



PRESS RELEASE
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Date: 9th August 2010

SUZUKI MALAYSIA AUTOMOBILE SDN. BHD. LAUNCHED A BRAND NEW SUB COMPACT MODEL *OWN YOUR STYLE WITH THE ALTO 1.0L*

Shah Alam, 9th August 2010 – Suzuki Malaysia Automobile Sdn. Bhd. introduced a new CBU model to the Suzuki product family today. The new Alto 1.0L is a sub compact model designed with style, comfort, practicality and performance in mind. This amazing ride combines a sporty and youthful design and convenience with great performance that meets the daily lifestyle while offering an eco-friendly feature for urban city dwellers.

“We have also noticed a potential growth for the non-national brands in the sub compact model category as there is a surge of interest by consumers for a distinctive yet convenient urban drive.

“Consumers are also placing an emphasis on products that are eco-friendly and economical as criteria for purchase. We are certain that Alto will emerge as an additional choice and a breath of fresh air for the Malaysian consumers.” said YBhg Dato’ Sri Haji Mohd Khamil Jamil, Chairman of Suzuki Malaysia Automobile Sdn. Bhd.

Available in both Automatic (A/T) and Manual (M/T), the Alto encompasses a sporty and stylish European inspired look with aerodynamics performance. Ideal for singles, couples and families, the Alto 1.0L is a definitive response to comfort and grace together with efficacies that are environmental friendly.

Alto 1.0L is the 5th global model by Suzuki that had received tremendous success in Asia and Europe for its economical and eco friendly features. On top of that, Alto won several international accolades for its green features such as the Most Fuel Efficient Car in Global Green Marathon 2009 in New Zealand and 2nd Most Environmentally Friendly Car in the World by Verlehrsclub Germany in 2009.

Stylish, Sporty and Youthful: A Design Reflecting European Taste

Alto's trendy and eco-friendly lifestyle is reflected through its earthy and vivacious body colour line up with key palates such as Fortune Rose Pearl Metallic (inspired by roses), Paradise Blue Pearl Metallic (inspired by the sea), Desert Brown Metallic (inspired by the land) and Healing Green Pearl Metallic (inspired by forests). These shades were carefully selected to radiate Suzuki's Way of Life especially for the young and the young at heart.

Adorned with a sporty and chic body design, the Alto 1.0L exudes youthful elegance thanks to its aerodynamic contours that combine tautness with evocative curviness. The front façade is equipped with a big boldly shaped grill plus uniquely shaped headlamps that give a sporty front and its curved edge bonnet contributes to the overall spherical exterior. The side profile of the body has a wedge profile that gives a sense of sportiness without compromising interior roominess.

The Alto 1.0L may be petite in size but its total cabin layout mirrors space that is sufficient for four adults. There are handy storage spaces for small items located all around the cabin smartly designed for convenience to the driver and passengers. In addition, there is ample luggage room for travelers with a versatile 50-50 split rear seatback, a unique feature for the A/T variant. This variant also comes with a sporty gate-type shifter which is a unique feature among one-litre cars.

Performance and Environmental Compatibility

Alto 1.0L is made from high-tensile steel which gives rigidity with lightness to the body, fuel economy and ease in control. Powered by the newly developed K10B engine, this model is equipped with a three-cylinder configuration that makes the engine light and compact which keeps the friction low with minimal emission while giving enhancement in fuel consumption. Alto comes in a standard five-speed manual and four-speed automatic transmission which enables a maximum output performance of 67/6,000 hp/rpm and maximum torque of 90/3,400 N-m/rpm.

The Alto1.0L reflects an uncompromising approach to aerodynamic efficiency that offers unparalleled performance for a sub compact model. This feature was made possible by a stringent development process that involves computerized flow simulation and extensive wind tunnel testing of scale models. The shape of the body and parts such as the outside door mirrors reflects Suzuki's pursuit for superior aerodynamic performance, giving a tremendous drag coefficient of just 0.30.

The front wheels come with the MacPherson strut suspension; a large, sturdy suspension frame that is complemented by high rigidity in the strut mounting areas for superior handling. A stabilizer is directly attached to the struts for superior handling and ride comfort.

The rear suspension adopts Suzuki's proprietary 3-link rigid axle design that incorporates total refinements for superior performance in a sub compact vehicle. Ample rigidity in the lateral rod's mounting points is complemented by an increased lateral-rod length for better suspension rigidity and the trailing arms are reinforced for high-speed stability plus responsiveness. Furthermore, the new Alto 1.0L has a minimum turning radius of just 4.5km, giving excellent manoeuvrability and the ability to slip into tight parking spaces.

Unparalleled Safety Features

Suzuki's Total Effective Control Technology (TECT) concept for occupant protection is reflected through its crushable structures that absorb impact energy away from occupants with the support of strong cabin structure and frame members. The trim on the pillars and roof side rails has a shock absorbing structure that mitigates severe head impact. Alto 1.0L assures an uncompromising safety protection with the existence of duo front airbags for both variants.

Alto 1.0L promises reliable braking performance in diverse situations with the support of its large diameter front disc brakes and rear drum brakes. The short pedal stroke delivers a sporty brake feel and the brake assist function helps to maximize the effectiveness during emergency. A four-wheel anti-lock braking system (ABS) with

electronic braking-force distribution (EBD) is made available for A/T to ensure plenty of stopping power and confidence inspiring control.

Suzuki Malaysia achieved fantastic results in Financial Year 2009/2010. We have achieved a total registered volume of 5,588 units in Financial Year 2009/10. Suzuki Malaysia reaped a total growth of 13% in the last financial year, which totaled to an increase of 659 units compared to financial year 2008/2009. This is a formidable growth for Suzuki Malaysia despite the global economic downturn.

“The promising performance was due to the tremendous market response to the locally-assembled Suzuki Swift 1.5L and the three CBU models such as the Swift Sport, Grand Vitara 4x2 and the SX4 Sport Crossover. Suzuki Malaysia is confident that the performance for this financial year will be elevated even higher with the introduction of Alto 1.0 into the sub compact category. We are targeting to achieve an average of 150 units a month and subsequently a total of 1,200 units by the end of this financial year. ” added YBhg Dato’ Sri Haji Mohd Khamil.

The Alto 1.0L is now available in 3 grades; Manual (GA) at RM44,888, Automatic (GLX) at RM49,999 and Automatic (GXS) at RM54,888 (on the road without insurance) with 6 vibrant colour palates to select from at all 29 authorized Suzuki Showrooms nationwide.

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About Suzuki Malaysia Automobile Sdn Bhd:

Suzuki Malaysia Automobile was established in December 2004 to import and market Suzuki automobile. It began selling Suzuki automobiles in Malaysia in May 2005 as an authorized distributor.

With a view to further establish and promote Suzuki automobiles in Malaysia, Suzuki Motor Corporation (SMC) and Itochu Corporation entered into a joint venture agreement with DRB-HICOM in early 2008 on a 40:20:40 shareholding ratio.

Suzuki Malaysia Automobile commenced the local assembly of Suzuki Swift back in 2007 with plans to assemble more models locally in the future at DRB-HICOM's Automotive Complex in Pekan, which at the end of the day will provide savings and benefits to the customers and generate the economy whilst promoting the local automotive market.