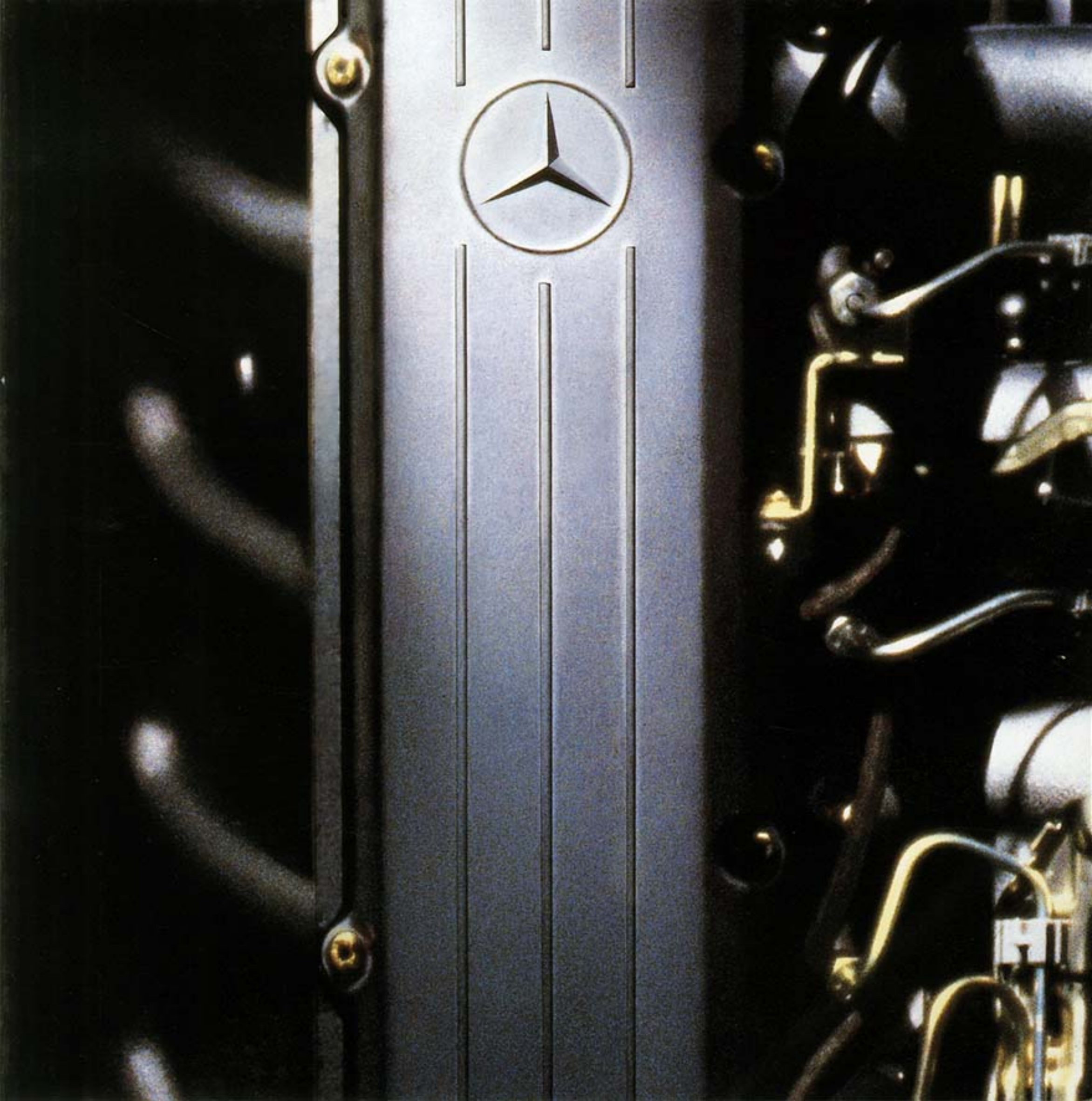


AN  
AWESOME  
NEW  
BREED  
OF 4X4.



**SSANGYONG**



# State-of-the-art Mercedes engines.

## The best of British design.

### 40 years of 4WD know-how.

There's no doubt about the amazing growth in demand for four wheel drive vehicles in the UK. But now the time has come to ask what the future will bring.

And the answer comes from SsangYong.

With a new breed of 4x4 that rewrites the rules – recognising and responding to the real needs and aspirations of the new generation.

Born out of 40 years' experience in four wheel drive, in collaboration with Mercedes-Benz and renowned British designer Ken Greenley, the Musso has all the pedigree needed to show the way ahead in 4x4 motoring.

Mercedes-Benz not only supply the state-of-the-art 3.2 litre petrol and 2.9 litre, 5 cylinder diesel engines for this unique vehicle. They also bring the strength of their unquestionable technical expertise and commitment as the second largest shareholder in the SsangYong Motor Company.

So, as well as delivering smooth, refined performance, these advanced powerplants come with a legendary reputation for reliability.





The new thinking applied under the bonnet is matched by stunning new styling that will make the Musso instantly distinguishable from any other 4x4 on the road. It is the work of SsangYong Design Director, Ken Greenley, who is also Head of Vehicle Design at the Royal College of Art. Among his other achievements are exotica like the Aston Martin Virage and Bentley Continental R.

The shape of this vehicle is visibly different – wider, longer and less upright than less inspired alternatives. This makes the Musso inherently more stable. It combines an impressively low CD factor, so there's less wind noise, with the smooth ride and passenger comfort of an executive saloon.

And while you still enjoy an above-it-all 4x4 driving position, you don't have to worry about your height when going into multi-storey car parks, unlike the bulkier 4x4's.

With selectable 2WD/4WD on the move\*, free-wheeling hubs and a choice of a Borg Warner 5 speed manual or a Mercedes-Benz 4 speed electronically controlled automatic transmission, we have built in all the flexibility you need in a true multi-purpose vehicle to cope masterfully with on or off road conditions.

\*At speeds up to 44mph.



There will be a range of models with differing equipment and trim levels. Top of the range models will feature a Bosch 4-sensor, 3 channel ABS anti-lock braking system, air conditioning, alloy wheels, remote control central locking and keyless entry, electric windows, mirrors and sunroof. Even the entry level model will feature a Clarion stereo radio/cassette with four speakers, power steering, tilt-adjustable steering column, free wheeling hubs and tinted glass.

For added peace of mind there's the build strength that can only come from 40 years of 4WD manufacturing, with side impact protection beams incorporated within an impact absorbing body reinforced against rollover.

For complete reassurance, all Musso owners will be protected by a range of comprehensive warranties and three years free membership of SsangYong Assistance – a superb home and roadside recovery service throughout the UK and Europe.

Add to this, the security of an established network of 4x4 experts with years of experience who are being appointed as specialist SsangYong dealers.

If you want to drive the future in 4WD, they're the people who will take you there.

## The SsangYong Legend.

SsangYong means 'twin dragons'. In oriental legend, these mythical creatures take on many forms, but are always associated with royalty, power and strength – an appropriately potent symbol for SsangYong.

It stems from the fable of two dragons who, as divine spirits, longed to fly to heaven. For their wish to come true, each needed a magical gem stone, but they had only been given one between them.

For a thousand years each unselfishly insisted that the other go first, so eventually they lost their chance altogether.

Moved by their altruism, a heavenly king sent down another gemstone so that, at last, both could complete their journey together.

To this day, a division of SsangYong is still based on the site of the cave which legend records as the home of the famous twin dragons.





4x4xSsang

Gold Award

Birmingham International  
Motor Show



\*SsangYong mean

angYong\*



s Twin Dragons .



## The SsangYong Group.

It is SsangYong's firm intention to become a major force in the world motor industry.

Founded in 1939, it has become a multi-billion dollar concern, active in many commercial sectors. It is now concentrating huge investment into automobile manufacture.

In 1986, SsangYong acquired the Ha Dong Hwan Motor Company, a manufacturer of four wheel drive vehicles, trucks and specialised vehicles since 1954.

In 1988, it was renamed the SsangYong Motor Company. Also in that year, the Panther Car Company of the UK was acquired. Since 1992 Daimler-Benz has held a 5% equity stake in the company benefiting SsangYong with its enormous technological experience.

\$500 million is currently being spent on the main production plant to increase vehicle output to 150,000 in the next two years.

An \$875 million engine plant capable of manufacturing 80,000 units has already been opened.

And by the year 2000, SsangYong plan production of 300,000 vehicles. Over 2 million square metres of land have already been acquired for a second plant complex and testing grounds.

That's SsangYong, a company excelling and accelerating towards an awesome future.

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