



News from Suzuki Marine

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SUZUKI READY TO “POWER 4-WARD” WITH 3 NEW 4-STROKE OUTBOARDS

New 2009 70-HP, 80-HP and 90-HP 4-Strokes Set a New Standard for Compact, Lightweight Performance On Wide Range of Popular Boats

Miami, FLA (February 14, 2008) – Ten years after Suzuki Marine kicked off the boating industry’s fuel-injected 4-stroke revolution with its Innovation Award-winning DF60 and DF70 outboards, the company is re-inventing the category again with the introduction of three new models for 2009. Today, Suzuki Marine previewed the all-new DF70, DF80, and DF90 — for boat builders and members of the boating press at the 2008 Miami International Boat Show.



At the heart of each of these new 4-strokes is a new, more compact 4-cylinder Dual Overhead Cam (DOHC) powerhead with four-valves-per-cylinder and 91.7 cu. in. displacement. These new 70-, 80-, and 90-horsepower models will feature many of the technical advancements Suzuki pioneered in the 4-stroke category, including digital sequential electronic fuel injection and solid state ignition for improved performance and efficiency, Suzuki’s proven offset drive shaft for a compact design and better balance, a powerful 2.59:1 final drive ratio for quick hole shots and great top-end performance and a zero-maintenance self adjusting timing chain. The new DF70, DF80 and DF90 4-strokes also feature a powerful 30-amp alternator to provide all the juice boaters and fishermen need for all-day operation of pumps, marine electronics and other accessories.

Suzuki’s compact powerhead and offset driveshaft help make the DF90 the smallest outboard in the 90-horsepower category. With an engine height of 58-1/2 inches, this new outboard is almost three inches shorter than Suzuki’s previous 90-horsepower 4-stroke — and up to nine inches shorter than competitive models. This translates to problem-free installation and use on boats with poling platforms and more room around the transom on any boat for fishing and other activities. In addition to its compact physical dimensions, Suzuki expects their new DF90 will be the lightest 4-stroke outboard in its class.

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This introduction is significant because it marks the first time Suzuki has replaced a 4-stroke model with a newer, better one. “These new models bring serious advantages in performance, efficiency and size, and they deliver these benefits right to the heart of the fresh and saltwater boating market,” said Larry Vandiver, Marketing Director for Suzuki Marine. “Our factory set out to develop outboard motors that represent all we’ve learned about marine power. They’re quicker, faster and lighter than the competition on a wide range of boats. Our testing has shown that, once again, they’ve hit the bull’s eye. Suzuki is going to ‘Power 4-Ward’ and leave other 4-strokes a step or two behind. These three new models are going to give other outboards in the class a serious case of ‘performance anxiety,’” added Vandiver.

The compact size and light weight of the DF70, DF80, and DF90 make them an ideal power match for flats boats, small center consoles, pontoon boats and a range of aluminum and fiberglass fishing boats. The 80-horsepower DF80 is an entirely new entry for Suzuki Marine, opening up even more options for boat builders and customers to find the perfect combination of power, price point and performance.

Recommended operating range for Suzuki’s new DF70, DF80, and DF90 4-stroke outboards is 5,000 – 6,000 rpm. In addition to all the advanced technology packed on the inside, these new models also debut new cowling graphics that will be seen across the line on 2010 models.

Suzuki Marine offers a full line of advanced 4-stroke outboards from a tiny 2.5 horsepower portable all the way up to the class-leading Big Block 300 horsepower V6 — including more fuel-injected models than any other manufacturer. Suzuki Marine is planning its worldwide press launch for the new DF70, DF80, and DF90 at The Ocean Reef Club on Key Largo this May. For more information about attending this event, or to learn more about these three new 4-stroke outboards for 2009, contact American Suzuki Motor Corporation at (714) 996-7040 or visit www.suzukimarine.com.

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