



Suzuki Reno Intruder Concept Showcases Customization Potential of New Five-Door Vehicle

Demonstrating the Personalization Potential of the New Reno, Suzuki Unveils Modified Version to Fuel the Imagination of Generation Y



From the streets of Los Angeles to blockbuster movies like “The Fast and the Furious,” Generation Y leads the trend of customizing vehicles to express personal style as well as enhance performance – often on a tight budget. Now, these “tuners” will have a new focus of attention – the all-new Suzuki Reno five-door vehicle. With an expected MSRP between \$13,000 and \$17,000, the Reno offers custom-oriented compact buyers unique European styling and seemingly endless customizing potential for thousands less than competing models.



To demonstrate the ease and affordability of creating a personalized version of the Suzuki Reno, the **Reno Intruder Concept**, a modified version of American Suzuki Motor Corp. (ASMC)’s all-new five-door Reno, was displayed at the New York International Auto Show.

The Suzuki Reno Intruder Concept heats up the show with a Firestorm



Orange Pearl Coat paint drawing attention immediately. Pairing the unique paint color with dark smoked headlights, foglights and taillights



and an imposing aluminum silver wire mesh grille and lower bumper scoop, gives the Intruder an aggressive yet mysterious look. The edgy design is extended further with the addition of front and rear ground effects, mid-body rear spoiler and rocker panel extensions and finished off with a Euro-style dual tip center exhaust system.

Generation Y tuning enthusiasts will quickly note the other exterior modifications, starting with the flashy 17-inch five-spoke Sport Max Chromium Black Alloy Wheels. Continuing the theme, the Reno Intruder Concept's interior has been color-keyed to match the exterior with Firestorm Orange Pearl Coat paint accenting the dashboard and door moldings. Passengers will be ready to hit the streets riding in APC racing bucket seats wrapped in Enduratex carbon fiber vinyl upholstery resting above custom black floor mats. And, to complete the Gen Y dream machine the Intruder sports an amazing Alphasonik CD-DVD Sound System with Class D Monoblock 800-watt power amplifier with hour meter, remote voltmeter and dual 8" subwoofer.

While cosmetic enhancements express personal style, performance enhancements earn street credibility. The Reno Intruder Concept sports a K&N Typhoon Air Intake System for increased horsepower and torque. The vehicle also employs Yokohama ES-100 performance tires as well as custom cross-drilled disc brake rotors and rides on a Tanabe "SUSTEC" Strut Tower Bar.

