

Features

Renthal handlebar and Suzuki easy start system



- Handlebar is Renthal Fatbar. Its aluminum made, tapered design increases the rigidity of the handlebar, and reduces weight and vibration.
- Thanks to a new Suzuki Easy Start system, all the rider need to do is just one-push the starter switch just like the recent automobile's engine start system.

Brembo radial mount brake calipers and ABS*



- Brembo mono-block front brake calipers are mated with 310mm floating-mount dual discs.
- The front brake calipers are same type used on 2014 GSX-R1000.
- Antilock Brake System (ABS)* monitors wheel speed 50 times per wheel rotation, and matches stopping power to available traction.

* Only for GSX-S1000A

Benefits

- Renthal handlebar's mat-black finish and Renthal logo on the center enhances customized look in the cockpit.
- Brembo mono-block front brake calipers provide strong braking performance.
- Compact, lightweight digital ABS enhances brake performance by matching stopping power to available traction.

Comparison

	GSX-S1000	Kawasaki Z1000	HONDA CB1000R	YAMAHA FZ1	BMW S1000R
Handlebar brand	Renthal	No brand	No brand	No brand	No brand
Tapered handlebar	YES	YES	YES	NO	YES
Front brake caliper brand	Brembo	TOKICO	TOKICO	MOS	Brembo

Competitive Advantages

- Only GSX-S1000 has a Renthal handlebar. Renthal is known as top-end handlebar brand in off-road motorcycle world.
- Only GSX-S1000 has a Brembo mono-block calipers among Japanese 1000cc street sports.

Specifications

GSX-S1000 [GSX-S1000A]

Overall length	2,115 mm (83.3 in)	Fuel system	Fuel injection	
Overall width	795 mm (31.3 in)	Starter system	Electric	
Overall height	1,080 mm (42.5 in)	Lubrication system	Wet sump	
Wheelbase	1,460 mm (57.5 in)	Transmission	6-speed constant mesh	
Ground clearance	140 mm (5.5 in)	Primary reduction ratio	1.553 (73/47)	
Seat height	810 mm (31.9 in)	Final reduction ratio	2.588 (44/17)	
Curb mass	207 kg (456 lbs) [209 kg (461 lbs)]	Suspension	Front	Inverted telescopic, coil spring, oil damped
	208 kg (458 lbs) [210 kg (463 lbs)] (For Californian specs)		Rear	Link type, coil spring, oil damped
Engine type	Four-stroke, liquid-cooled, DOHC, in-line four	Rake / trail	25° / 100mm (3.9 in)	
			Brakes	Front
Bore x stroke	73.4 mm x 59.0 mm (2.9 in x 2.3 in)	Tyres		Front
			Rear	190/50ZR17M/C (73W) tubeless
Engine displacement	999 cm ³ (61.0 cu.in)	Ignition system	Electronic ignition (transistorized)	
Compression ratio	12.2 : 1	Fuel tank capacity	17 L (4.5 / 3.7 US / Imp gal)	
Max power	107 kW / 10,000rpm	Oil capacity (overhaul)	3.4 L (3.6 / 3.0 US / Imp qt)	
Max torque	106 N·m / 9,500rpm			

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■ Always wear a helmet, eye protection and protective clothing. ■ Enjoy riding safely.
■ Read your Owner's Manual carefully. ■ Never ride under the influence of alcohol or other drugs.

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SALES GUIDE

GSX-S1000 ABS



INTERNAL USE ONLY

Introduction

Suzuki proudly presents the newest line of motorcycle in its on-road street bike range. 35 years after the birth of the original GSX model, the GSX-S1000 takes the GSX line in an aggressive new direction.

The concept of the original GSX was high-performance sportbike which has a broad power band, nimble handling, and great durability. Its heritage is still alive in the engineering philosophy of the all current GSX models, from top-end Moto GP race machine to street legal on-road bikes.

To enhance the heritage, we proudly introduce the new series with the name of GSX.

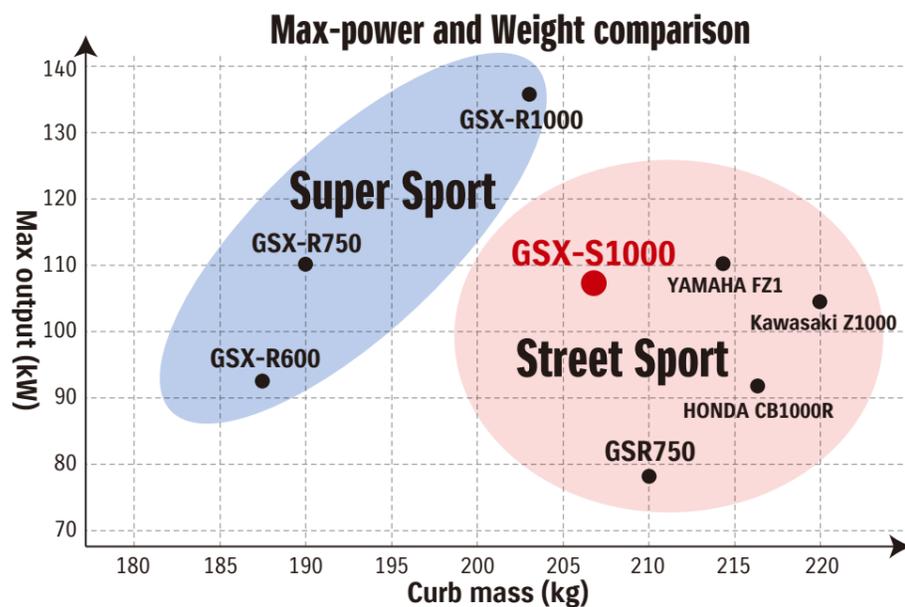
Product concept

“The spirit of GSX-R, ready for street”

- The model is developed to provide maximum fun for sport riding on the street.
- Both engine and chassis are developed to achieve an exciting riding experience.
- The basic performance aspects of "running," "braking" and "cornering" are embodied to the fullest extent allowed with the latest state-of-the-art technology.
- The motorcycle is made for experienced, sport-minded enthusiasts who desire to enjoy sport riding on the street in an upright riding position.



Positioning map



Vertical axis represents horsepower and horizontal axis represents curb mass.

- It is the lightest among 1000cc street sports.
- The weight is almost same as that of a super sport.
- Compared with GSR750, it is lighter and much more powerful.

Targeted customer

Riders in their 30s to early 50s who want to enjoy sports riding, with a comfortable riding position. Those who want to continue looking cool as a “bike rider”.



GSR Customer

	Needs	Key selling points
1	I am not satisfied with the engine performance of GSR750/600 and want to ride more powerful motorcycles.	<ul style="list-style-type: none"> • Compared with GSR750, the weight is lighter by 3kg and the output is more by 29kW.
2	I want to ride motorcycles with the latest technologies.	<ul style="list-style-type: none"> • Only GSX-S1000 has a traction control among Japanese 1000cc street sports. • It has Brembo radial mount brake calipers. • GSX-S1000 has a Renthal aluminum tapered handle bar among 1000cc Street Sports. • It has a full LCD instrument cluster with more information than that of GSR750. • The aluminum swinging arm inherited from GSX-R and stylish aluminum six spoke wheels. • Compared with GSR750, the seat height (810mm) is lower by 5mm.

GSX-R Customer

	Needs	Key selling points
1	I want to ride a motorcycle with relaxed upright position and also want to enjoy sporty riding.	<ul style="list-style-type: none"> • An upright riding position. The handlebar is positioned higher and closer to the rider. • The weight is very close to that of a super sport. • The more suitable power character for sport riding on streets and winding roads than GSX-R. • It has a traction control which GSX-R does not have. • It comes with Brembo mono-block calipers, top of the line suspension derived from GSX-R.
2	I want to ride a motorcycle inherited from GSX-R brand.	<ul style="list-style-type: none"> • It is powered by the legendary GSX-R1000 K5-K8 engine.

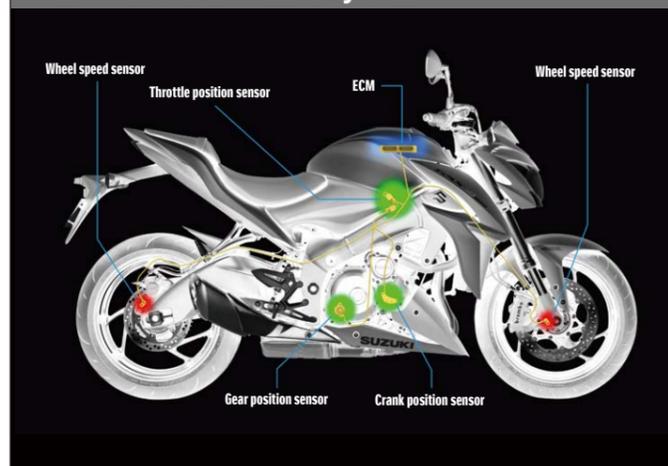
Other Brand 1000cc/600cc class Customer

	Needs	Key selling points
1	I want to enjoy sport riding with high performance.	<ul style="list-style-type: none"> • The weight (207kg*, GSX-S1000) is the lightest among 1000cc street sports. That enables nimble handling and easy maneuverability. • It has the longest stroke engine among 1000cc street sports. It produces broad low-to-mid range power/torque that is more suitable for street riding. • Compact, lightweight chassis design provides nimble handling and great road holding performance in real-world conditions. • It has the lowest seat height (810mm) among 1000cc street sports. It enables easy feet reach to the ground.
2	I want to ride a motorcycle with the latest technologies.	<ul style="list-style-type: none"> • Only GSX-S1000 has a traction control system among Japanese 1000cc street sports. • The rider can set the system to any of three modes or turn it off. Rider can enjoy riding with in various confidence conditions. • Only GSX-S1000 has a Renthal aluminum tapered handlebar. It reduces vibration and provides high quality look in the cockpit. • It has Brembo radial mount brake calipers. GSX-S1000A is equipped with an ABS. It produces great stopping power and controllable brake touch. • It has a full LCD instrument cluster. Only GSX-S1000 has a gear position indicator among Japanese 1000cc street sports, rider can recognize the gear position at a glance.
3	I want to ride a motorcycle inherited from GSX-R brand.	<ul style="list-style-type: none"> • It is powered by the legendary GSX-R1000 K5-K8 engine.

* For Californian specs: 209kg

Features

3-mode Traction Control System



- The traction control system continuously monitors the front and rear wheel speeds, the throttle position, the crank position and the gear position, and quickly reduce engine output when wheel spin is detected.
 - Engine output is controlled by managing ignition timing and air delivery to ensure smoother traction control operation.
 - The traction control system confirms conditions every 4 milliseconds, and governs ignition, which allows extremely quick reaction.
 - Suzuki's system precisely controls output by optimizing ignition timing and air delivery depends on the conditions. That results in smooth, natural control of power, which does not bother sport riding even in the system is working.
- * Traction control system is not a substitute for rider's throttle control under the various conditions, and traction control cannot prevent loss of traction due to excessive speed when entering turns, or while braking, and it does not control front wheel traction.



Mode	TC mode indicator	Sensitivity level	Good for
OFF		-	-
1		Low	Sport riding, good road conditions
2		Middle	City riding, regular road conditions
3		High	Wet or cold conditions

- Rider can select 3 different modes 1, 2, 3 and off, depends on conditions or rider's preference. The difference between mode 1, 2 and 3 is sensitivity levels.

Benefits

- Rider can enjoy sport riding with more confidence, with less stress and fatigue.
- Rider can enjoy sporty riding in Mode 1 without feeling intrusive cut-in.
- Mode 2 is suitable for most of the riders and road conditions.
- Rider can feel safe on wet or slippery roads in Mode 3.
- Rider can control the mode by left handlebar switch while riding.

Comparison

	GSX-S1000/A	Kawasaki Z1000	HONDA CB1000R	YAMAHA FZ1	BMW S1000R
TC modes	3-Modes and OFF	NO	NO	NO	2-Modes and OFF (Option: 4-Mode and OFF)

Competitive Advantages

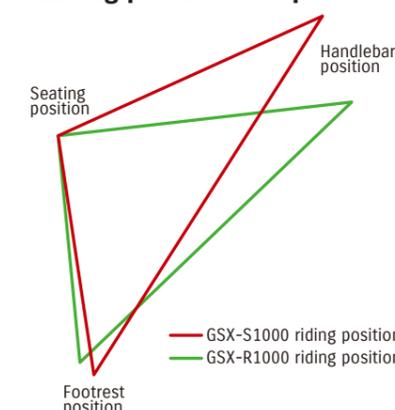
- Only GSX-S1000 has a traction control among Japanese 1000cc street sports.
- GSX-S1000 has three modes (1, 2, 3) and off as standard equipment.

Features

Riding position



Riding position comparison



- Because of the upright position, the rider can enjoy riding on streets and winding roads with less fatigue.

Chassis design



- Handlebar position is set 165.4mm higher and 72mm rearward compared with GSX-R1000.
- Footrest position is set 23.8mm lower and 32mm forward compared with GSX-R1000.

- Newly designed chassis is engineered in compact, lightweight package to provide agile, fun-to-ride character for variety of riders.
- Main tube is designed straight from steering head to swingarm pivot. It is ideal design to achieve both high rigidity and lightweight.
- The frame is designed with latest FEM analysis technology; the weight of the frame is lighter than that of the current GSX-R1000.
- The aluminum alloy swingarm is derived straight from the current GSX-R1000.

Benefits

- Compact, lightweight new chassis design provides nimble handling and great road holding performance in real-world conditions.
- Newly designed main frame is aimed to provide nimble handling and great road holding performance.
- The highly rigid, ruggedly braced swingarm provides great road holding performance and Superbike looks.

Comparison

	GSX-S1000 (ABS)	GSR750 (ABS)	Kawasaki Z1000 (ABS)	HONDA CB1000R (ABS)	YAMAHA FZ1 (ABS)	BMW S1000R
Curb mass	207 kg ^{*1} (209 kg ^{*2})	210 kg (213 kg)	220 kg (221 kg)	217 kg (222 kg)	214 kg (221 kg)	207 kg (with ABS)
Overall Length	2,115 mm	2,115 mm	2,045 mm	2,105 mm	2,140 mm	2,057 mm
Overall width	795 mm	785 mm	790 mm	785 mm	770 mm	845 mm
Overall height	1,080 mm	1,060 mm	1,055 mm	1,095 mm	1,060 mm	1,228 mm
Wheelbase	1,460 mm	1,450 mm	1,435 mm	1,445 mm	1,460 mm	1,439 mm
Seat height	810 mm	815 mm	815 mm	825 mm	815 mm	814 mm

*1 For Californian specs: 208kg *2 For Californian specs: 210kg

Competitive Advantages

- It is the lightest among 1000cc street sports. 207kg (GSX-S1000). * For Californian specs: 208kg
- GSX-S1000 is lighter than GSR750 by 3kg. For ABS models, GSX-S1000A is lighter than GSR750A by 4kg.
- It has the lowest seat height (810mm) among 1000cc street sports. And the seat and fuel tank are slim. It makes feet reach to the ground easier.

Features

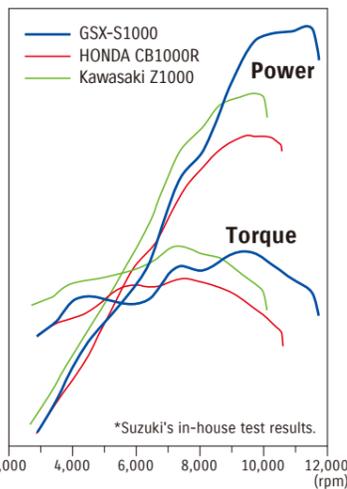
Engine Design



2005 GSX-R1000

- Four-stroke, liquid-cooled, DOHC, 999cm³ inline-four engine, street-tuned version of the legendary 2005-2008 GSX-R1000 engine, is designed to provide smooth throttle response, immediate, controlled acceleration. That results in exciting, adrenaline-rushing performance in sport riding.
- New pistons were engineered with use of FEM (Finite Element Method) analysis to achieve optimal rigidity and weight.
- The new cam profiles are designed to optimize the valve timing to tune the GSX-R1000 engine – which is designed keeping in mind racetrack use – to obtain the GSX-S1000 power character that's more suited to the streets and winding roads.

Dynojet comparison test



- The broad low-end torque and adrenaline rushing performance in the high rev range.

Benefits

We chose 2005-2008 GSX-R1000 engine, not using that of the current GSX-R1000.

- Because of its long stroke design, it has broad low-to-mid range power/torque, which is more suitable for street riding.
- Because of its crankshaft/gearbox layouts, the main frame can be designed straight from steering head to swing-arm pivot. It enables to design the main frame lightweight.

Comparison

	GSX-S1000	Kawasaki Z1000	HONDA CB1000R	YAMAHA FZ1	BMW S1000R
Displacement	999 cm ³	1,043 cm ³	998 cm ³	998 cm ³	999 cm ³
Bore x Stroke	73.4 x 59.0 mm	77.0 x 56.0 mm	75 x 56.5 mm	77.0 x 53.6 mm	80 x 49.7 mm
Compression ratio	12.2 : 1	11.8 : 1	11.2 : 1	11.5 : 1	12.0 : 1
Max power	107 kW / 10,000 rpm	104.5 kW / 10,000 rpm	92 kW / 10,000 rpm	110.3 kW / 11,000 rpm	118 kW / 11,000 rpm
Max torque	106 N-m / 9,500 rpm	111 N-m / 7,300 rpm	100 N-m / 8,000 rpm	106.0 N-m / 8,000 rpm	112 N-m / 9,250 rpm

Competitive Advantages

- The maximum horsepower is better than those of Honda and Kawasaki.
- By using the engine of K5-K8 GSX-R1000 that has good reputation, it has powerful low-mid range and exciting high rpm range power.

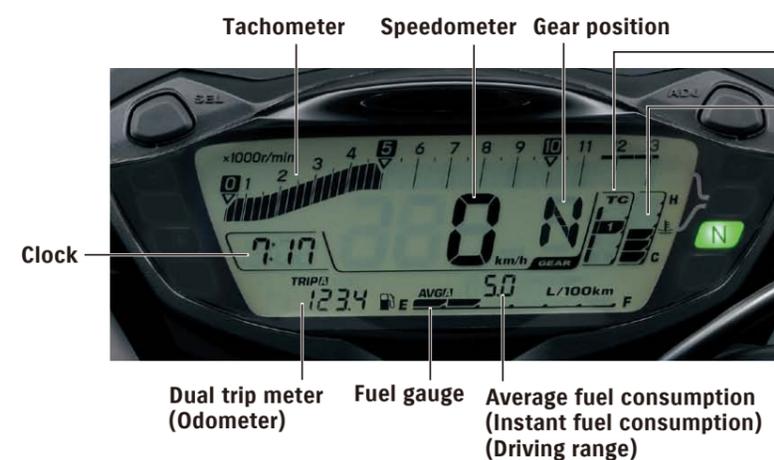
Genuine Accessories

- Heated Grips
- Seat Tail Box
- Meter Visor
- Yoshimura Exhaust
- LED Turn Signal Lamps
- Oil Filer Cap
- Crankshaft Hole Plug
- Colored Brembo Front Calipers
- Tank Pad
- Fuel Tank Protection Sticker
- Fuel Cap Protection Sticker
- Heel Guard Sticker
- Wheel stripes
- Big Tank Bag
- Small Tank Bag
- Ring for Tank Bag
- Tire Valve Cap
- Mirror Extension
- Reflector Cover



Features

Full LCD Instrument cluster



- Tachometer
- Speedometer
- Gear position
- Traction control mode
- Coolant temperature
- Clock
- Dual trip meter (Odometer)
- Fuel gauge
- Average fuel consumption (Instant fuel consumption) (Driving range)

- Full LCD Instrument cluster is designed lightweight and compact.
- Instruments are brightness-adjustable full LCD.
- Bar-type tachometer features “peak-hold” function, which shows peak rpm when rpm drops.

Benefits

- White back light for good visibility in night time riding.
- Rider can recognize the peak rpm of the last moment when downshifting.

Comparison

	GSX-S1000	Kawasaki Z1000	HONDA CB1000R	YAMAHA FZ1	BMW S1000R
Instrument cluster	Full-LCD	LED tachometer + LCD panel	Full-LCD	Analog tachometer + LCD panel	Analog tachometer + LCD panel
Gear position	YES	NO	NO	NO	YES
Driving range	YES	YES	NO	YES	YES
Average fuel consumption	YES	YES	YES	NO	YES
Instant fuel consumption	YES	YES	YES	NO	NO
Traction control mode	YES	NO	NO	NO	YES

Competitive Advantages

- Thanks to its full-LCD design, it eliminates motor and needle mechanics, it weighs only 275g.
- YAMAHA FZ1 and BMW S1000R have analog tachometers.
- Only GSX-S1000 has a Gear position indicator among Japanese 1000cc street sports.

Color variation



Metallic Triton Blue (YSF)



Sparkle Black / Candy Daring Red (AV4)



Mat Fibroin Gray (PGZ)

Supplement from sales training feedback

Q&A



Q : I am looking for a comfortable motorcycle but like performance as well. What would you recommend?

Customer

A : I would recommend the GSX-S1000. It offers a more upright riding position for comfort. Its engine has been engineered to be smooth and responsive, but can also be very exciting when you want to!



Sales

Findings in Sales Training



From 24th through 27th November, the 2nd Sales Training Seminar was held at Ryuyo Motorcycle Technical Center, inviting the sales trainers of the distributors worldwide. Through the intensive two-day test ride experience, the trainers found a lot of sales points to highlight over the competitor models. Here are the findings, let's take a look!

Section	Sales Points
✓ Engine	- Very smooth torque band until about 8,000rpm, then GSX-R based engine comes to life!
✓ Chassis	- Precise chassis – you don't need to fight with the bike through corners - Feel safer even when riding aggressively - Good feedback from suspension - Chassis let you know what is happening on the ground - Compared to the MT-10, the GSX-S1000 is more versatile and suitable to multiple riding styling, commuting, casual ride or sporty ride...
✓ Electric Components	- Instrument panel is easy to read and use
✓ Design	- For a pure naked street fighter, the GSX-S1000 still provide good wind protection which is not commonly found in this style of motorcycle - Moderately aggressive styling
✓ Function	- The versatility of this model can satisfy many different riding styles - One of the most comfortable naked streetfighters - The sound (NOT NOISE!) coming from the GSX-S1000 is its riding enjoyment