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# News Release

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**GET READY TO MOVE OUT WITH SUZUKI'S NEW 250SS 4-STROKE OUTBOARD  
Big Block V6 "Hotrod" a Perfect Match for Today's High-Performance Bass and Pontoon  
Boats With Powerful Hole Shot, Blistering Acceleration and Blazing Top-End Speed**

**Branson, MO (May 17, 2007)** – Suzuki Marine today unleashed its new-for-2008 250SS V6 4-stroke outboard before a gathering of top North American boating writers on Table Rock Lake. Everybody who put this 250-horsepower hotrod of an outboard through its paces came back to the dock with blown-back hair and huge smiles. "Our new 250SS is the culmination of years of development, designed to satisfy a boater's need for speed in both fresh and salt water," said Suzuki Marine Marketing Director Larry Vandiver. "We worked closely with the factory to develop a 'Sport 4-stroke' outboard that meets the power needs of today's tournament bass rigs, sport pontoons, ski boats, flats and bay boats, or any other boat with a 20" transom. We asked for a motor that pulls no punches and pulls its own weight when it comes to giving boaters the power, acceleration and top end they expect. The new 250SS really delivers, and brings something else to the table — Suzuki's long-standing track record of 4-stroke reliability," added Vandiver.

With Big Block 4.0-liter displacement, Suzuki's Dual Overhead Cam (DOHC), four-valves-per-cylinder V6 powerhead packs the muscle to push any rig to its performance potential. Along with this muscle comes plenty of smart engineering — like a powerful 32-bit computer with high-performance programming, an extra large dual intake and Suzuki's proven multi-stage induction system, developed to enhance the motor's breathing characteristics based on operating speeds. Using two intake manifolds per cylinder — one long and curved, one short and straight — the optimum fuel-air charge is delivered when powering out of the hole, flying full-out across the lake, or anywhere in between. Maximum operating range for the 250SS is 5,300 to 6,300 rpm.

The new 250SS also features Suzuki's proven Variable Valve Timing, a feature that continually adjusts intake timing for stronger low- and mid-range torque. Combined with Suzuki's multi-stage induction, this helps the 250SS deliver seamless acceleration from the moment you push the throttle. And unlike current 2-strokes, the new 250SS is so smooth and quiet, the competition — and the fish — will never hear you coming.

To ensure that its 250 ponies deliver where the “wheel meets the water,” Suzuki developed a 20-inch shaft combined with an aggressive lower unit that reduces hydrostatic drag. By slicing through the water, Suzuki is able to improve acceleration and increase overall boat/motor efficiency. Despite its sleek appearance, this beefy lower unit houses powerful gearing that delivers a final drive ratio of 2.08:1 — for lightning quick hole shots, without sacrificing top-end speed. Suzuki matches this aggressive gearing with a new series of stainless steel high-rake, high-pitch three- and four-blade props, custom-tuned to maximize the performance characteristics of this new V6 powerplant.

A narrow 55-degree V-block and proven offset driveshaft make the motor more compact and move its center of gravity forward on the transom. As a result, Suzuki’s 250SS fits and balances better on today’s performance-oriented boats. Weight saving features like new moly-coated forged aluminum pistons and full float hollow wrist pins give Suzuki’s 250SS a target weight of 578 pounds — despite all its heavyweight muscle. And because Suzuki knows today’s boaters need plenty of juice to power radios, CD and DVD players, trolling motors, lights, pumps and an array of sophisticated electronics, this new motor comes equipped with a powerful 54-amp alternator.

Over the years, Suzuki 4-strokes have earned a reputation for rock-solid reliability and customer satisfaction. The new 250SS is designed to provide trouble-free performance over the long run, with features like an oil-bathed, gear driven timing chain that never requires maintenance or adjustment. From its quiet operation and its range-stretching fuel economy, to its “no muss, no fuss” 4-stroke performance, the new 250SS lets anglers worry about more important things — like catching the big one. The new 250SS is backed by Suzuki’s standard three-year limited warranty, with an available three-year extended protection plan that provides six years of protection and peace of mind.

For more information about the new 2008 Suzuki 250SS, or Suzuki’s full line of 4-stroke outboards, from 2.5 to 300 horsepower, contact American Suzuki Motor Corporation at (714) 996-7040 or visit [www.suzuki.com](http://www.suzuki.com).

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