



AMERICAN SUZUKI MOTOR CORPORATION

November 2, 2007

Mr. Daniel Smith  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE  
Washington, D.C. 20590

07V-515  
(19 pages)

Dear Mr. Smith:

The following information is submitted in accordance with the noncompliance reporting regulations in Title 49 of the Code of Federal Regulations, Part 573.

1. Name of Manufacturer and Importers

Manufacturer: Suzuki Motor España, S.A.  
Importer: American Suzuki Motor Corporation

2. Identification of Motor Vehicles Involved

Affected motorcycles are all 2002-2007 model year GZ250 motorcycles and all 2004-2007 model year GS500 motorcycles. Refer to the attached table for details.

The reported condition involves amber reflex reflectors (part no. 35950-09EF0) and red reflex reflectors (part no. 35970-09EF0) manufactured by:

Rinder Industrial, S.A.  
Paseo Carlos Gangoiti 71, Apartado 16  
48300 Guernica (Vizcaya), Spain  
Telephone: (+34) 94-627-00-30

3. Total Number of Motor Vehicles Involved

28,221

4. Percentage of Motor Vehicles Estimated to Contain the Noncompliance

100%

RECEIVED

2007 NOV-5 A 10:35

DEFECTS INVESTIGATION  
RECALL MGMT DIV.

## 5. Description of Noncompliance

The rear reflex reflector installed on affected GS500 motorcycles and the rear and side reflex reflectors installed on affected GZ250 motorcycles fail to conform to Federal Motor Vehicle Safety Standard No. 108, *Lamps, reflective devices, and associated equipment*. The reflex reflectors have a reflected light output at some measurement angles that is less than the minimum output required by the standard.

## 6. Basis for Noncompliance Determination

In June, 2007, Suzuki Motor Corporation (SMC) became aware that their records did not include compliance documentation for the reflex reflectors installed on GZ250 and GS500 motorcycles. SMC requested the supplier to provide the applicable compliance test reports.

On August 6, 2007, after not receiving any test reports from the supplier, SMC requested a Japanese test laboratory to test the reflectors that were installed on GZ250 and GS500 motorcycles. On August 29, 2007 SMC received a test report from the Japanese test laboratory that indicated that the rear reflex reflector installed on GS500 motorcycles and the side and rear reflex reflectors installed on GZ250 motorcycles did not meet the photometric requirements in SAE J594f, January 1977, at some of the specified test points. On October 16, 2007, SMC again contacted the reflex reflector supplier to try to obtain compliance documentation. The supplier was unable to provide the necessary documentation, so SMC decided to proceed with its noncompliance determination process.

## 7. Description of Corrective Action

American Suzuki Motor Corporation (ASMC) will conduct a safety-related recall campaign to replace the non-complying reflex reflectors on affected motorcycles with complying reflectors.

ASMC issued an electronic notice to authorized Suzuki dealers in the mainland U.S. to stop sales of affected motorcycles on October 31, 2007. ASMC is planning to send

a Service Bulletin to dealers on November 7, 2007, and currently expects to notify owners about the recall on November 16, 2007.

The nature of the reported noncompliance is such that owners would not know that the condition existed. Accordingly, Suzuki has not included a plan to reimburse owners who may have paid for repairs to remedy the condition in advance of recall notification.

8. Copy of Notices

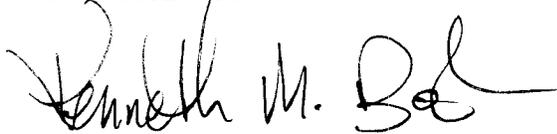
Enclosed is a copy of the initial notification letter that Suzuki Motor España sent to ASMC, a copy of the initial notification letter that ASMC provided electronically to all Suzuki motorcycle dealers in the mainland U.S., and copies of ASMC's draft Service Bulletins and draft owner notification letters for the recall campaign that will be conducted.

9. Suzuki Campaign Numbers

2099 - GS500  
2A01 - GZ250

Sincerely,

AMERICAN SUZUKI MOTOR CORPORATION

A handwritten signature in black ink, appearing to read "Kenneth M. Bush". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Kenneth M. Bush  
Associate Director, Government Relations

**IDENTIFICATION OF MOTORCYCLES INVOLVED  
 BY MAKE, MODEL, MODEL YEAR, AND INCLUSIVE MONTH/YEAR OF  
 MANUFACTURE**

SUZUKI MODEL	MODEL YEAR	INCLUSIVE MONTH/YEAR OF MANUFACTURE	TOTAL NO. OF VEHICLES
GZ250	2002	07/2001 - 05/2002	2,721
	2003	09/2002 - 02/2003	2,460
	2004	11/2003 - 05/2004	1,140
	2005	11/2004 - 04/2005	2,220
	2006	09/2005 - 02/2006	2,940
	2007	06/2006 - 04/2007	2,820
GS500	2004	01/2004 - 05/2004	3,660
	2005	09/2004 - 04/2005	3,060
	2006	10/2005 - 03/2006	3,540
	2007	11/2006 - 03/2007	3,660
TOTAL			28,221



SUZUKI MOTOR ESPAÑA, S.A.  
Galileo Galilei, 771 - 33392 GIJÓN

TO : A.S.M.C.  
ATTN: Mr. Masaaki Kato, President  
Mr. Yasuhiro Kawai, Executive Director

Page: 1 / 2  
Date: October 30, 2007

**RE: GZ250K2-K7 and GS500FK4-K7 Reflex Reflector Recall Campaign**

This is to notify you of RECALL CAMPAIGN for the following reflex reflector devices on GZ250 and GS500F.

GZ250 : Rear reflector (1 piece) and Side reflectors (4 pieces),  
GS500F : Rear reflector (1 piece)

It was revealed by our test that the reflex reflectors installed on both models have not been complied with the photometry requirements of reflex reflector devices in Federal Motor Vehicle Safety Standard No. 108 (FMVSS No. 108).

Due to non-compliance of FMVSS, we decided to carry out the recall campaign to replace the reflex reflectors with other types that complied with FMVSS No. 108.

You are kindly requested to organize the recall campaign for the affected units in your market.

The total number of the affected units in your market is

GZ250	:	14,301 units	
GS500F	:	13,920 units	<u>Total 28,221 units</u>

We apologize for any inconvenience this may cause to you and thank you in advance for your kind understanding and cooperation.

Best regards,

  
Masahiko Kato  
President



SUZUKI MOTOR ESPAÑA, S.A.  
Galileo Galilei, 771 - 33392 GIJÓN

	VIN Range		Qty
	Start	End	
GZ250K2	VTTNJ48A*22100003	VTTNJ48A*22103003	2,721
GZ250K3	VTTNJ48A*32100002	VTTNJ48A*32102581	2,460
GZ250K4	VTTNJ48A*42100002	VTTNJ48A*42101341	1,140
GZ250K5	VTTNJ48A*52100001	VTTNJ48A*52102400	2,220
GZ250K6	VTTNJ48A*62100001	VTTNJ48A*62103060	2,940
GZ250K7	VTTNJ48A*72100001	VTTNJ48A*72103120	2,820
GS500FK4	VTTGM51A*42100013	VTTGM51A*42104142	3,660
GS500FK5	VTTGM51A*52100003	VTTGM51A*52103482	3,060
GS500FK6	VTTGM51A*62100001	VTTGM51A*62103840	3,540
GS500FK7	VTTGM51A*72100001	VTTGM51A*72104020	3,660

TOTAL: 28,221

**Campaign Parts**

Necessary quantity of the new reflectors will be sent to you from SMC.

The shipping schedule will be informed by SMC accordingly.

**Warranty Handling Information**

This is a recall campaign that is acceptable only one time for one unit.

The labor cost will be reimbursed upon your warranty application.

Claim Category	2 (Campaign)
Trouble Code	99/SA
Causal Part	Reflex reflector
Causal Part No.	35970-09EF0
Quantity	0
Basic Code	SA9999
Flat Rate	GZ250 : 0.2 Hr GS500F: 0.1 Hr



**SUZUKI**

**AMERICAN SUZUKI MOTOR CORPORATION**

October 31, 2007

Dear Suzuki Dealer

I regret to inform you that Suzuki has determined that an assembly error relating to motor vehicle safety exists on all 2004 - 2007 GS500FK4-K7 and 2002 - 2007 GZ250K2 - K7 model motorcycles. The Safety reflex reflectors on the effected motorcycles fail to conform to applicable Federal Motor Vehicle Safety Standards. As a result these units **cannot be sold at retail** until the non compliant parts have been replaced.

A Technical Service Bulletin (TSB) will be issued in the very near future containing details outlining the necessary steps to correct this situation.

Part number and ordering information will be contained in the Technical Service Bulletin. Parts will be available for immediate ordering when the TSB is released.

We sincerely apologize for the inconvenience. We are required legally to sell only the highest quality Suzuki's and only units meeting all government regulations to our customers. We regard our customer's safety to be of the utmost importance. For these reasons we have made this difficult decision.

Again, we apologize for this inconvenience and will do everything possible to resolve the situation as quickly as possible. If you have any questions, please contact American Suzuki.

  
Mel Harris  
Vice President, Motorcycles  
AMERICAN SUZUKI MOTOR CORP.

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# Service Bulletin

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MOTORCYCLE / ATV DIVISION

4 - STROKE  
BULLETIN NO. GS/GSX/GSX-R 175  
DATE: 11/7/2007

<p><b>SAFETY RECALL CAMPAIGN #2099 ALL 2004 - 2007 GS500FK4-K7 MODELS REAR FENDER REFLECTOR REPLACEMENT</b></p>
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**SUBJECT:** RECALL CAMPAIGN - REAR FENDER REFLECTOR REPLACEMENT

**AFFECTED UNITS:** All 2004 - 2007 GS500FK4-K7 models

**REFERENCE:** GS500F SERVICE MANUAL (PN 99500-34095-03E)

**ATTACHMENT:** CUSTOMER LETTER

**NOTICE:**

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Suzuki Motor Corporation has decided that all 2004-2007 GS500F motorcycles fail to conform to Federal Motor Vehicle Safety Standard No.108, *Lamps, reflective devices, and associated equipment*. Suzuki Motor Corporation is conducting a voluntary Safety Recall Campaign.

**▲ WARNING**

**STOP DELIVERY OF 2004 - 2007 GS500FK4-K7 MODEL MOTORCYCLES IMMEDIATELY**

**DO NOT DELIVER** an affected NEW or USED 2004 - 2007 GS500FK4-K7 model motorcycle to a customer until you have completed, or verified completion of, the procedures in this bulletin.

It is a violation of Federal law to deliver any new vehicle subject to a safety recall campaign under a sale or lease until the defect or noncompliance has been corrected. You must verify this on the Suzuki "Certificate of Vehicle Pre-Delivery" form, which is to be completed for all new and used vehicle sales.

**WHAT IS THE PROBLEM?**

Suzuki Motor Corporation has determined that reflectors used during the assembly of all 2004 - 2007 GS500FK4-K7 model motorcycles do not comply with Federal Motor Vehicle Safety Standards. The reflectors performance at some measurement angles is less than required by the standard. It is possible that this could contribute to a following motorist's not noticing the motorcycle in darkness, which may contribute to a rear-end crash.

## WHAT WILL SUZUKI DO?

Suzuki will replace the rear fender reflector with a corrected part on all affected models.

### AFFECTED UNIT VIN RANGE:

The VIN ranges of the affected 2004 - 2007 GS500FK4-K7 motorcycles are listed below. (The "\*" indicates the check digit)

Model	VIN Range
GS500FK4	VTTGM51A*42100013 ~ VTTGM51A*42104142
GS500FK5	VTTGM51A*52100003 ~ VTTGM51A*52103482
GS500FK6	VTTGM51A*62100001 ~ VTTGM51A*62103840
GS500FK7	VTTGM51A*72100001 ~ VTTGM51A*72104020

### VERIFY THE UNIT REQUIRES THE RECALL REPAIR:

Before performing the recall to a unit, verify that the repair needs to be done.

1. Check the repair status by checking the Vehicle History in the Suzuki Connect Service Menu. If the repair needs to be performed to the motorcycle, you will see the message "CAMPAIGN NOT YET PERFORMED" displayed and the rear fender reflector will need to be replaced. Refer to the replacement procedure in this bulletin.
2. Inspect the manufacturer identification markings on the rear reflector. If the name "STANLEY RR0502" is present (refer to Figure 1 on page 3) the recall repair has already been performed.

### WHAT YOUR DEALERSHIP WILL DO:

Notify your staff.

Please contact all of your customers and inform them of the need to have the rear fender reflector replacement campaign completed.

### NOTICE:

**If your dealership has sold an affected GS500FK4-K7 to a customer, but you have not yet submitted sales registration entry, send the sales information to American Suzuki AT ONCE. We will send the customer an owner notification letter when we receive the sales information from your dealership.**

**Since only you know the identity of these customers, you must immediately notify these customers of the recall campaign.**

### CUSTOMER NOTIFICATION:

In the Safety Recall Campaign letter that will be mailed on November 16, 2007 (see attachment), customers are being advised to contact the Suzuki dealer where they purchased their affected unit to schedule an appointment to have the rear fender reflector replaced. As some customers may have moved to other communities since their motorcycle purchase, you may also receive calls from customers who purchased their motorcycle elsewhere. Once you are contacted by the owner of an affected unit, please arrange to order the rear fender reflector for the customer's motorcycle. Also, let your customers know that the Safety Recall Campaign service will be performed at no cost to them for parts and labor.

**ORDERING PARTS FOR THE SAFETY RECALL CAMPAIGN:**

You will be responsible for ordering the rear fender reflector for your customer's motorcycle using the part number below and your normal parts ordering methods.

<b>GS500F Reflector Kit</b>		
<b>Part Number 99103-11229</b>		Dealer Price \$6.34
Reflector Replacement Kit contains:		
	Part name	Qty
1	Rear Fender Reflector (35970-24D60)	1

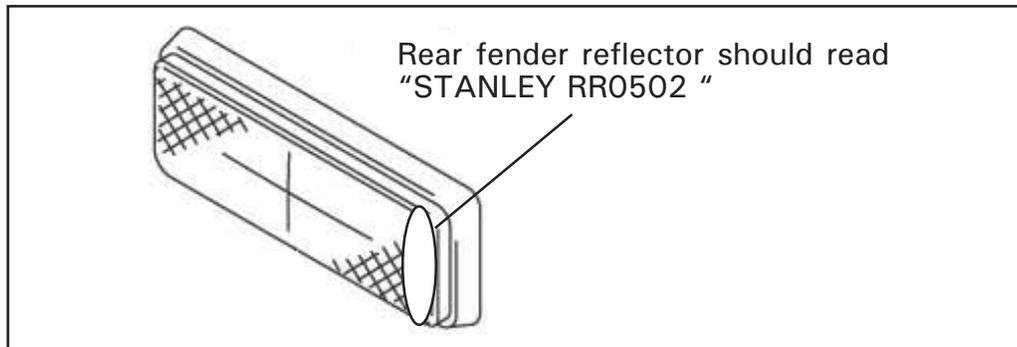


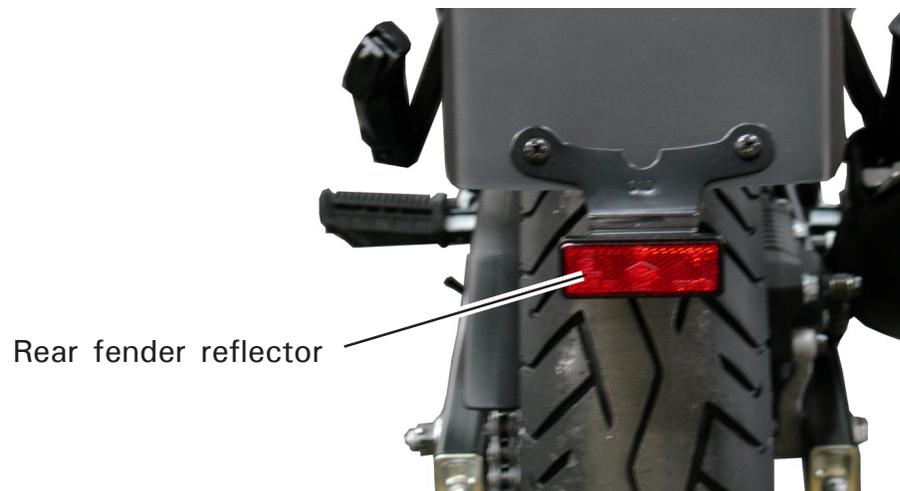
Figure 1

**SHIPPING:**

All parts will be shipped to you via UPS Ground unless otherwise specified at the time of order.

**REPLACEMENT PROCEDURE:**

1. Remove and replace the rear fender reflector using the preexisting nut.



**WARRANTY REIMBURSEMENT & CLAIM INFORMATION:**  
Rear Fender Reflector Replacement: 0.1 hrs

<b>RECALL CAMPAIGN #2099</b>	
<b>Rear Fender Reflector Replacement</b>	
CLAIM NUMBER:	Dealer enters number
ENTRY TYPE: (Dealer Chooses)	Model, Frame or Control Sequence
MODEL	GS500FK* (enter 4,5,6, or 7 for *)
FRAME	XXXXXXXXXX
REPAIR DATE:	Enter date of repair
MILEAGE:	Enter mileage on unit
CAMPAIGN:	2099

*Warranty claim entries with additional parts or labor require a prior authorization (PAS) code from TECH-LINE or your Technical Service Manager and completion of the long campaign claim.*

**IMPORTANT:**

Successful completion of this safety recall campaign depends on your efforts. It is your responsibility to repair any motorcycle within the affected VIN range at no cost to the customer for recall service parts and labor. Incidental costs your customers may incur are not normally covered. However, if you have a customer with special needs, contact TechLine (800/756-3251) to discuss possible solutions.

**AFFECTED DEPARTMENTS:**

The following departments in your dealership should be notified of this information:

- Management     Service     Warranty     Sales     Parts     Accessories

American Suzuki Motor Corporation  
Technical Service Department  
Motorcycle / ATV



AMERICAN SUZUKI MOTOR CORPORATION  
MOTORCYCLE

November 16, 2007

**SAFETY RECALL CAMPAIGN #2099  
ALL 2004 - 2007 GS500FK4-K7 MODELS  
REAR FENDER REFLECTOR REPLACEMENT**

Dear Suzuki Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

**What is the reason for this notice?**

Suzuki Motor Corporation has decided that all 2004-2007 GS500F motorcycles fail to conform to Federal Motor Vehicle Safety Standard No.108, *Lamps, reflective devices, and associated equipment*. Suzuki Motor Corporation is conducting a voluntary Safety Recall Campaign. According to our records, you are the owner of one of these motorcycles.

**What is the problem?**

Suzuki Motor Corporation has determined that reflectors used during the assembly of all 2004 - 2007 GS500FK4-K7 model motorcycles do not comply with Federal Motor Vehicle Safety Standards. The reflectors performance at some measurement angles is less than required by the standard. It is possible that this could contribute to a following motorist's not noticing the motorcycle in darkness, which may contribute to a rear-end crash.

**▲ WARNING**

**SUZUKI RECOMMENDS THAT YOU DO NOT RIDE YOUR AFFECTED  
2004 - 2007 GS500FK4-K7 MOTORCYCLE AFTER DARK UNTIL THE REPAIR HAS  
BEEN COMPLETED**

To minimize the risk of injury or death, we recommend that you do not ride, or allow anyone else to ride, your motorcycle after dark until your motorcycle has been repaired by your Suzuki dealer.

**What is Suzuki doing to solve the problem?**

Suzuki is recalling affected units for the installation of an improved rear fender reflector. Repair time is approximately 10 minutes and will be done at no cost to you for parts or labor.

**How do I receive the fastest possible service?**

Suzuki understands that your riding time is precious. Our suggestion is to work closely with your authorized Suzuki dealer to get your motorcycle's recall service scheduled and performed as quickly as possible. Schedule an appointment for the recall service to be performed. Parts are currently available for dealer ordering. It may be necessary to leave your motorcycle with the dealer overnight, so check with your dealer.

When you pick up your repaired motorcycle, please allow a few extra minutes for your dealer to prepare and complete the necessary warranty paperwork with you. If you have special circumstances, discuss them with your Suzuki dealer. Suzuki understands that some customers may have difficult circumstances to overcome in bringing their motorcycle to the dealership for repair. We have asked your Suzuki dealer to work closely and flexibly with you to arrange alternative, but reasonable solutions for your special requests. Please remember, however, that each dealership has its own limitations in providing special assistance due to staff size, available time, and dealership location. Your dealer can also consult with Suzuki on other alternatives.

## CUSTOMER NOTIFICATION LETTER - Page Two of Two

### Questions & Answers

Your Suzuki dealer has been provided specific and complete instructions regarding this recall service. Please call your dealer if you have any questions. Your local Suzuki dealer can provide the fastest responses to your questions or concerns about the recall service. Your dealer can also contact Suzuki on your behalf if you have a unique question or concern.

If you have difficulty having the recall service performed on your motorcycle you may contact the American Suzuki Customer Service Department for assistance at 714-572-1490. You will need to have your Vehicle Identification Number ready when calling.

If you believe that (1) Suzuki or your Suzuki dealer has failed to or is unable to perform the recall service without charge, or (2) Suzuki has failed to or is unable to perform the recall procedure to your vehicle within 60 days after you first brought your vehicle to your Suzuki dealer after November 16, 2007 you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, D.C. 20590 or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

### Locating an alternate dealer

Suzuki dealers can be located on the internet at [www.suzukicycles.com](http://www.suzukicycles.com) or by calling 1-800-828-7433.

### Customer Reimbursement

If your motorcycle is included in the recall and you have paid for the repair or replacement of the reflex reflectors, you may be eligible for full or partial reimbursement. Please note the following for which Suzuki may exclude reimbursement:

- Only repairs that are the subject of the safety recall are reimbursable. Additional expenses such as towing, rental, accommodations, damage repairs, etc. will not be reimbursed.
- Reimbursement may be limited to suggested list price on parts and the Suzuki published flat rate time allowance.
- An owner will not be eligible for reimbursement if the expenses for repairs are incurred more than 10 days after the date of the last owner notification letter sent by Suzuki.
- Reimbursement claims may also be excluded when you do not submit adequate documentation. Your authorized Suzuki dealer will request an original or copy of your receipt for the recall repair or replacement, and your owner notification letter.

To obtain information or request reimbursement, contact your Suzuki dealer or the American Suzuki Motor Corporation Motorcycle Customer Service Department, PO Box 1100, Brea, CA 92822-1100, or call (714) 572-1490. You will need to have your Vehicle Identification Number ready when calling.

We thank you for your prompt attention to completing this recall service on your Suzuki motorcycle. We apologize for any inconvenience this campaign causes you. Your safety, satisfaction, and riding enjoyment are priorities for Suzuki.

Sincerely,

American Suzuki Motor Corporation

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# Service Bulletin

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MOTORCYCLE / ATV DIVISION

4 - STROKE  
BULLETIN NO. SP/DR/GN/GZ/LS NO. 48  
DATE: 11/7/2007

**SAFETY RECALL CAMPAIGN #2A01  
ALL 2002 - 2007 GZ250K2-K7 MODELS  
REFLECTOR SET REPLACEMENT**

**SUBJECT:** RECALL CAMPAIGN - REFLECTOR SET REPLACEMENT

**AFFECTED UNITS:** All 2002 - 2007 GZ250K2-K7 models

**REFERENCE:** GZ250 SERVICE MANUAL (PN 99500-32109-03E)

**ATTACHMENT:** CUSTOMER LETTER

**NOTICE:**

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Suzuki Motor Corporation has decided that all 2002-2007 GZ250 motorcycles fail to conform to Federal Motor Vehicle Safety Standard No.108, *Lamps, reflective devices, and associated equipment*. Suzuki Motor Corporation is conducting a voluntary Safety Recall Campaign.

**▲ WARNING**

**STOP DELIVERY OF 2002 -2007 GZ250K2-K7 MODEL MOTORCYCLES IMMEDIATELY**

**DO NOT DELIVER** an affected **NEW** or **USED** 2002 - 2007 GZ250K2-K7 model motorcycle to a customer until you have completed, or verified completion of, the procedures in this bulletin.

It is a violation of Federal law to deliver any new vehicle subject to a safety recall campaign under a sale or lease until the defect or noncompliance has been corrected. You must verify this on the Suzuki "Certificate of Vehicle Pre-Delivery" form, which is to be completed for all new and used vehicle sales.

**WHAT IS THE PROBLEM?**

Suzuki Motor Corporation has determined that reflectors used during the assembly of all 2002 - 2007 GZ250K2-K7 model motorcycles do not comply with Federal Motor Vehicle Safety Standards. The reflectors performance at some measurement angles is less than required by the standard. It is possible that this could contribute to another motorist's not noticing the motorcycle in darkness, which may contribute to a crash.

## WHAT WILL SUZUKI DO?

Suzuki will replace the reflector set with corrected parts on all affected models.

### AFFECTED UNIT VIN RANGE:

The VIN ranges of the affected 2002 - 2007 GZ250K2-K7 motorcycles are listed below. (The "\*" indicates the check digit)

Model	VIN Range
GZ250K2	VTTNJ48A*22100003 ~ VTTNJ48A*22103003
GZ250K3	VTTNJ48A*32100002 ~ VTTNJ48A*32102581
GZ250K4	VTTNJ48A*42100002 ~ VTTNJ48A*42101341
GZ250K5	VTTNJ48A*52100001 ~ VTTNJ48A*52102400
GZ250K6	VTTNJ48A*62100001 ~ VTTNJ48A*62103060
GZ250K7	VTTNJ48A*72100001 ~ VTTNJ48A*72103120

### VERIFY THE UNIT REQUIRES THE RECALL REPAIR:

Before performing the recall to a unit, verify that the repair needs to be done. There are two ways to identify a unit that has already been repaired.

1. Check the repair status by checking the Vehicle History in the Suzuki Connect Service Menu. If the repair needs to be performed to the motorcycle, you will see the message "CAMPAIGN NOT YET PERFORMED" displayed and the front and rear reflectors will need to be replaced. Refer to the replacement procedure in this bulletin.
2. Inspect the manufacturer identification markings on the front and rear fender reflectors. If the name "TOKAIDENSO RR014Y" is present on the front side reflectors and "TOKAIDENSO RR026" is present on the rear side and rear fender reflectors (refer to Figure 1 on page 3) the recall repair has already been performed.

### WHAT YOUR DEALERSHIP WILL DO:

Notify your staff.

Please contact all of your customers and inform them of the need to have the reflectors replacement campaign completed.

### NOTICE:

If your dealership has sold an affected GZ250K2-K7 to a customer, but you have not yet submitted sales registration entry, send the sales information to American Suzuki AT ONCE. We will send the customer an owner notification letter when we receive the sales information from your dealership.

Since only you know the identity of these customers, you must immediately notify these customers of the recall campaign.

### CUSTOMER NOTIFICATION:

In the Safety Recall Campaign letter that will be mailed on November 16, 2007 (see attachment), customers are being advised to contact the Suzuki dealer where they purchased their affected unit to schedule an appointment to have the reflector set replaced. As some customers may have moved to other communities since their motorcycle purchase, you may also receive calls from customers who purchased their motorcycle elsewhere. Once you are contacted by the owner of an affected unit, please arrange to order the reflector set for the customer's motorcycle. Also, let your customers know that the Safety Recall Campaign service will be performed at no cost to them for parts and labor.

**ORDERING PARTS FOR THE SAFETY RECALL CAMPAIGN:**

You will be responsible for ordering the reflector set for your customer's motorcycle using the part number below and your normal parts ordering methods.

<b>GZ250 Reflector Kit</b>		
<b>Part Number 99103-11230</b>		<b>Dealer Price \$29.42</b>
Reflector Replacement Kit contains:		
	Part name	Qty
1	Front Reflector (35950-14A10)	2
2	Rear Reflector (35970-07F01)	3
3	Nuts for front reflector (08316-1005A)	2

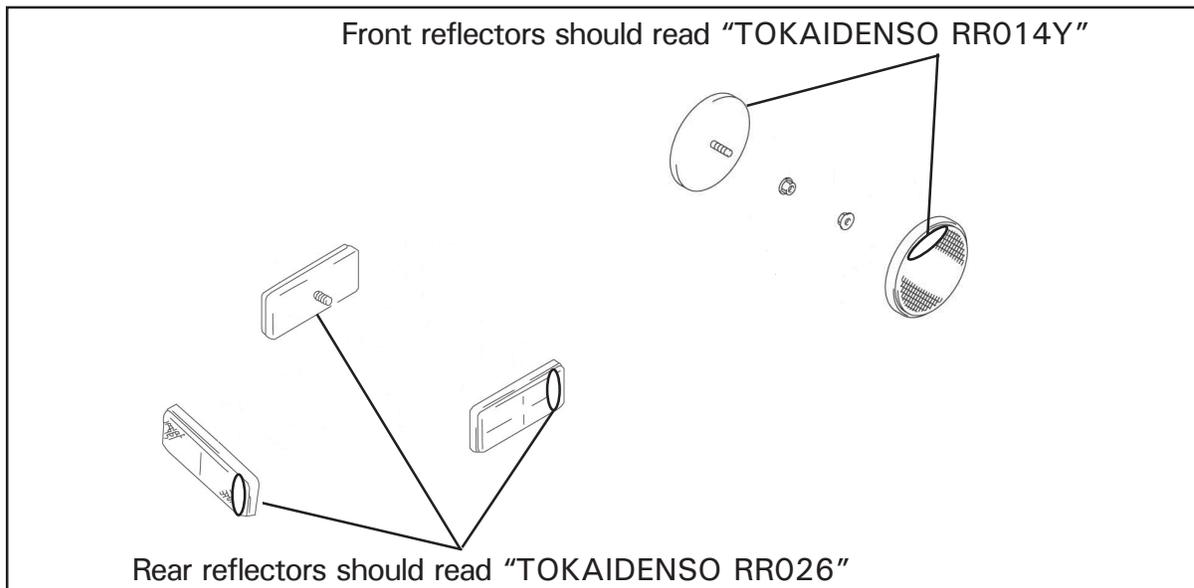


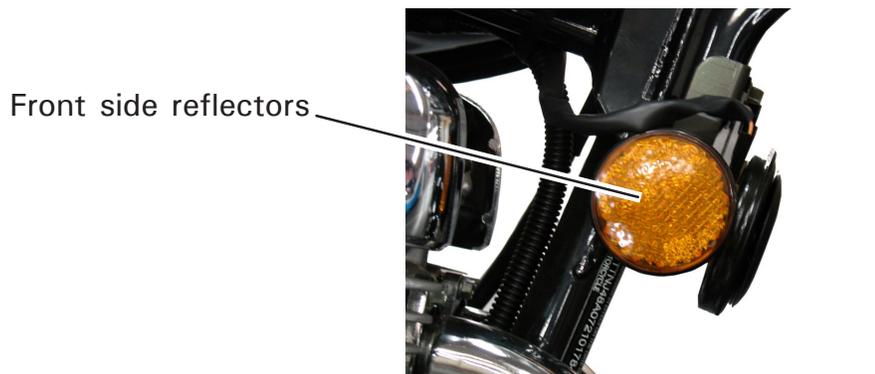
Figure 1

**SHIPPING:**

All parts will be shipped to you via UPS Ground unless otherwise specified at the time of order.

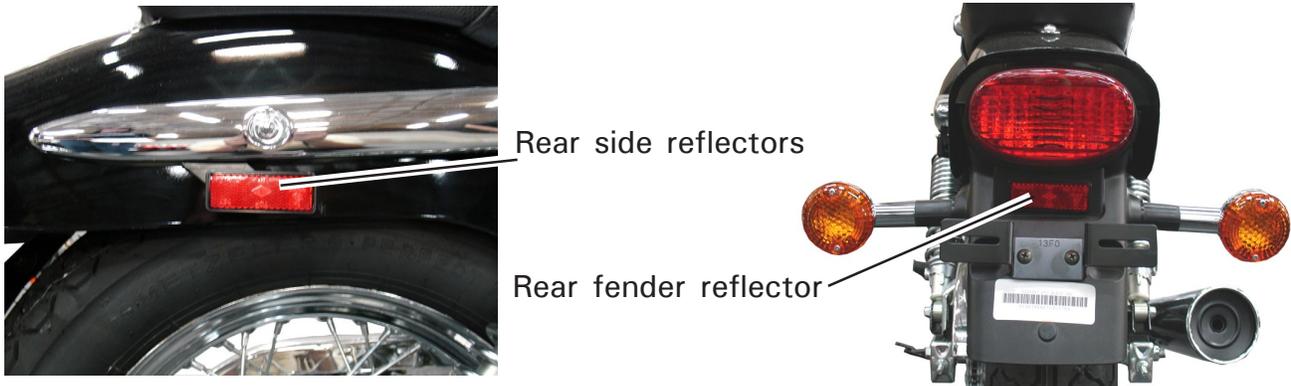
**REPLACEMENT PROCEDURE:**

1. Remove and replace the front side reflectors using the replacement nuts provided in the Reflector Kit.



**REPLACEMENT PROCEDURE continued:**

2. Remove and replace the rear fender and rear side reflectors using the preexisting nuts.



**WARRANTY REIMBURSEMENT & CLAIM INFORMATION:**

Reflector Kit Replacement: 0.2 hrs

<b>RECALL CAMPAIGN #2A01 Reflector Kit Replacement</b>	
CLAIM NUMBER:	Dealer enters number
ENTRY TYPE: (Dealer Chooses)	Model, Frame or Control Sequence
MODEL	GZ250K* (enter 2,3,4,5,6, or 7 for *)
FRAME	XXXXXXXXXX
REPAIR DATE:	Enter date of repair
MILEAGE:	Enter mileage on unit
CAMPAIGN:	2A01

*Warranty claim entries with additional parts or labor require a prior authorization (PAS) code from TECH-LINE or your Technical Service Manager and completion of the long campaign claim.*

**IMPORTANT:**

Successful completion of this safety recall campaign depends on your efforts. It is your responsibility to repair any motorcycle within the affected VIN range at no cost to the customer for recall service parts and labor. Incidental costs your customers may incur are not normally covered. However, if you have a customer with special needs, contact TechLine (800/756-3251) to discuss possible solutions.

**AFFECTED DEPARTMENTS:**

The following departments in your dealership should be notified of this information:

Management     Service     Warranty     Sales     Parts     Accessories

American Suzuki Motor Corporation  
Technical Service Department  
Motorcycle / ATV



AMERICAN SUZUKI MOTOR CORPORATION  
MOTORCYCLE

November 16, 2007

**SAFETY RECALL CAMPAIGN #2A01  
ALL 2002 - 2007 GZ250K2-K7 MODELS  
REFLECTOR SET REPLACEMENT**

Dear Suzuki Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

**What is the reason for this notice?**

Suzuki Motor Corporation has decided that all 2002-2007 GZ250 motorcycles fail to conform to Federal Motor Vehicle Safety Standard No.108, *Lamps, reflective devices, and associated equipment*. According to our records, you are the owner of one of these motorcycles.

**What is the problem?**

Suzuki Motor Corporation has determined that reflectors used during the assembly of all 2002 - 2007 GZ250K2-K7 model motorcycles do not comply with Federal Motor Vehicle Safety Standards. The reflectors performance at some measurement angles is less than required by the standard. It is possible that this could contribute to another motorist's not noticing the motorcycle in darkness, which may contribute to a crash.

**▲ WARNING**

**SUZUKI RECOMMENDS THAT YOU DO NOT RIDE YOUR AFFECTED 2002 - 2007 GZ250K2-K7 MOTORCYCLE AFTER DARK UNTIL THE REPAIR HAS BEEN COMPLETED**

To minimize the risk of injury or death, we recommend that you do not ride, or allow anyone else to ride, your motorcycle after dark until your motorcycle has been repaired by your Suzuki dealer.

**What is Suzuki doing to solve the problem?**

Suzuki is recalling affected units for the installation of an improved Reflector Kit. Repair time is approximately 20 minutes and will be done at no cost to you for parts or labor.

**How do I receive the fastest possible service?**

Suzuki understands that your riding time is precious. Our suggestion is to work closely with your authorized Suzuki dealer to get your motorcycle's recall service scheduled and performed as quickly as possible. Schedule an appointment for the recall service to be performed. Parts are currently available for dealer ordering. It may be necessary to leave your motorcycle with the dealer overnight, so check with your dealer.

When you pick up your repaired motorcycle, please allow a few extra minutes for your dealer to prepare and complete the necessary warranty paperwork with you. If you have special circumstances, discuss them with your Suzuki dealer. Suzuki understands that some customers may have difficult circumstances to overcome in bringing their motorcycle to the dealership for repair. We have asked your Suzuki dealer to work closely and flexibly with you to arrange alternative, but reasonable solutions for your special requests. Please remember, however, that each dealership has its own limitations in providing special assistance due to staff size, available time, and dealership location. Your dealer can also consult with Suzuki on other alternatives.

## CUSTOMER NOTIFICATION LETTER - Page Two of Two

### Questions & Answers

Your Suzuki dealer has been provided specific and complete instructions regarding this recall service. Please call your dealer if you have any questions. Your local Suzuki dealer can provide the fastest responses to your questions or concerns about the recall service. Your dealer can also contact Suzuki on your behalf if you have a unique question or concern.

If you have difficulty having the recall service performed on your motorcycle you may contact the American Suzuki Customer Service Department for assistance at 714-572-1490. You will need to have your Vehicle Identification Number ready when calling.

If you believe that (1) Suzuki or your Suzuki dealer has failed to or is unable to perform the recall service without charge, or (2) Suzuki has failed to or is unable to perform the recall procedure to your vehicle within 60 days after you first brought your vehicle to your Suzuki dealer after November 16, 2007 you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, D.C. 20590 or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

### Locating an alternate dealer

Suzuki dealers can be located on the internet at [www.suzukicycles.com](http://www.suzukicycles.com) or by calling 1-800-828-7433.

### Customer Reimbursement

If your motorcycle is included in the recall and you have paid for the repair or replacement of the reflex reflectors, you may be eligible for full or partial reimbursement. Please note the following for which Suzuki may exclude reimbursement:

- Only repairs that are the subject of the safety recall are reimbursable. Additional expenses such as towing, rental, accommodations, damage repairs, etc. will not be reimbursed.
- Reimbursement may be limited to suggested list price on parts and the Suzuki published flat rate time allowance.
- An owner will not be eligible for reimbursement if the expenses for repairs are incurred more than 10 days after the date of the last owner notification letter sent by Suzuki.
- Reimbursement claims may also be excluded when you do not submit adequate documentation. Your authorized Suzuki dealer will request an original or copy of your receipt for the recall repair or replacement, and your owner notification letter.

To obtain information or request reimbursement, contact your Suzuki dealer or the American Suzuki Motor Corporation Motorcycle Customer Service Department, PO Box 1100, Brea, CA 92822-1100, or call (714) 572-1490. You will need to have your Vehicle Identification Number ready when calling.

We thank you for your prompt attention to completing this recall service on your Suzuki motorcycle. We apologize for any inconvenience this campaign causes you. Your safety, satisfaction, and riding enjoyment are priorities for Suzuki.

Sincerely,

American Suzuki Motor Corporation