

Issue No:	4W-SM-1024-003	Issue Date:	October 2024
For the Attention of:	Dealer Principals, General Managers, Sales Managers		
Subject:	Vitara 2025MY Introduction		

## **New Vitara has arrived!**

**With redefined SUV styling, more equipment as standard and improved hybrid efficiency, this new model will help us continue to attract new customers as well as retain existing ones. This bulletin provides all of the key information your dealership needs to be prepared for the new model launch.**

**Please carefully check all details and contact your Regional Sales Manager with any queries on the contents of this Bulletin.**



## ALLOCATION

**New Vitara is now live, and your Regional Sales Manager has placed your initial allocation. Further allocations will be advised in due course.**



## REGISTRATION

**DCS will open for sold orders during October and, subject to available registration slots, new Vitara is registerable in Q4.**



# WHAT'S NEW?

## Updated SUV Styling

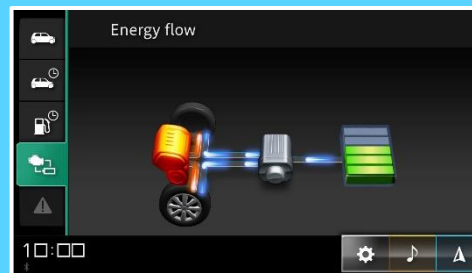
- Re-designed front grille and bumper
- Rear upper spoiler & rear side spoilers
- New 17-inch alloy wheel design
- x2 new exterior body colour options



Titan Dark Grey Metallic  
single tone

Sphere Blue Pearl Metallic  
/ Cosmic Black dual-tone

## Hybrid as standard with improved fuel economy & lower CO<sub>2</sub> output



- Mild Hybrid manual models up to 9% improvement (2WD 53.2mpg combined)
- Full Hybrid AGS (auto) models up to 6% improvement (2WD 56.4 mpg combined)



## Enhanced safety & convenience as standard

- New 9-inch display audio
- Wireless smartphone connectivity
- Suzuki Connect connected services
- Rear parking sensors (base model)
- Upgraded collision migration braking
- Driver Monitoring System
- Intelligent Speed Assistance
- Lane Keep Assist
- High Beam Assist
- Automatic dimming rear view mirror

# INTERIOR DESIGN



# CURRENT TO 2025MY VITARA MODEL COMPARISON

## Current Vitara

1.4 Mild Hybrid SZ-T manual



## Current to 2025MY

### changes:

- + Re-designed front grille and bumper
- + Rear upper spoiler & rear side spoilers
- + Lane Keep Assist
- + Driver Monitoring System
- + Intelligent Speed Control
- + eCall
- + 9-inch media display
- + Wired → wireless smartphone link with Android Auto and Apple CarPlay
- + Keyless entry & start
- + Rear parking sensors
- + Suzuki Connect connected services (with 3-years free subscription)
- + High Beam Assist
- + Auto-dim rear-view mirror

## Vitara 2025MY

1.4 Mild Hybrid Motion manual



# VITARA 2025MY **MODEL LINE-UP**

## Motion

Standard equipment highlights:

- LED headlights
- 17-inch painted alloy wheels
- Silver roof rails
- Rear upper & side spoilers
- Dual Sensor Brake Support (upgraded)
- Lane Departure Warning & Prevention
- Blind Spot Monitor
- Traffic Sign Recognition
- Rear Cross Traffic Alert
- Adaptive Cruise Control
- Lane Keep Assist
- Driver Monitoring System
- Acoustic Vehicle Alerting System (AGS models)
- Intelligent Speed Control
- eCall

Available with:

1.4 Mild Hybrid Manual  
1.5 Full Hybrid AGS



- 9-inch media display
- Wireless smartphone link with Android Auto and Apple CarPlay
- Rear parking camera
- Climate control A/C
- Satellite navigation
- Keyless entry & start
- Rear parking sensors
- Suzuki Connect connected services (with 3-years free subscription)
- High Beam Assist
- Auto-dim rear-view mirror

## Ultra

Equipment additional to Motion:

- + 17-inch polished alloy wheels (new design)
- + Panoramic sunroof
- + Suede seat fabric
- + Front & rear parking sensors
- + Electric folding door mirrors with built-in indicator
- + Overhead storage console



Available with:

1.4 Mild Hybrid Manual  
1.4 Mild Hybrid 4WD Manual  
1.5 Full Hybrid AGS  
1.5 Full Hybrid 4WD AGS

# VITARA 2025MY COLOUR LINE-UP

**SINGLE  
TONE**



**White**



**Silky Silver Metallic**



**Titan Dark Grey Metallic**



**Cosmic Black Pearl Metallic**

**DUAL  
TONE**



**Solar Yellow Pearl Metallic /  
Cosmic Black**



**Savanna Ivory Metallic /  
Cosmic Black**



**Bright Red /  
Cosmic Black**



**Ice Greyish Blue Metallic /  
Cosmic Black**



**Sphere Blue Pearl Metallic /  
Cosmic Black**

**NEW**

**Motion interior trim:  
Dark grey fabric with  
white stitching**



**Ultra interior trim:  
Dark grey  
suede/leather  
combination**



# HYBRID AS STANDARD

<b>Combined Fuel Economy (mpg)</b>	<b>Previous Vitara</b>	<b>2025MY Update Vitara</b>	
<b>1.4 Mild Hybrid 2WD manual models</b>	<b>53.2</b>	<b>53.2</b>	<b>-</b>
<b>1.4 Mild Hybrid ALLGRIP 4WD manual models</b>	<b>47.8</b>	<b>52.3</b>	<b>+9%</b>
<b>1.5 Full Hybrid 2WD AGS models</b>	<b>53.2</b>	<b>56.4</b>	<b>+6%</b>
<b>1.5 Full Hybrid ALLGRIP 4WD AGS models</b>	<b>48.7</b>	<b>50.4</b>	<b>+3%</b>
<b>Combined CO2 Emissions (g/km)</b>	<b>Previous Vitara</b>	<b>2025MY Update Vitara</b>	
<b>1.4 Mild Hybrid 2WD manual models</b>	<b>120</b>	<b>119</b>	<b>-1</b>
<b>1.4 Mild Hybrid ALLGRIP 4WD manual models</b>	<b>132</b>	<b>128</b>	<b>-4</b>
<b>1.5 Full Hybrid 2WD AGS models</b>	<b>119</b>	<b>113</b>	<b>-6</b>
<b>1.5 Full Hybrid ALLGRIP 4WD AGS models</b>	<b>130</b>	<b>127</b>	<b>-3</b>



# VITARA 2025MY RETAIL PRICING

Model	On The Road Price	VED	Delivery	First Reg Fee	Retail Price	VAT	Basic Price
1.4 Mild Hybrid Motion manual	£26,949	£210	£473.87	£55	£26,210.13	£4,368.35	£21,841.77
1.4 Mild Hybrid Ultra manual	£28,649	£210	£473.87	£55	£27,910.13	£4,651.69	£23,258.44
1.4 Mild Hybrid Ultra ALLGRIP manual	£30,449	£210	£473.87	£55	£29,710.13	£4,951.69	£24,758.44
1.5 Full Hybrid Motion AGS	£28,699	£210	£473.87	£55	£27,960.13	£4,660.02	£23,300.11
1.5 Full Hybrid Ultra AGS	£30,399	£210	£473.87	£55	£29,660.13	£4,943.35	£24,716.77
1.5 Full Hybrid Ultra ALLGRIP AGS	£32,199	£210	£473.87	£55	£31,460.13	£5,243.35	£26,216.77

Colour Options	Retail Price	VAT	Basic Price
Single-tone solid (White only)	£0	£0	£0
Single-tone metallic & pearlescent	£535	£89.17	£445.83
Dual-tone	£835	£139.17	£695.83

# CAMPAIGN HEADLINES

To enhance our attractive Quarter 4 retail consumer offer campaigns, New Vitara is available with 0% APR finance, alongside New Swift and S-Cross. Further offer details can be found below.

As a reminder, all model retail campaigns are guaranteed for orders placed with a valid customer contract dated in Quarter 4 and registered up to 31<sup>st</sup> March 2025.

## VITARA 2025MY OFFERS SUMMARY

Vitara 1.5 Full Hybrid Motion AGS from £289 per month with 0.0% APR (max 3-year term with min 20% deposit, £200 dealer subsidy contribution required)

OR

7.9% APR + £3,000 FDA (max 4-year term)

(All trading terms and conditions for margins and bonuses remain the same as existing Vitara Q4 terms as explained in bulletin 4W-SM-0924-006)



## MARKETING ACTIVITY

**The following updates will all be completed by the end of October:**

- **National website page for New Vitara published including updated model imagery and all equipment & specifications detail**
- **Model brochure available via national website and SDMS**
- **Showroom POS and dealer marketing materials available including web banner, focus frame, social carousel, press ad and eDM**
- **Updated dealer pricelists and showroom posters circulated**
- **Updated CRM transactional emails distributed**



**If you have any queries on the contents of this Bulletin,  
please contact your Regional Sales Manager.**

