

Catch the Wave

We're out to become the car company for people who really go for it—the kind of people who go water skiing before sunup and bungee jumping on their lunch hour, who always bring the party to the parking lot hours before kickoff. Before designing the Wave, we picked the brains of life enthusiasts, adventurers and fun seekers. What did they teach us? Just turn the page.



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Way of Life!

The Wave and the Suzuki Way of Life

It's gameday on a gorgeous fall Saturday, a crystal blue sky above, the leaves on the trees brilliant red, yellow and gold. You and your friends are heading to the stadium with the top down, catching the scents and scenes as you pull into the parking lot. The in-dash NAV/GPS system has let you meet up with your crew no problem. On headrest monitors the guys in the back seat watch the team's greatest moments on DVD. The CD player blares the fight song. You park and open the rear, pulling out the retractable deck with the built-in cooler and grill.

Is this UTV—Ultimate Tailgate Vehicle—mere fantasy? No. It's the future. In 2006, Suzuki is introducing a philosophy that will drive our product development. We call it our Way of Life. Before we turn our talented designers loose, before we think about style, technology, horsepower or amenities, we immerse ourselves in the lives of the people who will own and bond with our products—people who live life, who don't simply watch it.

That's how the Wave was born. It is part of the Suzuki LIVE (Life Vehicles) series, a group of concept vehicles that show how our products will play an integral role in our consumers' lives. We asked funseekers what they'd want from an automobile that would help them chase every thrill, every *experience*. They gave us some great ideas that resulted in the Wave, a vehicle that could be as essential for your tailgate as the burgers. We'd love to hear your feedback. With the right input, some of these features could be at your Suzuki dealership sooner than you think.



Pull-out grill and cooler



In-dash NAV/GPS



Built-in headrest monitors



The Grand Vitara

The funseeker-friendly qualities of the Wave evolve from the all-new 2006 Grand Vitara, an SUV perfect for the weekender in all of us: standard 2.7L V6, stability control and available full-time, Four-Mode 4WD outside and automatic climate control plus available 7-speaker CD with changer and factory subwoofer inside. Road trip, anyone?



SUVs handle differently than ordinary passenger cars. Federal law cautions to avoid sharp turns and abrupt maneuvers. Always wear your seatbelt. For specific details please read your Owner's Manual for on- and off-road driving tips. © American Suzuki Motor Corporation 2005. Suzuki, the "S" logo, and Suzuki model names are Suzuki trademarks or ®.



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