

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



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



"It's great looking and I look great in it, and it could've been a boring blue—I love it! Now, if I could only get my friends 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 Yonkersville you'll ever drive.

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



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.

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 pleasure, a built-in magnet. My friends should work so well. Oh, well!"



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 wait Dad out of next year's tuition, but he 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 Samurais days—and my Samurais days—in style!"



"From a lifeguard's point of view, it's the best thing to hit the beach since the 2-piece. I'd make my old truck as a muse!"



"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."



"We'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 when I ever had! It's easy to drive, easy to park, and easy on gas. It's fun like our old wagon never was. This had it's here."

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, plush 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 in cross-country or take us in the country club in style."



"It looks like a great product, good value, usability, mobility, utility—I respect that. Some like the bells that buy them respect my horse. I respect that."



"Between a Samurai and a horse, I'd take the Sam. With that if I could drive, I'd be a tough decision!"



"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-synchromeshed,



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

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 Samurai, sure comes standard with Dad's beer bowl."

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



"Compared to the old days and the old truck, since at the old gas station one really has and for between."

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 turning around easier. But at least our Samurais make one a lot more fun. Buy. I'm sure glad my Dad didn't blow the money on another used pickup!"



"Sure a cute little thing. (Sweet) I want to use much gas. Probably it's more need to be worked on. (Gasp) 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. Don't my lifestyle's saved—and not 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.

R ST. BLEEKER ST.

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.



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



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

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!



Exterior Conceivable shown with optional equipment and accessories may vary.



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 econo-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, comfort and, of course, fun.

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

Teal Green / Brown Interior

Champagne Gold / Brown Interior

Frontier Black / Black Interior

Garnet Red / Black Interior

Crystal Silver Metallic / Black Interior

Steel Gray Metallic / Black Interior

Sapphire Blue Metallic / Black Interior

Frosty Blue Metallic / Black Interior



Standard Instrumentation



31 cu ft cargo capacity



Reliable 1300cc engine



Power-assisted Front Disc Brakes



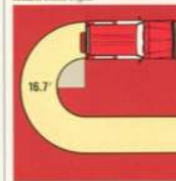
265/70R15 steel-belted radials



Standard and Deluxe Front Seats



Split folding rear seat*



Minimum turning radius (16.7 ft)



High approach/depart angles



Electric rear window defogger (Hardtop only)

FEATURES

	Standard	Deluxe
	Conv.	Hardtop
Seating and Trim		
Concave front bucket seats		
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 lifter		
Wiper/wash motor, passenger side		
Coin holder		
Assist grips, front		
Assist grips, front and rear		
Position interior light		
Locking glovebox		
Day/night mirror		
Air conditioning		
Instrumentation and Controls		
Analog instrumentation/illumination		
Tachometer		
Turner		
On-level level/wash system		
4-spoke steering wheel		
3-speed/intermittent windshield wipers		
4-wheel-drive indicator lamp		
Electrically heated AM/FM stereo w/ cassette player		
Exterior		
Deluxe canvas top		
Painted sport bar		
Hairpin headlight		
Dual outside sport mirrors		
Chrome styled steel wheels		
Wheel cover caps		
Steel-belted radial tires		
Rear-mounted full size spare tire		
Sport stripes		
Color coordinated rear Suzuki decal		
Locking gas cap		
Locking fuel tank cap		
Wind flaps, rear		
Functional		
1300cc SOHC engine		
Electronic ignition		
5-speed manual overdrive transmission		
Part-time 4-wheel drive		
Power locks		
Recirculating ball steering		
Self-aligning suspension		

Standard equipment
Optional equipment
Not available

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

SPECIFICATIONS

Engine	Water-cooled, alloy, 4-cylinder, single overhead cam
Displacement	1600 cc (97.7 cu in.)
Compression ratio	8.9:1
Induction system	2-barrel carburetor
Horsepower	64 BHP @ 3000 rpm
Torque	74.6 lb-ft @ 1500 rpm
Drivetrain	
Clutch type	Dry single disc
Transmission type	5 speeds forward, all synchromesh, 1 reverse
Gear ratios	1st 3.632
	2nd 1.947
	3rd 1.425
	4th 1.000
	5th 0.864
	Rev 2.800
Chassis, Suspension	
Body design	Welded, unitized construction
Front suspension	Leaf springs w/ variable action shock absorbers and stabilizer bar
Rear suspension	Leaf springs w/ double action shock absorbers
Wheel type, size	Steel wheel, 15 x 5.5J
Tires	265/70R15 steel-belted radials
Brakes	Power-assisted disc/drum
Steering	Recirculating ball
Capacities	
Engine oil	1.6 gal.
Transmission gear box oil	2.7 gal.
Differential gear box oil	4.2 gal.
Transfer gear box oil	3.2 gal.
Coolant	1.7 gal.
Fuel tank	70.0 gal.
Dimensions	
Wheelbase	79.9"
Length	135.0"
Width	66.2"
Height	65.4"
Track	52.2"
Ground clearance	8.1"
Turning circle	33.4'
Cargo load area, (2 passengers)	length 32.1"
	width 39.6"
	height 61.2"
Weight	
Curb weight (2 passengers)	2661 lbs.
Gross vehicle weight rating	2932 lbs.
Gross axle weight rating	1237 lbs.
	1675 lbs.
EPA Fuel Economy Estimates*	
Estimated highway mpg	28
Estimated city mpg	23

*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.



Suzuki of America Automotive Corporation
3251 E. Imperial Highway
Brea, CA 92621-6722

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

