Suzuki brings in 10 year Service Activated Warranty (and industry-leading 10 year battery warranty for soon-to-arrive e Vitara)

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Suzuki raises the stakes in the warranty game with two major innovations

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(Image and all words from Suzuki).

As 'The Trusted Car brand for those who are proud to be different' Suzuki is very pleased to announce the imminent introduction of its 10-year Service Activated Warranty Scheme

for both UK and Irish customers, once again offered free of charge and now upgraded from seven years cover introduced in Spring 2023.

Additionally, as Suzuki prepares to launch e Vitara, its first electric model this Autumn, an industry leading 10-year warranty will be offered on the EV battery which is an additional two years cover versus its competitors and way ahead of the industry legislation of eight years.

Launching to its UK and Republic of Ireland customers on 1st May, Service Activated Warranty is offered once the vehicle reaches the end of its manufacturer warranty period of three years / 60,000 miles and is booked in for its next scheduled service within the Suzuki Dealer network. This warranty stays in place until the next qualifying service and is then simply renewed again up to a maximum vehicle age of 10 years / 100,000 miles – whichever comes first.

As an enhancement to Suzuki's well-renowned reliability record and as one of the most trusted car brands, the Service Activated Warranty offers even further 'Peace of Mind as Standard' as well as increased customer retention of vehicles within its network of new car dealers and authorised repair centres.

Major components are covered, and should a customer decide to sell their vehicle between services and within the 10-year qualifying period, the warranty can simply be transferred to the next owner – again free of charge.

Additionally, Service Activated Warranty can also be applied to a Suzuki vehicle that has been purchased privately or has a gap in its dealer service history.

Commenting on the launch, Denis Houston, Director Aftersales, Suzuki GB PLC, said: "At Suzuki, customer experience and retention are paramount, the extension of Service Activated

Warranty will certainly enhance this for the future, ensuring our customers get the best levels of service, fitment of genuine parts and avail of the expertise within our dealer network rather than going to a non-franchised repairer once their manufacturer warranty expires. Offering Service Activated Warranty free of charge for both UK and Irish customers is something we are very proud to offer as a strong message".

At Suzuki, the highest levels of customer service are ensured, and the brand has won several industry accolades in recent years, most recently for its Customer Feedback Strategy at the UK Customer Satisfaction Awards (UKCSI) and follows a category win just two years ago when Suzuki won the Trusted Quality Provider category.

Further recognition of consistency in this area includes Suzuki being ranked the Number 1 Automotive brand in UKCSI eight times since 2019 in the bi-annual index.