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NEW ZEALAND INDUSTRY AWARD FOR SUZUKI SWIFT

The top-selling Suzuki Swift, New Zealand's favourite small car, has won another annual award.

The new model Swift was named small car of the year at the 2011 AMI Insurance Autocar magazine awards on November 18.

Launched in February, the latest generation Swift soon proved a worthy successor to the previous model that had stormed the local market since 2005.



In its first full month of sales, the Swift moved into the number one sales position and was the best selling new car for the first seven months of 2011.

For the year to date January to October period, the compact Suzuki was second overall, beaten only by the Toyota Corolla. At the same time, it was the most popular new car sold to private motorists in New Zealand.

"The AMI Autocar award is yet another accolade for the most successful international car ever launched by Suzuki," said Tom Peck, general manager of marketing for Suzuki New Zealand.

"New Swift is following in the wheel tracks of the outgoing version that was the best-selling small car in New Zealand for six years in succession," he said.

"The latest Swift is on track to emulate the success of its predecessor, with demand so far this year a solid 9 per cent ahead of our forecasts," said Peck.

In the first ten months of this year, demand and sales for the new Swift had already exceeded total sales for the previous model Swift for the whole of 2010.

Sold in 124 countries and built in four nations world-wide, the Swift has won widespread appeal for its styling, value for money and 5 star Euro NCAP & ANCAR 5 star safety ratings.

In its local vehicle review, the Automobile Association described the Swift as “fun, safe and affordable”.

“It’s not often designers come up with the perfect recipe and produce a car which can appeal to such a wide and diverse audience,” said the AA.

Following the success of the previous Swift, Suzuki developed a successor that was unashamedly evolutionary.

The result was a car that had improved safety, an upgrade in ride refinement and handling, while being lighter and offering even better fuel economy.

The emerging package was good enough for Japanese journalists to vote new Swift the RJC Car of the Year for 2011.

In the latest China Initial Quality Study (IQS) by influential motor industry analyst JD Power Asia Pacific, the Swift and its smaller stablemate Alto were rated tops in their segments.

Five versions of the Swift will be joined by a much anticipated higher performance Swift Sport five-door hatchback model in New Zealand early next year.

Recommended retail pricing starts from a highly competitive \$20,500 which includes all on-road costs, a three year/100,000 km warranty and five-year Suzuki roadside assistance plan.

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