I love my Samurai. And my lifestyle's saved—and so is my bank account!"

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 boredom barrier at the turn of a key, and unlike an extravagant chic-mobile, 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 dueling for

"The compact size and high-visibility stance let me slip into spaces the big guys never see."



cabs. 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 shortest 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, turn up



"It comes in all my favorite colors. One matches my lipstick, one matches my eyes. How could I resist?"

the air, turn on the tunes and grin 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.



"The creature comforts and crowd-pleasing appeal can turn jammed traffic into a social occasion."

"Whether we're driving to work, out on the town or just out shopping, I can't help but realize how much we're enjoying it."



"So I stopped a little traffic to get a clear look. I wondered why somebody could be having a good time getting nowhere. I'm beginning to understand."



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-sedan at an above average price, it's more. For less.

Who says you can't have it all!



Deluxe Convertible shown with optional equipment and necessary rear seat belt.



Smart with a capital "S"

To most people, the thought of owning a new Samurai makes a lot of sense. However, if you're among those rare individuals who'd rather invest in a more conservative, more expensive, less enjoyable land yacht or a boring little econ-car with absolutely no appeal, then we probably can't do a thing for you.

But if you're the type of driver who's not quite ready to yield to the Samurai's unique temptation. 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 in need of just the slightest nudge to be launched headfirst into the 4x4 Fun Zone. Or who's just looking for a little help to convince a needy friend. Then you've come to the right place at the right time. Because if you, or your friend, are not completely sold on 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. Fact is, Suzuki's been building 4x4'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 shares of durability and value.

We believe simple is better than complicated. Smart and light is better than dull and heavy.

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

Judging by Samurai's overwhelming reception 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, Samurai fits in any number of classes: Off-road 4x4. City commuter. Country hauler. Stylish statement. Family shuttle. Business runabout. Commercial workhorse. 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 tasks of quite a few vehicles, and shine with success. But not a single other vehicle can offer Samurai's unique combination of versatility, 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 Samurai's solid reliability, we could start with high-level technical talk, cite convincing statistics on Samurai 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 parked 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.

Incomparable Value
Take a few moments, and make a mental note of all the new cars or trucks you'd consider buying that are as inexpensive as a new Samurai.

Next, think of all the new cars or trucks that offer you as much as a new Samurai, regardless of price. Consider drivetrain features like an advanced-engineering, all aluminum SOHC engine,

5-speed overdrive transmission, 2-speed transfer case, 2- and 4-wheel drive, power-assisted disc brakes and long-travel 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 sport mirrors, styled wheels, steel-belted radial tires, rear mud flaps, and a locking gas cap. (The list is on the facing page.) Of course, it's your choice of Hardtop or Convertible, and

Deluxe or Standard trim levels. Back to reality. Now draw the line at what you actually want to spend or 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, decorating service, or service station the most recognized name in town, Samurai could be the wisest, hardest working, most rewarding advertising dollar you can spend. You see, as a commercial vehicle, Samurai is a rolling billboard, and it can't help but be noticed. Plus it's easy to load, easy to park, and easy on gas and maintenance...not to mention payments that are easy on you. And, of course, this all makes it easy to explain to your accountant, or your business partner, or your spouse, whichever comes first.

So, rest assured that when you sign on our bottom line, you'll probably start improving your own.

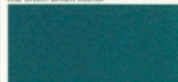
Indescribable Fun

Words won't do. So you'll just have to take a test drive in a brand-new 1988^{1/2} Samurai. And risk never having to spend another dull moment—behind the wheel.

Polar White / Brown Interior



Toal Green / Brown Interior



Champagne Gold / Brown Interior



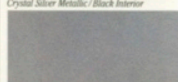
Frontier Black / Black Interior



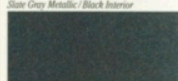
Garnet Red / Black Interior



Crystal Silver Metallic / Black Interior



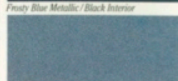
State Grey Metallic / Black Interior



Supplene Blue Metallic / Black Interior



Frosty Blue Metallic / Black Interior



Standard Instrumentation



Standard and Deluxe Front Seats



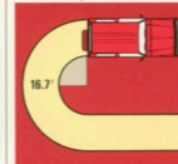
31 cu ft cargo capacity



Split-folding rear seat*



Reliable SOHC engine



Minimum turning radius (16.7 feet)



Power-assisted Front Disc Brakes



High approach/departure angles



265/70R15 steel-belted radials



Electric rear window defogger (Hardtop only)

FEATURES

Seating and Trim

Conventional front bucket seat
Sports style front bucket seats
See-through front head restraints
Folding/removable rear seat
Split fold-down rear seat
Vinyl upholstery
Full cloth upholstery
Carpeted floor covering
Door trim panels w/ cloth inserts
Upper door trim

Comfort and Convenience

Rear window defogger
Tilt rearview mirror, passenger side
Cruise holder
Assist grips, front
Assist grips, front and rear
3-position interior light
Locking glovebox
Day/night rearview mirror
Air conditioning

Instrumentation and Controls

Amber instrumentation illumination
Tachometer
Tripmeter
16-level fuel/water system
4-spoke steering wheel
2-speed/intermittent windshield wipers
4-wheel-drive indicator lamp
Electrically-boosted AM/FM stereo w/cass. player

Exterior

Deluxe canvas top
Folded sport bar
Halter headlight
Dual outside sport mirrors
16-hole alloyed steel wheels
Wheel cover caps
Steel-belted radial tires
Rear-mounted full size spare tire
Sport stripes
Color coordinated mar Suzuki decal
Spring-open luggage
Locking fuel tank cap
Mud flaps, rear

Functional

1.3-liter SOHC engine
Electronic ignition
5-speed manual overdrive transmission
Part-time 4-wheel drive
Power locks
Recirculating ball steering
Sub-ride suspension

Standard equipment
Optional equipment
Not available

SPECIFICATIONS

Engine

Engine design Water cooled, inline 4-cylinder, single overhead cam
Displacement 86.8 cu. in. / 1424cc
Compression ratio 8.9:1
Induction system 2-barrel carburetor
Horsepower 64 BHP @ 3000 rpm
Torque 74 lb-ft @ 3500 rpm

Drivetrain

Clutch type Dry single-disc
Transmission type 5-speed forward, all synchromesh, 1 reverse
Gear ratios 1st 3.632
2nd 1.947
3rd 1.423
4th 1.086
5th 0.864
Rev. 3.856

Chassis, Suspension

Body design Welded, unitized construction
Front suspension Leaf springs w/ double wishbone shock absorbers and stabilizer bar
Rear suspension Leaf springs w/ double wishbone shock absorbers
Wheel type, size Styled steel, 15 x 5.5
Tires 265/70R15 steel-belted radials
Brakes Power-assisted disc/drum
Steering Recirculating ball

Capacities

Engine oil 7.4 qt.
Transmission gear box oil 2.7 qt.
Differential gear box oil front 4.2 qt.
rear 3.2 qt.
Transfer gear box oil 1.7 qt.
Coolant 10.6 qt.
Fuel tank 16.6 gal.

Dimensions

| | Convertible | Hardtop |
|---------------------------------|--------------|---------|
| Wheelbase | 79.9" | 79.9" |
| Length | 135.6" | 135.4" |
| Width | 60.2" | 60.2" |
| Height | 65.6" | 65.6" |
| Track | 51.2" | 51.2" |
| | 51.8" | 51.8" |
| Ground clearance | 8.1" | 8.1" |
| | 33.4" | 33.4" |
| Turning circle | | |
| Cargo load area, (2 passengers) | length 32.3" | 33.7" |
| | width 30.9" | 47.8" |
| | height 60.2" | 61.7" |

Weight

| | Convertible | Hardtop |
|-----------------------------|-----------------|-----------|
| Curb weight (2 passengers) | 2663 lbs. | 2664 lbs. |
| Gross vehicle weight rating | 2932 lbs. | 2932 lbs. |
| Gross axle weight rating | front 1257 lbs. | 1257 lbs. |
| | rear 1675 lbs. | 1675 lbs. |

EPA Fuel Economy Estimates*

| | | |
|-----------------------|----|----|
| Estimated highway mpg | 28 | 28 |
| Estimated city mpg | 25 | 25 |

* - Accessory kits available at your dealer.
1 - Standard vehicles include front area carpet only.

Standard Instrumentation

Conventional front bucket seat
Sports style front bucket seats
See-through front head restraints
Folding/removable rear seat
Split fold-down rear seat
Vinyl upholstery
Full cloth upholstery
Carpeted floor covering
Door trim panels w/ cloth inserts
Upper door trim

Comfort and Convenience

Rear window defogger
Tilt rearview mirror, passenger side
Cruise holder
Assist grips, front
Assist grips, front and rear
3-position interior light
Locking glovebox
Day/night rearview mirror
Air conditioning

Instrumentation and Controls

Amber instrumentation illumination
Tachometer
Tripmeter
16-level fuel/water system
4-spoke steering wheel
2-speed/intermittent windshield wipers
4-wheel-drive indicator lamp
Electrically-boosted AM/FM stereo w/cass. player

Exterior

Deluxe canvas top
Folded sport bar
Halter headlight
Dual outside sport mirrors
16-hole alloyed steel wheels
Wheel cover caps
Steel-belted radial tires
Rear-mounted full size spare tire
Sport stripes
Color coordinated mar Suzuki decal
Spring-open luggage
Locking fuel tank cap
Mud flaps, rear

Functional

1.3-liter SOHC engine
Electronic ignition
5-speed manual overdrive transmission
Part-time 4-wheel drive
Power locks
Recirculating ball steering
Sub-ride suspension

Standard equipment
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|-----------------------|----|----|
| Estimated highway mpg | 28 | 28 |
| Estimated city mpg | 25 | 25 |

*Use these estimates for comparison. Actual mileage may vary depending upon trip length, speed, and weather. Actual highway mileage will probably be less.
NOTE: Please read your Suzuki Samurai Owner's Manual for on- and off-road driving safety tips.



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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

