



# Samurai sets the sales pace

During 1988, Suzuki Canada Inc. became the fastest growing car company in Canada and much of the credit is due to the sales success of Samurai.

In 1987, from January to August, the company sold 2168 Samurais; whereas this year, through the same eight month period, sales were 3751... up an impressive 73%!

According to some Canadian newspaper reports, Samurai has become a "cult" vehicle which is exactly what the company had in mind when it first introduced the short wheel base 4x4. Suzuki's strategy is to provide the public with vehicles that project a clear image - an image of performance, fun and value for the money.

Though Samurai is a legitimate off-road vehicle, many of Suzuki's customers have purchased the Samurai for its "perky" styling, its excellent fuel economy (33.8 mpg combined city highway rating) and

its around-town driveability. Typical buyers of this highly successful vehicle are people in the 18-34 age bracket.

The engine is the durable 1.3 litre four cylinder unit that produces 64 horsepower at 5500 rpm. The engine is notable for its low end torque. This combined with excellent gearing afford the vehicle true off road capabilities. Samurai features a fully synchromesh, five speed transmission along with a two speed transfer case.

Tires for both convertible or hardtop models are P205/70R x 15.

The company offers a full range of accessories for this practical, yet trendy vehicle including:

- winches
- trailer hitches
- roof carrier
- sport mirrors
- sport steering wheel
- brush guards
- ski racks
- bikini vinyl tops



Suzuki display cars

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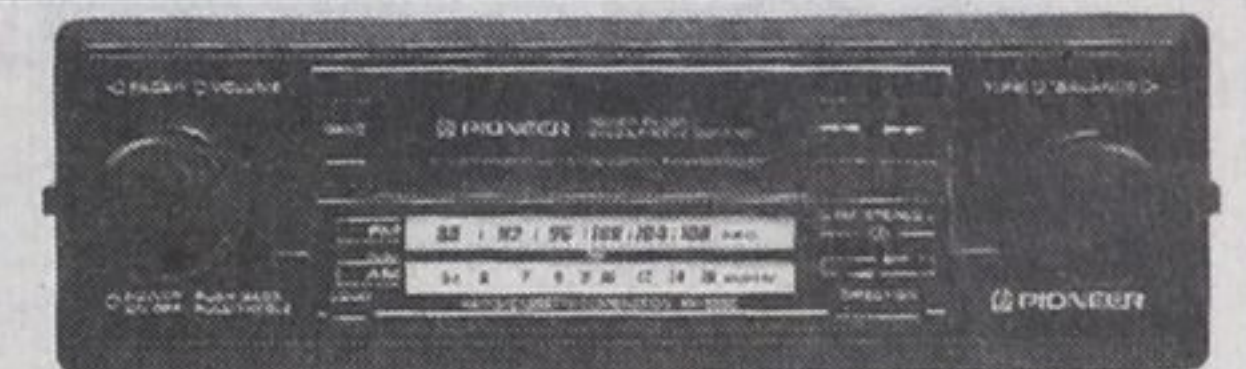
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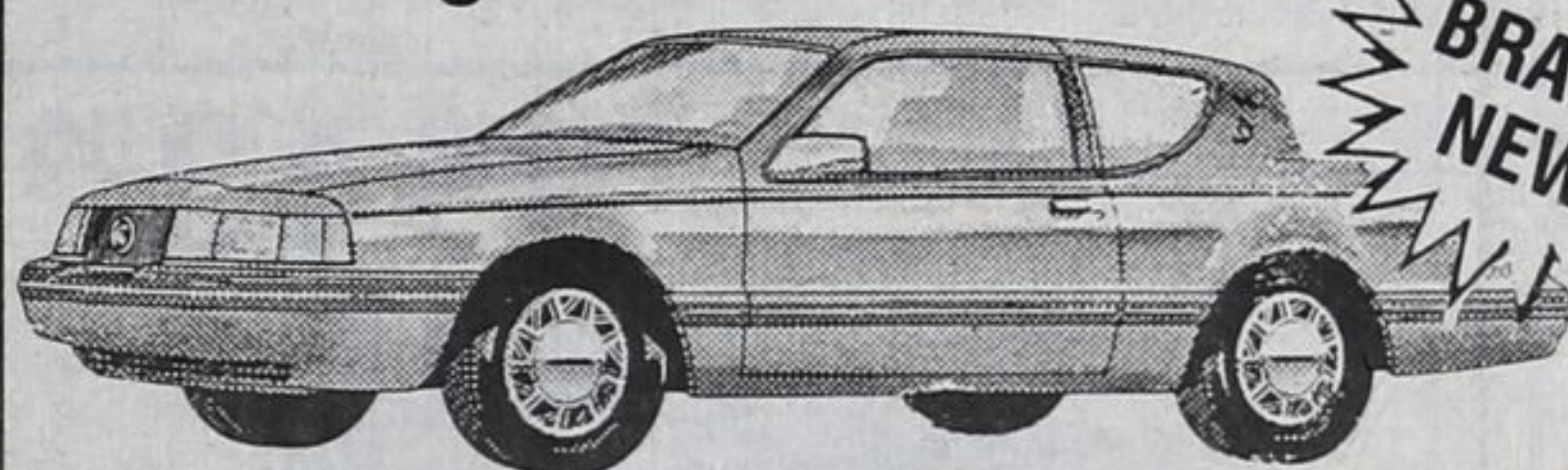
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### 1988 Cougar LS

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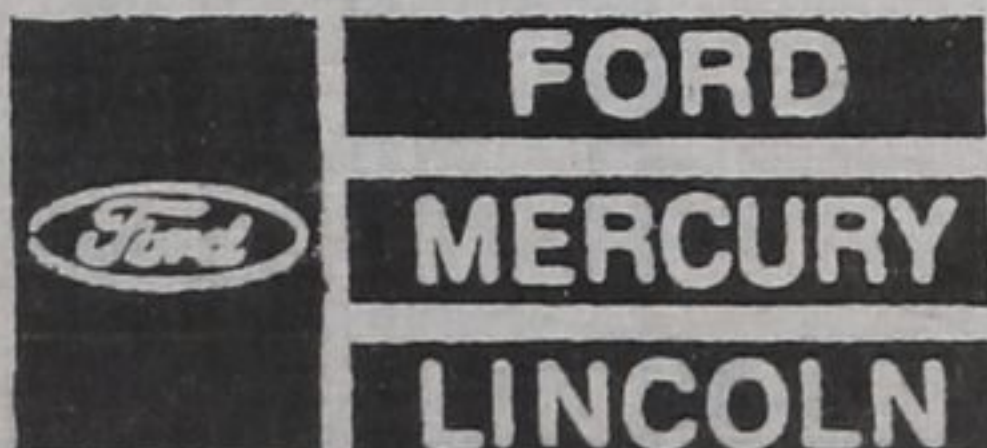
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