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## Suzuki goes an extra mile for customer warranties

Published: March 28, 2023

Author:

Online version: <https://www.wheels-alive.co.uk/suzuki-goes-an-extra-mile-for-customer-warranties/>



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# SERVICE ACTIVATED WARRANTY

Suzuki owners can extend their car's warranty, under the firm's new 'Service Activated Warranty' scheme, by having it serviced by a Suzuki dealer...

*Suzuki tells us...*



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

Launching to customers on April 3rd, 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 7 years / 100,000 miles - whichever comes first. Well worth noting is that the warranty is offered to customers totally free of charge.

As an enhancement to Suzuki's well renowned reliability record and as the most Trusted Car Brand, Service Activated Warranty offers 'Peace of Mind as Standard' as well as customer retention of vehicles within its 158 strong Suzuki network of new car dealers and authorised repair centres. Suzuki is unique in the industry in offering Service Activated Warranty to both its car and motorcycle owners.

Major components are covered, and should a customer decide to sell their vehicle between services and within the seven-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 providing it goes through a Suzuki Vehicle Health Check in the first instance.

Commenting on the launch, Denis Houston, Director Aftersales, Suzuki GB PLC, said: "At Suzuki, customer experience and retention are paramount, the launch 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 to both our car and motorcycle owners is unique and we are very proud to offer this as a strong message in support of our



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customers”.

At Suzuki, the highest levels of customer service are ensured, and this month was awarded as the ‘Trusted Quality Provider’ at the UK Customer Service Awards, Suzuki has also ranked the number 1 car brand six times in the UKCSI bi-annual survey in recent years. In the January 2023 CSI, Suzuki was ranked 26 places higher than the next Automotive brand measured across 260 organisations.