



State of Wisconsin
Jim Doyle, Governor

Department of Agriculture, Trade and Consumer Protection
Rod Nilsestuen, Secretary

10121547

May 4, 2005

AMERICAN SUZUKI MOTOR CORP
3251 E IMPERIAL HWY
BREA CA 92821

2005 MAY 13 AM 5:31

RE: File 451439 (Refer to this number when contacting our agency)

ONALASKA WI

Dear Sir/Madam:

I received a complaint from _____ concerning an unsatisfactory transaction with your business.

I am providing you with an opportunity to review and comment on this matter before we investigate further. After reviewing the complaint, please send your written response to _____ and to our office within two weeks.

In your response, please include a statement as to your position regarding resolution of this complaint. Your written response is important so your position can be included in the Department's permanent record.

Thank you for your cooperation and prompt response.

Sincerely,

Austin Marie Palmer
Consumer Specialist
BUREAU OF CONSUMER PROTECTION
Fax: 608 224-4939
E-mail: Austin.Palmer@datcp.state.wi.us

Cc: NHTSA

NAP
208
5/16/05



Department of Agriculture, Trade and Consumer Protection

WDATCP

Consumer Complaint

APR 19 2005

Please attach two sets of copies (both sets) of all documentation that supports your complaint, such as invoices, receipts, contracts, cancelled checks, shipping documents/catalog page showing item ordered, lease documents, telephone bills.

Name (Mr. Mrs. Miss Ms.) (circle one) _____ (first) _____ (last) _____ (division of Trade & Consumer Protection act. _____ or () _____ ext. _____)

Home Phone: _____ Work Phone: _____

Phone me between 8:00 A.M. and 4:00 P.M. at: (circle one) Home Work Best time: 7am - 10pm

Address: _____ PO Box: _____ Apt. # _____

City: Ocala State: WI Zip: _____ County: LaCrosse

Name of business: American Suzuki Motor Corp

Address: 3251 E. Imperial Hwy PO Box: _____ Apt. # _____

City: Brae State: CA Zip: 92821 County: _____

Phone: () _____ Name of person you talked to: Brad Wright Title: Supervisor

3. Which of the following best describes your first contact with the business: (check one)

- Person from business came to my home
- Person from business called me
- Business sent me information in the mail
- I attended a convention or trade show
- I went to the business
- I telephoned the business
- I responded to a radio or TV ad
- I responded to a printed advertisement
- Internet
- Email

4. When did the first contact occur? month: April day: 24 year: 2004

5. How old is the person who had contact with the business? Age: (circle one) 0-17 18-61 62 or older

6. What product or service did you buy? (please be specific) Suzuki Motorcycle 1500

7. Was it advertised? (circle one) No Yes Date: 04 Where: Steiger Power Sports

8. Did you sign a contract? (circle one) No Yes Date: 3-23-04 Number on contract, policy or receipt _____

9. If yes, where were you when you signed the contract? Dealership

10. Amount paid: \$ 11,309.11 by: (circle one) cash check credit card financed other plan

11. Where did you pay the business: (check one)

- At my home
- Over the telephone by credit card
- By mail
- At the company's place of business
- At a convention or trade show
- In someone else's home
- Internet

12. Did you contact the business about your complaint? Yes No When? May 2004 What happened? nothing

13. Have you filed this complaint with another agency? Yes No Agency name? WI Dept. of Transportation What happened?

14. Have you contacted a private attorney? Yes No Have you started court action? Yes No

IMPORTANT: More questions on the back page (over)

15. Describe your complaint in detail. This motorcycle has a very bad shake in the handle bars when decelerating from 40 to 25 mph. Slowing down & using the hand signals to make a turn will result in a crash. You can not take your hands off the handle bars to signal a turn or stop. Due to severe shake I was advised by my dealership not to ride the motorcycle. American Suzuki Motor Corp. told me & the dealership the problem could not be fixed and I should "just take the cycle home and ride it"

16. How do you feel your complaint should be resolved? (please be specific) This motorcycle was purchased new for \$11,309.11. It will cost 4-5 thousand dollars more to purchase a motorcycle with comparable features. The total settlement at this time we feel \$11,309.11.

This complaint and the information you provide will be used in efforts to resolve your problem and will typically be shared with the party complained against. It may also be used to enforce applicable state laws. Under Wisconsin's Open Records Law, this complaint will be available for public review upon request, after this department's action is completed.

The above information is true and accurate to the best of my knowledge.

Your signature: _____ Date: 4-18-05

Return this form and two copies of your papers to our office located nearest to the business:

NORTHWEST REGIONAL OFFICE 3610 Oakwood Hills Pkwy Eau Claire WI 54701 FAX: (715) 839-1645	SOUTHEAST REGIONAL OFFICE 10930 W Potter Rd Ste C Milwaukee WI 53226-3450 (414) 266-1231 FAX: (414) 266-1235	NORTHEAST REGIONAL OFFICE 200 N Jefferson St Ste 146A Green Bay WI 54301 (920) 448-5110 FAX: (920) 448-5118	CONSUMER INFORMATION CENTER 281 Agriculture Dr PO Box 8911 Madison WI 53708-8911 (608) 224-4976 FAX: (608) 224-4939
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If the business is located outside of Wisconsin return this form to our Consumer Information Center.

Toll free in WI: (800) 422-7128

FAX: (608) 224-4939
TDD: (608) 224-5058
EMAIL: datcpHotline@datcp.state.wi.us
WEBSITE: www.datcp.state.wi.us

DEALER COMPLAINT

Regarding motor vehicle or recreational vehicle sales practices or warranty

Submit To: Wisconsin Dept. of Transportation
 Dealer Section - Room 806
 P. O. Box 7909
 Madison, WI 53707-7909
 Telephone: (608) 236-1425

Address: <u>Onalaska, Wi</u>		Name of Person or Firm Your Complaint is Against: <u>American Suzuki Motor Corp</u>	
City	Zip Code	County	Address: <u>3251 E. Imperial Hwy</u>
			City: <u>Brea, CA</u> Zip Code: <u>92821</u> County:
Home Phone (area code)	Hours you may be reached at home: <u>7am - 10pm</u>		Telephone (area code)
	Hours you may be reached at work: <u>Same</u>		Who was your salesperson?: <u>Red Hall Steiger Power Sports</u>
License Plate Number:	Vehicle Year: <u>03</u>	Make: <u>Suzuki</u>	Model: <u>1500</u>
Vin Identification Number: <u>J510Y51A93</u>	Engine Size: <u>1500cc</u>		Have you told this person or firm about your complaint? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes, Whom?
Title Number: <u>0409844026-9</u>	Present Odometer Reading: <u>17,951</u>	May we send a copy of your written complaint to the person or company you wish to report? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
Transmission: <input type="checkbox"/> Automatic <input checked="" type="checkbox"/> Manual <input type="checkbox"/> Four Wheel Drive	List any other agency, legal firm or mediation service that has been consulted: <u>Dept of Agriculture, Trade & Consumer Protection</u>		
Is a court action pending? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, Where?			

Was this vehicle Leased Purchased, Did you sign a purchase contract? No Yes, Date of purchase 3-23-04

Was this vehicle purchased as New Used Demo Executive

If used, was a used vehicle disclosure label displayed?
 No Yes, Were you given a copy? No Yes

How was vehicle sold?
 As Is Manufacturer Warranty Dealer Warranty Service Contract, Coverage Duration _____ miles OR _____ years

When do you think would be a fair settlement?
This motorcycle was purchased new for \$11,309.11. It will cost 4.5 thousand dollars more to purchase a motorcycle with comparable features. The total settlement at this time will be \$11,309.11.

Explain the entire circumstances about your complaint:
This motorcycle has a very bad shake on the handle bars when decelerating from 40 to 25 mph. Howing down & using the hand signals to make a turn will result in a crash. You can not take your hands off the handle bars to signal a turn or stop. Due to the severe shake I was told by my Dealership not to ride the motorcycle. American Suzuki Motor Corp told the dealership, the problem could not be fixed.

(over)

Attach readable copies or originals of any items related to your case, such as: purchase contract, disclosure label, title/ registration application, finance contract, warranty documents, odometer statement or repair bills. The information you provide will be used in our mediation and enforcement efforts and may be shared with the party complained against. Under Wisconsin's Open Records Law, this complaint will be available for public review upon request.

Print Contact By/Date _____

X

4/8/05
 (Date)

Detach this portion and send to address shown on this form

Contact Loc 4 time 7-12-05
Beats vocational 4-12-05
Tech time 4-12-05
Tech time 4-13-05

Contacted by Suzuki Tech line 4-12-05
4-13-05
4-13-05

Steiger

KAWASAKI - SUZUKI - KTM - POLARIS - ARCTIC CAT
4140 Mormon Coulee Court, La Crosse, Wisconsin 54601 • Phone (608) 788-4514

Bike brought in on this day
4-6-05

Test drive bike 40 mph and decel in high gear. Front end shakes starting at 30 → 20 mph with ^{to stop} shake one hand on bars, must use both hands on bars and shake ~~could~~ be felt but not visible at this mph range. Contact Suzuki tech line, they suggest re torque of steering head bearings to 4-600 grams pdl and to check all of the obvious points. Checked axle torque, triple clamps, motor mounts, frame bolts, steering component torque, tire PSI's set to 32 front 32 rear, tried different PSI's, these are the best pressures. Remove wind shield, light bar assemblies to adjust steering head bearings to different torques, which varies the amount of shake, also makes a difference with wind shield removed = worse. Test drive another 03 1800 LC which also has small shake, with hands off bars OK with one hand on bars, installed this front tire and wheel assembly after checking balance and mount (OK) 160 lbs onto customers bike, test drive again, with myself on bike on asphalt with cust as witness shake is nearly gone. Cust test drive bike, went from asphalt to concrete and bike shake nearly as bad as before with his weight 200 lbs on the concrete. With myself driving bike on concrete with one hand on bars bike would shake but not as bad as initially which indicates weight makes a significant difference of dynamics of bike. After contacting Suzuki Tech line and being contacted by them 4 times and discussing the ~~condition~~ ^{condition} they state that it is characteristic of bike due to weight distribution and that condition can not be 100% corrected but can be improved due to design and rider weight.

**THE ATTACHMENTS TO THIS
DOCUMENT HAVE BEEN REMOVED
TO PROTECT UNWARRANTED
INVASION OF PERSONAL PRIVACY
PURSUANT TO EXEMPTION 6 OF
THE FREEDOM OF INFORMATION
ACT (FOIA), 5 U.S.C. 552(b)(6).**