



## **Suzuki Sí TV Special Project Grand Vitara** **“All-Tricked-Out” Suzuki SUV Shows Realized Potential of Automotive Customization and Personalization Trend**



Inspired by a new era of automotive personalization, American Suzuki Motor Corporation (ASMC) presents its latest creation – a Suzuki Grand Vitara SUV specially designed to match the personality of Kareem Abdul-Jabbar Jr., co-host of the new urban show, “The Drop,” on the national Sí TV network. As an example of its growing outreach to younger car buyers, Suzuki is sponsoring a series of segments on the Sí TV entertainment variety show and is customizing a different Suzuki vehicle for each of the show’s four Generation Y hosts.



The Grand Vitara developed for 28-year-old Kareem reflects his self-described “sporty, high-tech” personality and identification with his Trinidad and Tobago heritage, exemplified by elements of that country’s flag incorporated into the exterior

paint treatment, seats and corners of the floor mats.

While Kareem’s specially modified SUV – best described by him as an “Athletic James Bond-type of SUV,” Abdul-Jabbar Jr. saw the potential in the production Grand Vitara and gave the customizing team his wish list from which to create his one-of-a-kind concept vehicle.

Enhancements by Pacific Coast Motoring reflect Kareem’s personality and include custom paint on all rims; custom upper and lower grilles; performance dual exhaust system; Sony Playstation 2; seven-inch





monitors set into headrests; Crestron Home Automation Multi-Media head unit; leather-wrapped seats with red piping and a basketball hoop in the rear compartment. Sound enhancements for this unique vehicle include powerful 900-watt amplifiers and 1250-watt sub-amplifier for the 10-inch subwoofer.

Beyond the customized enhancements, even a production Grand Vitara delivers on the Suzuki "have-it-all" philosophy, offering value-minded buyers an SUV that is right-sized, fully-equipped and delivers impressively with a truck-type ladder frame, a standard 2.5-liter V6 engine and an available dual-range four-wheel-drive system that goes where many light-duty all-wheel-drive vehicles simply can't.

For 2005, the Grand Vitara boasts an impressive roster of standard features including power windows, door locks and side mirrors; tilt steering wheel; keyless remote entry; automatic climate control; in-dash CD player with seven speakers including two dash-mounted tweeters and an adjustable power subwoofer; and steering-wheel-mounted audio controls. Possibly the most amazing thing about the Grand Vitara is its starting MSRP between \$18,399 and \$22,599.

