



CORPORATE PROFILE

2023-2024



SUZUKI MOTOR CORPORATION
300, Takatsuka-cho, Chuo-ku, Hamamatsu-shi,
Japan 432-8611
<https://www.globalsuzuki.com/>
(2024.1)

社是

一、お客様の立場になって
価値ある製品を作ろう

二、協力一致清新な会社を
建設しよう

三、自己の向上に つとめ常に
意欲的に前進しよう



Mission Statement

1. Develop products of superior value by focusing on the customer
2. Establish a refreshing and innovative company through teamwork
3. Strive for individual excellence through continuous improvement



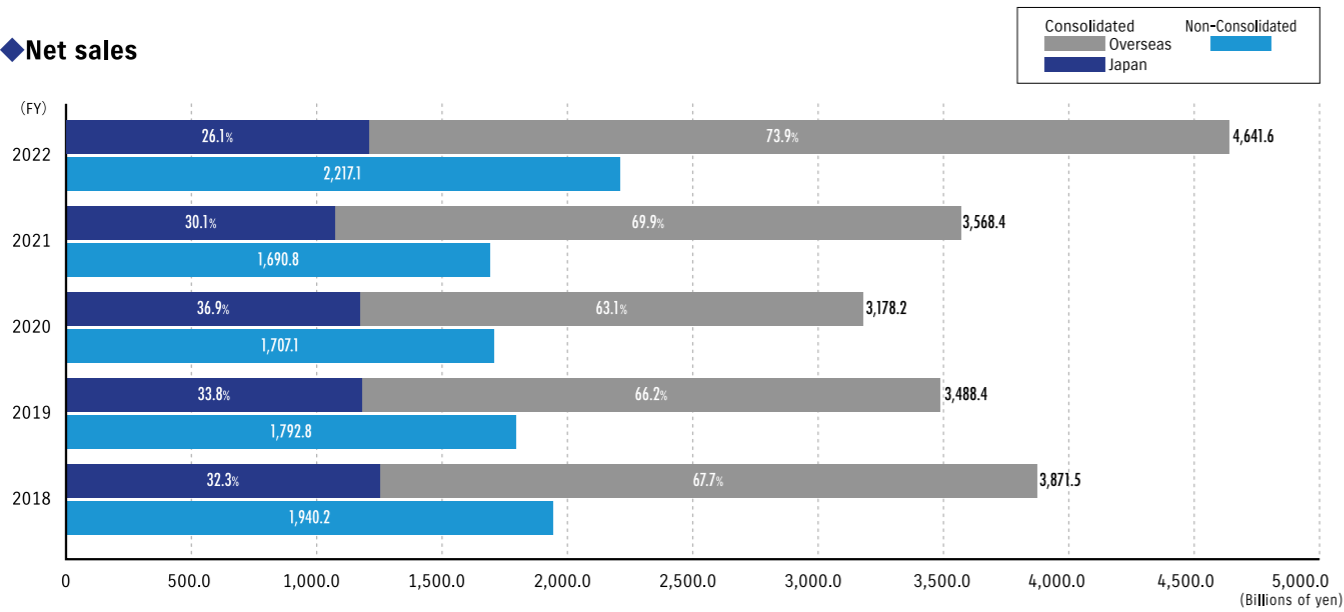
Representative Director and President Toshihiro Suzuki

Suzuki was founded in 1920 with loom manufacturing as its first business. In 1952, Suzuki entered the motor-vehicle field with the launch of the Power Free 36cc, 2-cycle auxiliary bicycle engine. Since then, Suzuki has contributed to people's comfortable and fulfilling lives by providing user-friendly and affordable products, including automobiles, motorcycles, outboard motors and electric senior vehicles. The Company has expanded its business not just throughout Japan, but also to international markets, providing people worldwide with a "means of mobility." We have continued to make every effort to improve the daily lives of our customers as well as promote economic and social development. In this way, we are now celebrating 103 years in business. We will continue to be conscious of our corporate credo, which begins with "Develop products of superior value by focusing on the customer," and all members of the Suzuki Group will work together to provide valuable products to our customers, with each and every employee working to improve themselves.

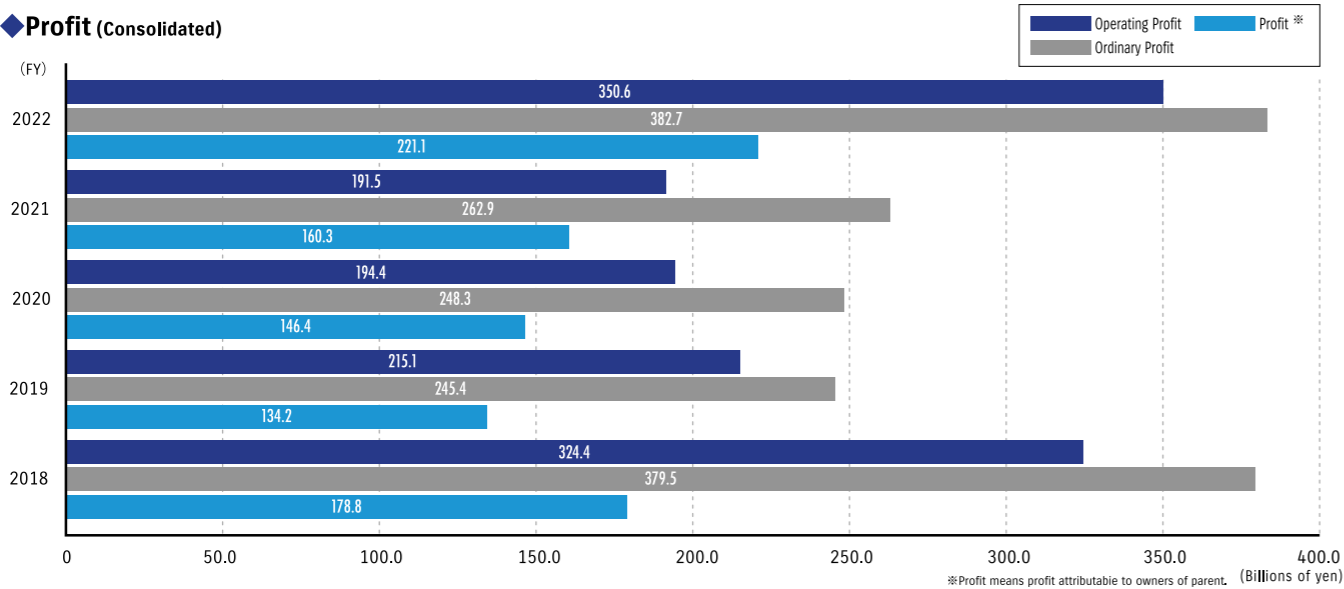
◎ **Company name:** SUZUKI MOTOR CORPORATION
 ◎ **Date of incorporation:** March 1920
 ◎ **Capital:** 138,370 million yen (as of 31 March, 2023)
 ◎ **President:** Toshihiro Suzuki
 ◎ **Employees:** 70,012 (Consolidated)
 16,550 (Non-consolidated) (as of 31 March, 2023)
 ◎ **Net sales:** 4,641.6 billions of yen (Consolidated)
 2,217.1 billions of yen (Non-consolidated) (FY2022)
 ◎ **Main product line:**
 Automobiles, Motorcycles, Outboard Motors,
 Electro Senior Vehicles, etc.
 ◎ **Head Office/Plants/Branch Office:**
Head Office: Hamamatsu-shi, Shizuoka
Kosai Plant: Kosai-shi, Shizuoka
Iwata Plant: Iwata-shi, Shizuoka
Osuka Plant: Kakegawa-shi, Shizuoka
Sagara Plant: Makinohara-shi, Shizuoka
Hamamatsu Plant: Hamamatsu-shi, Shizuoka
Tokyo Branch Office: Minato-ku, Tokyo
Yokohama R&D Center: Yokohama-shi, Kanagawa
Marine Technical Center: Kosai-shi, Shizuoka

◎ **Subsidiaries and affiliates:**
 (as of 31 March, 2023)
 Subsidiaries: 120 companies
 (54 in overseas, 66 in domestic)
 Affiliates: 32 companies
Overseas subsidiaries:
 Maruti Suzuki India Limited (India)
 Pak Suzuki Motor Co., Ltd. (Pakistan)
 Magyar Suzuki Corporation Ltd. (Hungary)
 Pt Suzuki Indomobil Motor (Indonesia)
 Suzuki Motor (Thailand) Co., Ltd. (Thailand)
 Suzuki Deutschland GmbH (Germany)
 and other companies
Domestic subsidiaries:
 Suzuki Auto Parts Mfg. Co., Ltd.
 Suzuki Transportation & Packing Co., Ltd.
 Suzuki Business Co., Ltd.
 and other companies

◆ Net sales

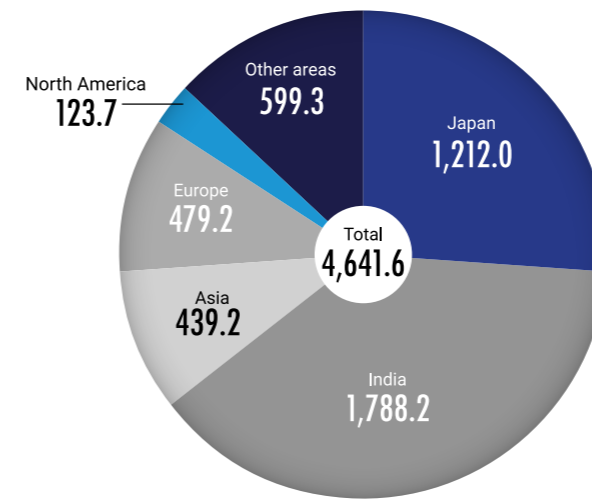


◆ Profit (Consolidated)

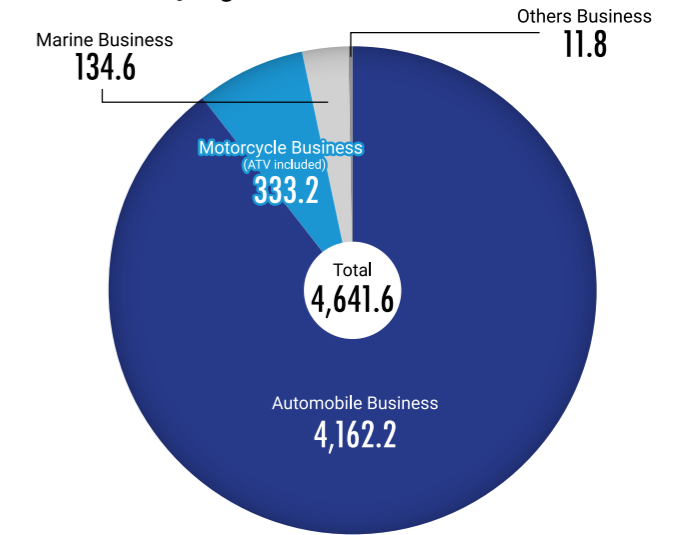


Results (FY2022)

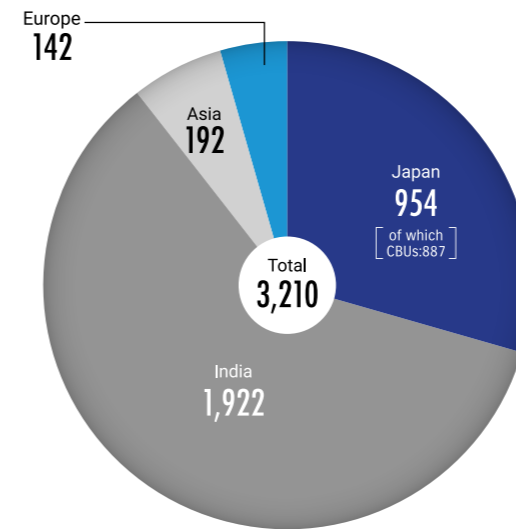
◆ Net sales by market (Billions of yen)



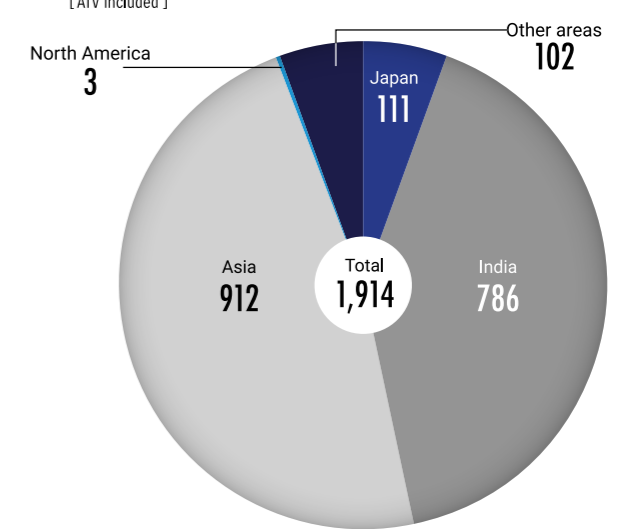
◆ Net sales by segment (Billions of yen)



◆ Automobile Production (Thousand units) ※

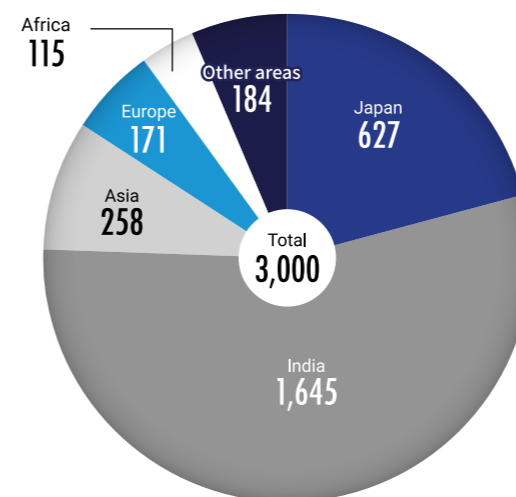


◆ Motorcycle Production (Thousand units) ※

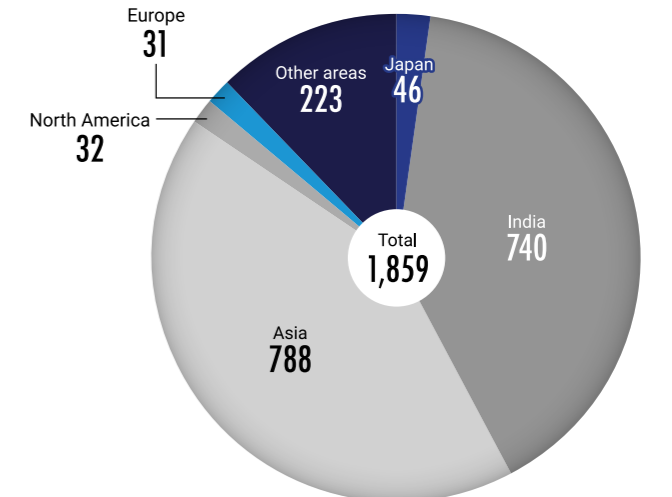


※Production in Japan: CBU+complete knocked-down (CKD) units. Overseas production: line-off units at overseas plants (excluding CKD units from Japan).

◆ Automobile Sales (Thousand units)



◆ Motorcycle Sales (Thousand units)

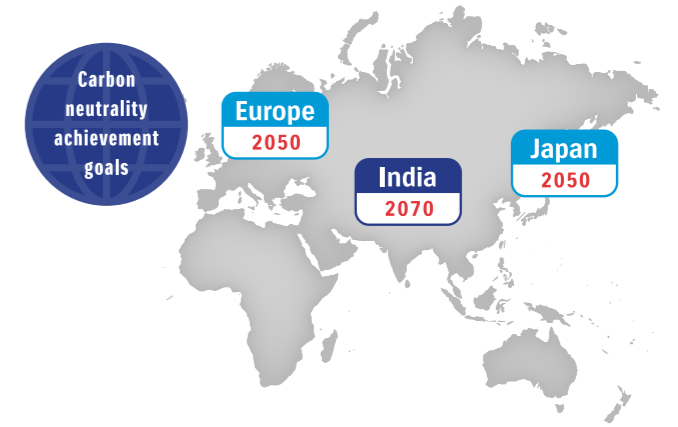


Suzuki's Growth Strategy for FY2030

On 26 January, 2023, Suzuki held a briefing on its Growth Strategy for FY2030. With the motto to deliver "value-packed products" by focusing on the customer, Suzuki will carry out its unique Growth Strategy for FY2030 by operating under the principle of manufacturing "Sho-Sho-Kei-Tan-Bi (Smaller, Fewer, Lighter, Shorter, Beauty)," "Lean Management" which emphasizes flexibility, agility, and the challenging spirit, and the "Three Actuals" principle, which omits impracticality and focuses on the actual place, thing, and situation.

Carbon neutrality >

Based on the target date set by each government, Suzuki aims to achieve carbon neutrality in Japan and Europe by 2050 and in India by 2070.



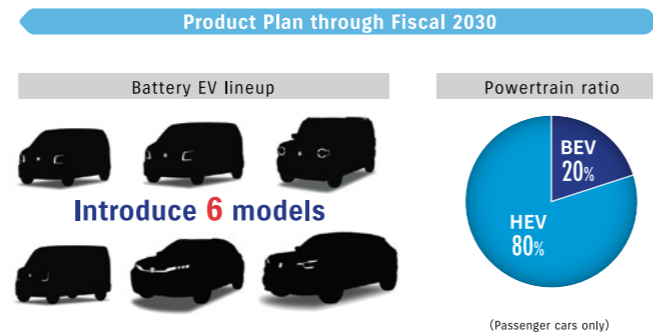
Products

Automobiles

We will develop the right EV for the right person in the right place to meet customer needs and usage styles.

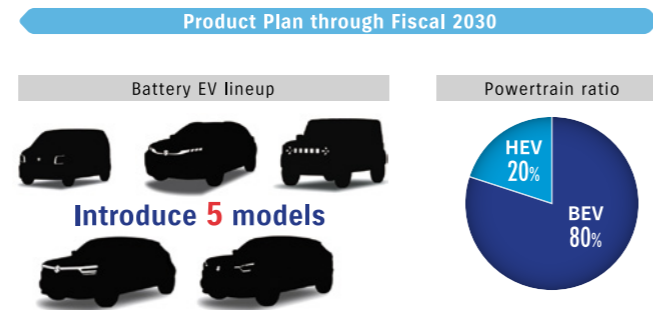
Japan

6 battery EV models to be launched by FY2030.



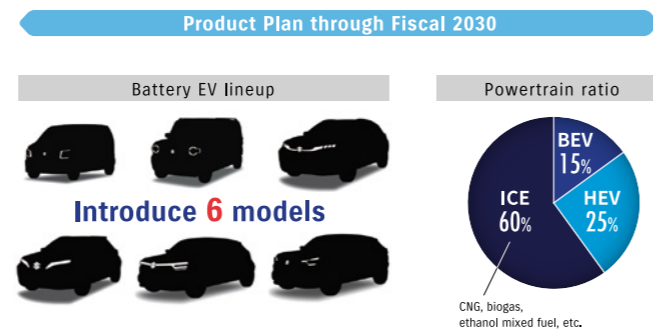
Europe

5 battery EV models to be launched by FY2030.



India

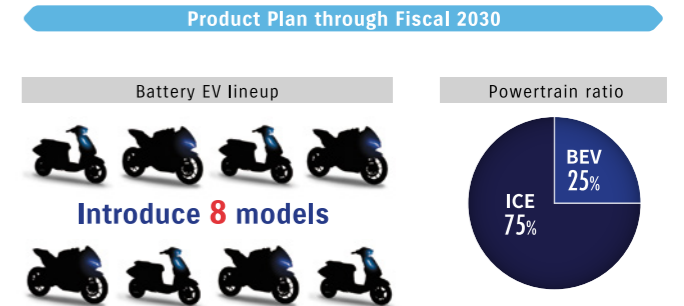
6 battery EV models to be launched by FY2030.



Motorcycles

For small and mid-sized motorcycles, we will introduce battery EV launch 8 models by FY2030 with a battery EV ratio of 25%.

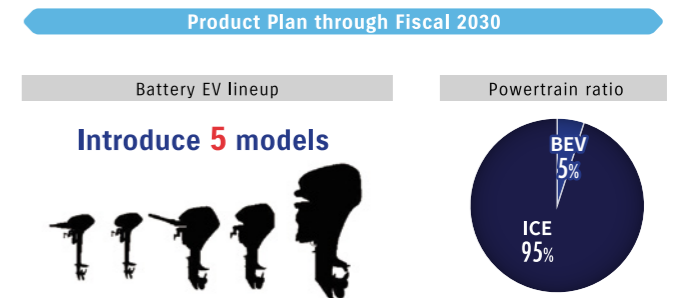
For large motorcycles, we are considering adopting carbon neutral fuels.



Outboard motors

For small outboard motors, we will introduce battery EV launch 5 models by FY2030 with a battery EV ratio of 5%.

For large outboard motors, we are considering adopting carbon neutral fuels.



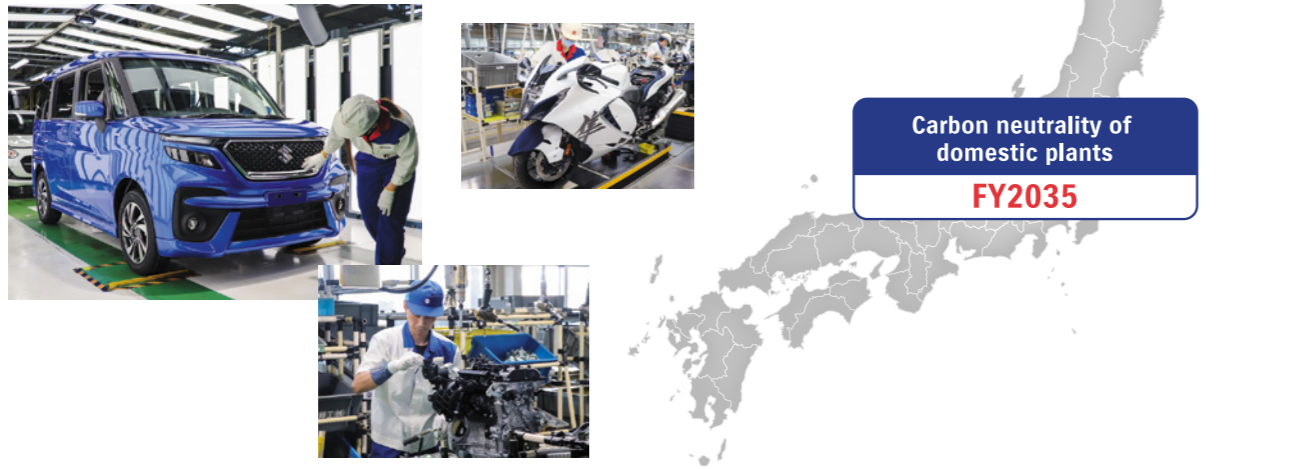
New electric mobility

We will take on the challenge of small mobility which supports our lives in new market segments created by the diversification of customer needs and changes in the environment.

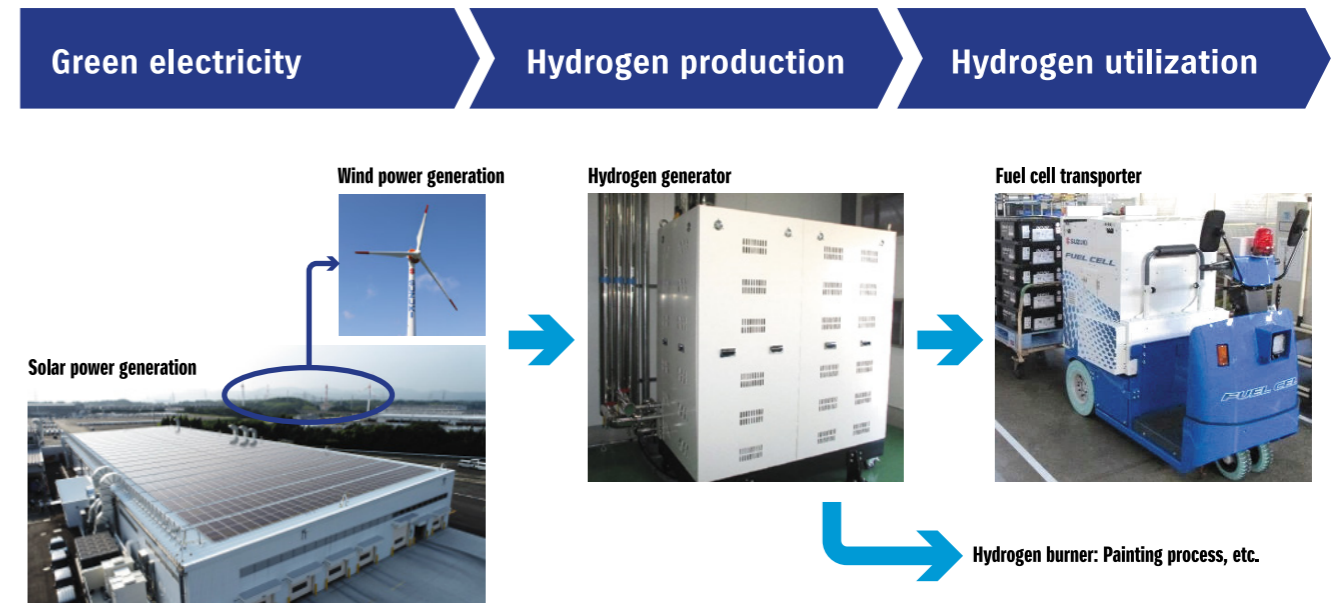


Manufacturing

Suzuki will challenge to achieve carbon neutrality of domestic plants in FY2035.

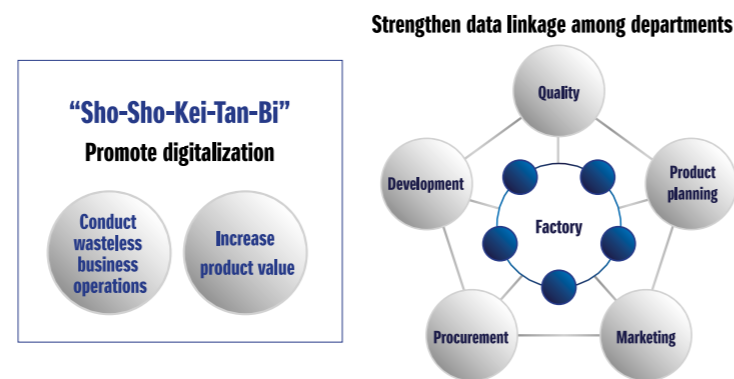


The plant also produces green hydrogen from renewable energies including solar power generation. The hydrogen is utilized for verification test of fuel cell transporter, which started from the end of 2022.



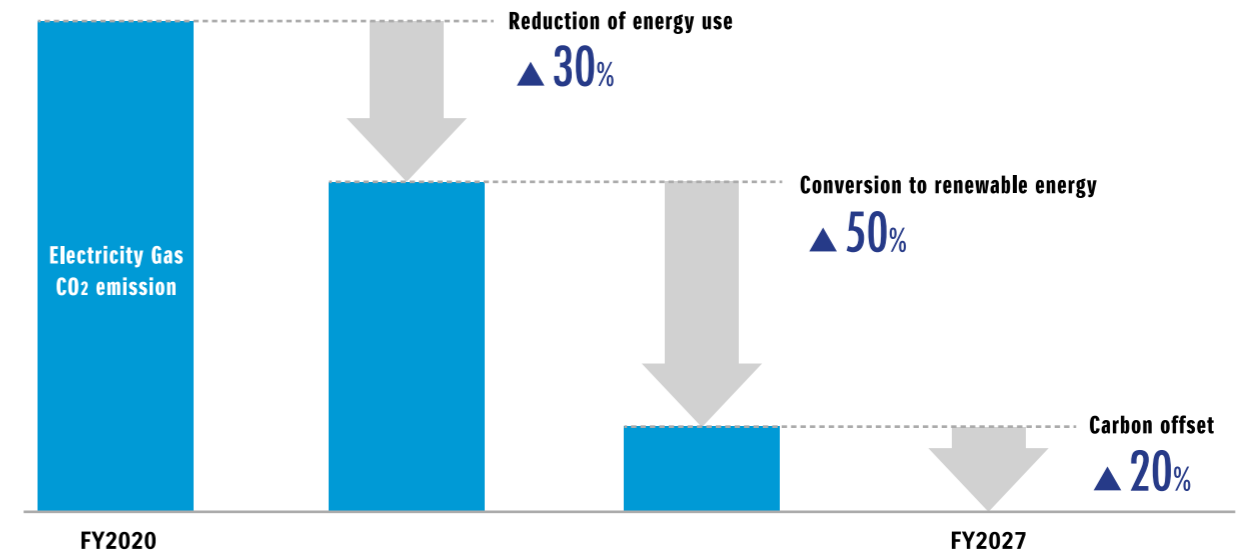
Suzuki Smart Factory Creation

We are promoting the Suzuki Smart Factory Creation by drawing out how manufacturing should be in FY2030, so that we continue to become a company that secures people's means of mobility worldwide. By combining Suzuki's principle of manufacturing "Sho-Sho-Kei-Tan-Bi (Smaller, Fewer, Lighter, Shorter, Beauty)" with digitalization, we will optimize, minimize, and simplify the flow of data, things, and energy. Through these initiatives, we will become lean and tackle for carbon neutrality.



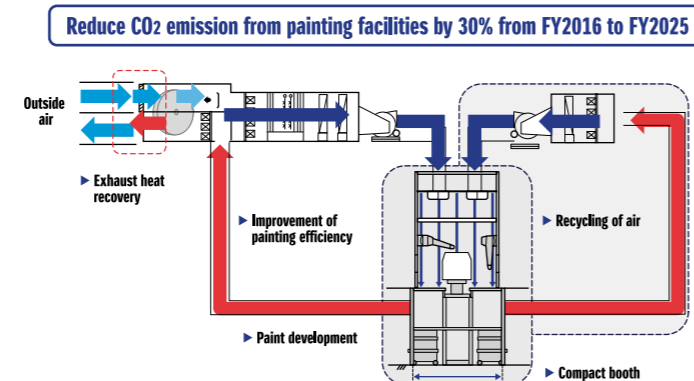
At the Hamamatsu Plant, which is the motorcycle production hub, through reduction of energy use and conversion into renewable energy including the expansion of solar power generation facilities, the plant will now target to achieve carbon neutrality in FY2027, earlier than its initial target of 2030. By utilizing the know-hows earned at the Hamamatsu Plant to other plants, we will make initiatives to achieve carbon neutrality of all domestic plants in FY2035.

Carbon neutrality of Hamamatsu Pant in 2030 → FY2027



Initiatives by domestic plants

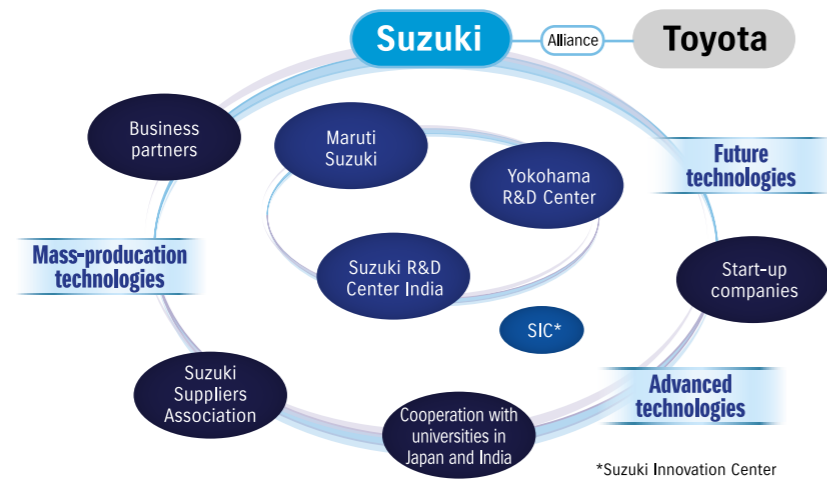
At the Kosai Plant, which is Suzuki's largest production hub in Japan, efforts are made to reduce CO2 emission of painting facilities by 30% through renewal of painting facilities and improvement of painting technologies for efficient and optimal use of energy.



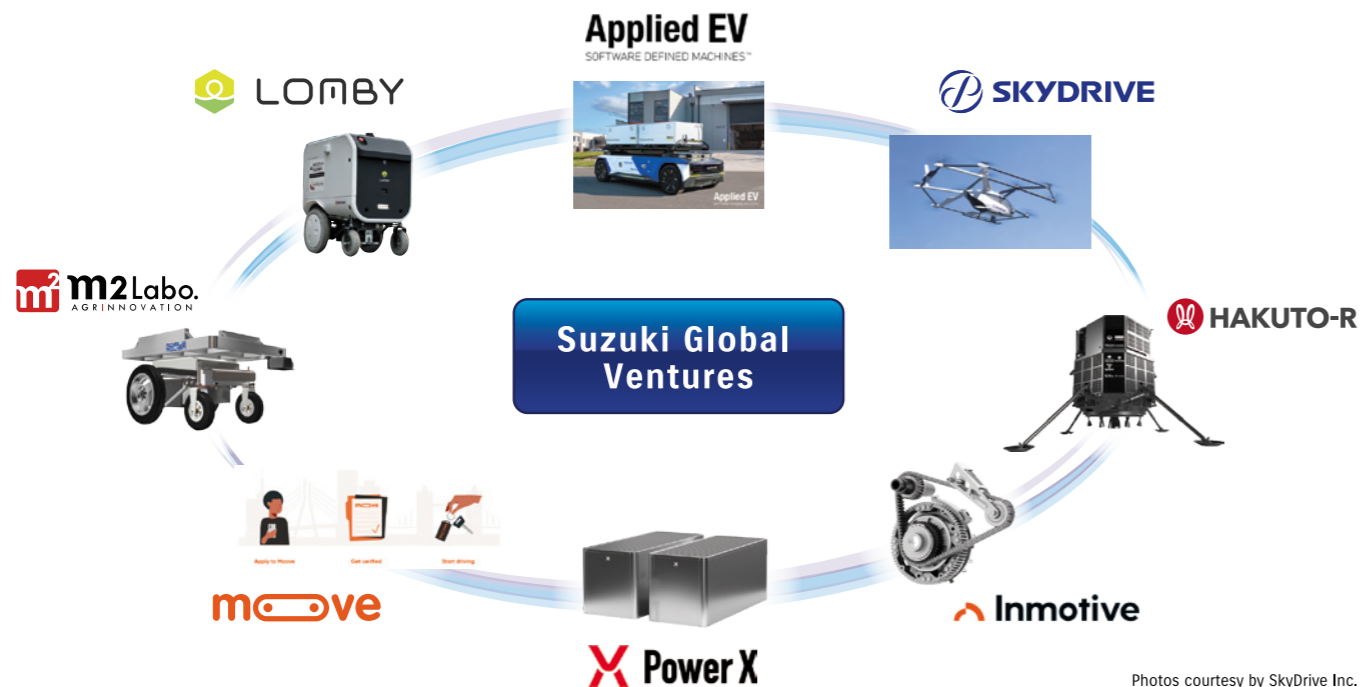
R&D structure and cooperation with outside partners >

Suzuki headquarters, Yokohama R&D Center, Suzuki R&D Center India, and Maruti Suzuki will cooperate for efficient development by sharing the development in each field of future technologies, advanced technologies, and mass-production technologies. Also, the Suzuki Innovation Center is exploring new connections and innovations for Suzuki to thoroughly take root in India. We will enhance our manufacturing strength by also cooperating with outside partners including start-up companies, Suzuki Suppliers Association, and cooperation with universities in Japan and India.

We will deepen our cooperation relationship with Toyota Motor Corporation while continuing to be a competitor, and aim for sustainable growth and conquer various issues surrounding the automobile industry.



The Suzuki Global Ventures, a corporate venture capital fund established in 2022, is accelerating the co-creation activities with start-up companies by exceeding the framework of each company and their conventional businesses.



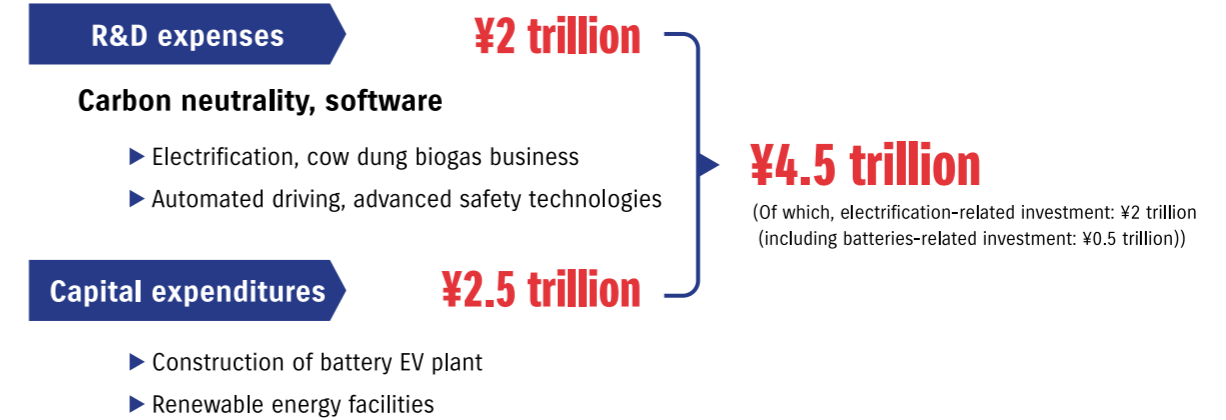
Photos courtesy by SkyDrive Inc.

R&D expenses, capital expenditures >

We will invest ¥2 trillion in R&D expenses and ¥2.5 trillion in capital expenditures, a total of ¥4.5 trillion by FY2030. Of the ¥4.5 trillion, ¥2 trillion will be electrification-related investments, of which ¥500 billion will be battery-related investments. ¥2 trillion is planned to be invested for R&D expenses in areas including carbon neutrality such as electrification and biogas, as well as autonomous.

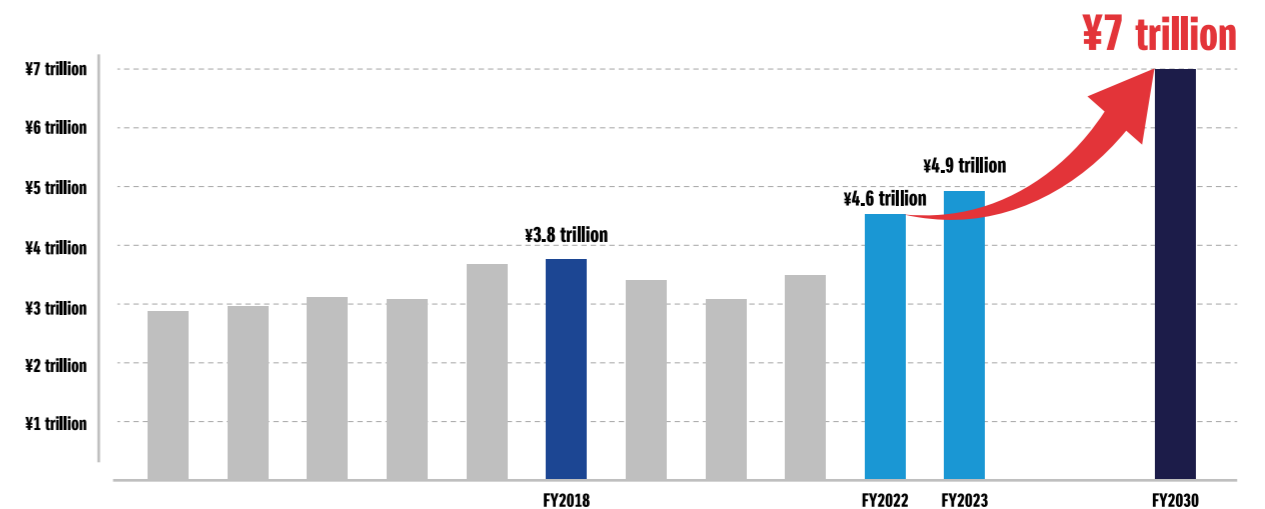
¥2.5 trillion is planned to be invested for capital expenditures in facilities including construction of BEV battery plant and renewable energy facilities.

Investment of resources from FY2023 to FY2030



Net sales target >

Consolidated net sales forecast for FY2022 is ¥4.6 trillion. We would like to grow in line with the emerging countries by contributing to their growth. We will challenge to double. We continue to challenge ourselves to achieve sales of ¥7 trillion in FY2030.





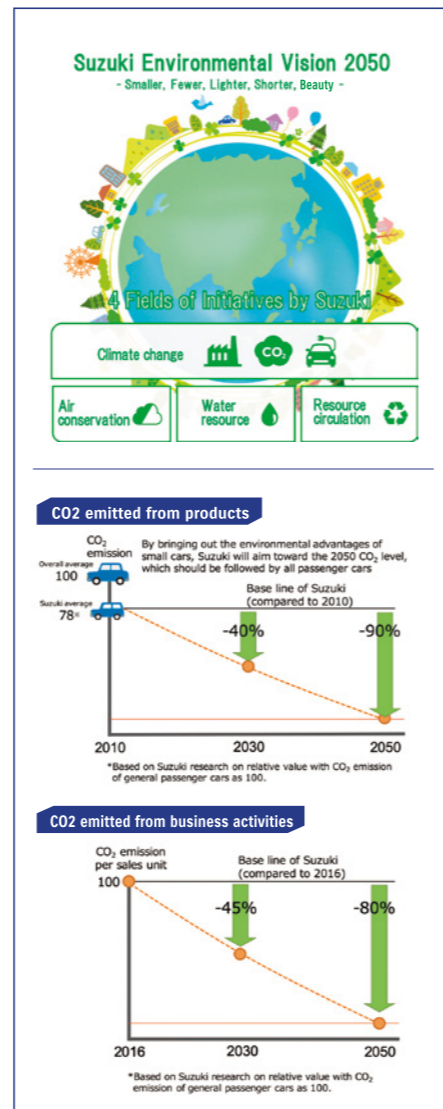
◆ Suzuki Environmental Vision 2050

— Smaller, Fewer, Lighter, Shorter, Beauty —

Suzuki Motor Corporation has announced a long-term vision toward tackling environmental issues, the Suzuki Environmental Vision 2050, which presents the ideal appearance of the company in 2050, as well as the Milestone 2030 toward realizing the vision. Based on the “smaller, fewer, lighter, shorter, and beauty” concept, Suzuki will aim to realize our ideal future which makes environmental impact from our business activities smaller and fewer, makes environmental load lighter, shortens the time to tackle various environmental issues, and keeps the Earth bountiful and beautiful.

	Milestone 2030 (By2030)	Environmental Vision 2050 (By2050)
1. Climate change	<p>CO₂ emitted from products</p> <p>Reduce CO₂ emitted from new automobiles by 40% in Well-to-Wheel* base compared to FY2010</p> <p>CO₂ emitted from business activities</p> <p>Reduce CO₂ from business activities by 45% in base unit per sales unit compared to FY2016</p>	<p>Reduce CO₂ emitted from new automobiles by 90% in Well-to-Wheel* base compared to FY2010</p> <p>Reduce CO₂ from business activities by 80% in base unit per sales unit compared to FY2016</p>
2. Air conservation	<ul style="list-style-type: none"> ● Reduce use of fossil fuel in business activities and expand use of renewable energies ● Contribute in improving air-pollution in each country/region by promoting development of clean products ● Reduce volatile organic compounds (VOC) from manufacturing and products 	<p>Minimize air-polluting substances emitted from business activities and products</p>
3. Water resource	<p>Implement reduction of water withdrawal and purification of discharged water at all manufacturing sites through specifying water risks surrounding Suzuki</p>	<p>Realize use of sustainable water resources through minimizing load on water environment</p>
4. Resource circulation	<ul style="list-style-type: none"> ● Globally expand automobile recycling system ● Promote recycling, rebuilding, and reusing of secondary (rechargeable) batteries used for propulsion of electric vehicles ● Mitigate waste discharge amount at global manufacturing sites ● Reduce plastic packaging materials 	<p>Promote reduction, recycle, and proper treatment of wastes from manufacturing activities and products through globally expanding recycling technologies and systems developed in Japan</p>

*Well-to-Wheel: A method in considering CO₂ emitted from excavating and refining fuel as well as in generating electricity, in addition to CO₂ directly emitted from the tailpipe of vehicles upon driving.



◆ SUZUKI CLEAN OCEAN PROJECT

On the occasion of the 10th year of our continuous activities to clean up the waterside in 2020, we have reviewed what we can do to newly determine our direction, and started the SUZUKI CLEAN OCEAN PROJECT, as a new initiative focusing on marine plastic waste. The project includes the following commitments based on our previous efforts.

- [Project1.] Clean-Up the World Campaign**
In 2022, the cumulative number of participants since the start of the activity exceeded 13,000!
- [Project2.] Reduce Plastic Packaging**
In March 2023, the amount of plastic reduced since the start of this activity reached 34.5 tons!



Outboard motor installed with Micro-Plastic Collecting Device

◆ Topics ◆

[Project3.] Collect Marine Micro-plastic Waste

Marine plastic waste has become a significant environmental issue in the recent years since a huge amount of such wastes has not been collected properly and flow into the ocean. They are then broken down into micro-plastic under the natural environment and their impact on the ecological system is also becoming a concern. Therefore, Suzuki developed the world's first microplastic collecting device that can be attached to an outboard motor*. Through this device, micro-plastic waste around the water surfaces can be collected just by running the outboard motor. In this way, Suzuki will pursue the marine brand slogan, "THE ULTIMATE OUTBOARD MOTOR" from the environmental aspect as well, while gaining the sympathy of our customers. This device has been installed as standard equipment on some outboard motors since July 2022.

* As of October 1, 2020, according to Suzuki research.



◆ CSR Initiatives by Overseas Group Companies

India : Maruti Suzuki India Limited
Educational support

The company has set up school in Sitapur, Gujarat in partnership with Podar Education Network to provide quality education to children of Hansalpur, Becharaji and other near by villages.



Austria : Suzuki Austria Automobil Handels GmbH
Tree planting activities

The company works to protect its forests by planting as many seedlings as the number of vehicles sold in 2022. Climate change has had a considerable impact on nature, causing damage such as the growth of wood-eating insects and the death of trees. We continue to work to grow forests on these damaged forests.



South Africa : Suzuki Auto South Africa (Pty.) Ltd.
Support for obtaining a driving license

The company supports young people in obtaining driving licenses, which is advantageous for employment. Since 2021, the company has supported a driving school program that allows students to take lessons on a Suzuki S-Presso donated by our company and obtain a driving license free of charge. To date, 66 young people have obtained a driving license.



◆ SUZUKI Foundation

SUZUKI Foundation was established in 1980, as one of the commemorations of the company's 60th anniversary. Foundation offers subsidies to higher academic institutions and research organizations for studies in various fields, as well as sponsoring major international academic symposia. In commemoration of the 40th anniversary of the foundation, we are actively developing activities such as establishing the "Yaramaika Grand Prize / Special Award" as a prominent project.



- Outline** (as of 31 March, 2023)
- Name of foundation : SUZUKI Foundation
 - Location : Minato-ku, Tokyo
 - Chairman : Toshihiro Suzuki
(Representative Director and President of Suzuki Motor Corporation)
 - Asset : 11,111 million yen
 - Number of subsidies : 2,037
 - Total amount of subsidies : 2,577 million yen

◆ SUZUKI Education & Culture Foundation

In October 2000, SUZUKI Education & Culture Foundation was established as a commemorative activity for the 80th anniversary of the foundation of Suzuki Motor Corporation. The foundation performs various activities, such as educational support through the supply of scholarship to the youth having difficulties in concentrating on their study for financial reason, support for special-needs school and support provided for sport activities for young people for the development of the youth.



- Outline** (as of 31 March, 2023)
- Name of Foundation : SUZUKI Education & Culture Foundation
 - Location : Hamamatsu-shi, Shizuoka
 - Chairman : Toshihiro Suzuki
(Representative Director and President of Suzuki Motor Corporation)
 - Asset : 4,734 million yen
 - Total amount of subsidies : 682 million yen

◆ Suzuki Athlete Club

Track and field training program

Aiming to train athletes who can compete in international competitions such as the Olympics and the World Championships, the Suzuki Athlete Club has been producing Japanese national athletes for the past four consecutive Olympics from 2004 (Athens) to 2016 (Rio de Janeiro). The top-level athletes including the Olympians who are active inside and outside of Japan cooperate in track and field training program and lectures held in various regions. Based on their own experience, they contribute to the popularization and development of track and field in Japan, as well as enhancement of children's physical strength. The Suzuki Athlete Club will continue the activities to awaken children's interests in track and field, as well as emotions and dreams gained through sports.



◆ Suzuki Plaza

The Suzuki Plaza is an exhibition facility opened in April 2009 to introduce Suzuki's history and manufacturing spirit to the public. Visitors can see many of our products since our foundation including looms, motorcycles, and automobiles that had been developed with the times, and the current automobile manufacturing process from development to production.



Domestic base

Suzuki delivers "value-packed products" to customers all over the world through the thorough implementation of "Sho-Sho-Kei-Tan-Bi" (Smaller, Fewer, Lighter, Shorter, Beauty), which represents the basis of Suzuki's manufacturing.

Aiming to create "value-packed products," Suzuki constantly pursues "new values" that the company should create with a rich sensibility, and challenges new technologies to realize them as we move toward a new era and a changing society. Our factories are also constantly working to make improvements toward enhancing productivity, meeting strict quality control, and achieving carbon neutrality.



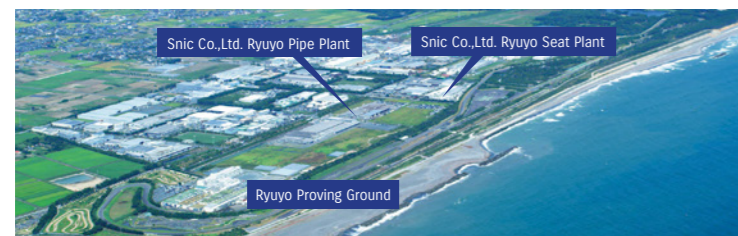
1 HEAD OFFICE ■ Business: Head office affairs ■ Address: 300 Takatsuka-cho, Chuo-ku, Hamamatsu-shi, Shizuoka



2 Yokohama R&D Center



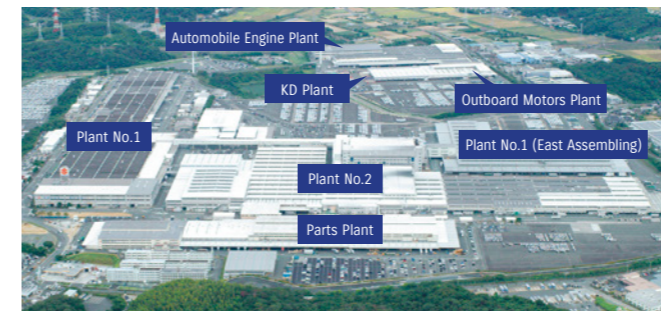
3 Marine Technical Center



4 Ryuyo Proving Ground & Subsidiary Companies



5 Shimokawa Proving Ground (Hokkaido)



6 KOSAI PLANT

■ Operation: Production of mini passenger cars, mini commercial vehicles, compact passenger cars and automobile engines, outboard motors and motorized wheelchairs.
 ■ Address: 4520 Shirasuka, Kosai-shi, Shizuoka
 ■ Production model: Alto, WagonR, DF350A(Outboard motors), etc.



8 SAGARA PLANT

■ Operation: Production of compact passenger cars and automobile engines, foundry and machining of engine components.
 ■ Address: 1111 Shirai, Makinohara-shi, Shizuoka
 ■ Production model: Swift, Solio, etc.



7 IWATA PLANT

■ Operation: Production of mini passenger cars and mini commercial vehicles.
 ■ Address: 2500 Iwai, Iwata-shi, Shizuoka
 ■ Production model: Every, Carry, etc.



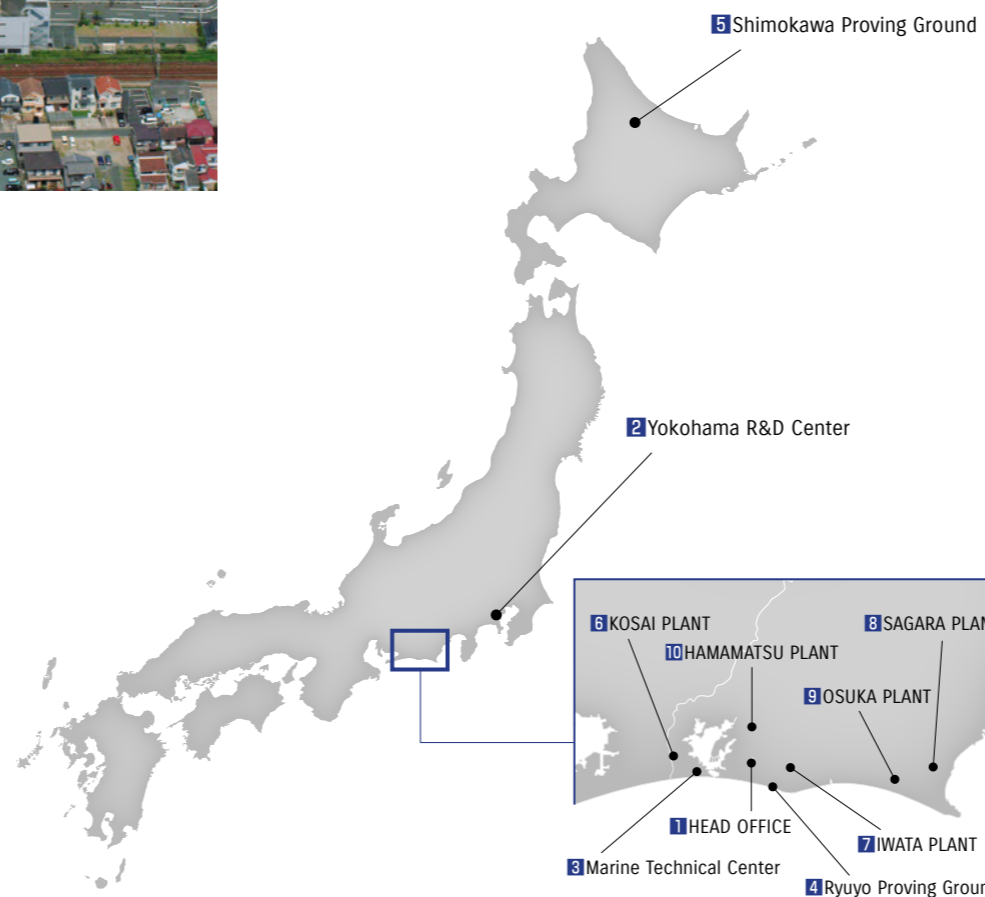
9 OSUKA PLANT

■ Operation: Foundry of parts
 ■ Address: 6333 Nishiobuchi, Kakegawa-shi, Shizuoka



10 HAMAMATSU PLANT

■ Operation: Production of motorcycles and motorcycle engines, testing and assembly of motorcycles.
 ■ Address: 8686 Miyakoda-cho, Hamana-ku, Hamamatsu-shi, Shizuoka
 ■ Production model: Hayabusa, V-STROM 1050, etc.

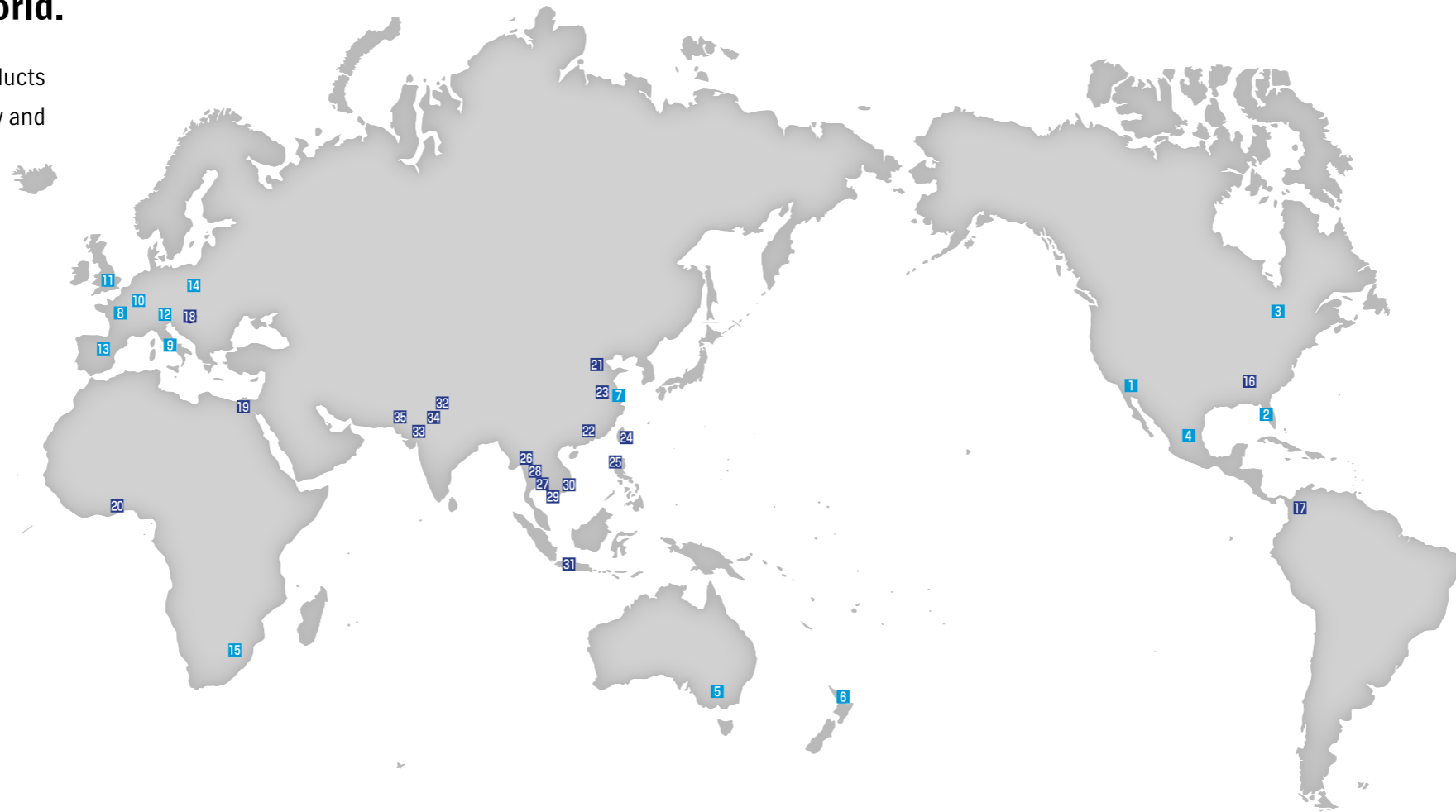


You can watch a video of Suzuki's manufacturing by product.



SUZUKI, the quality global brand name recognized around the world.

User-friendly and high-quality Suzuki products are favoured by customers of each country and area worldwide.



18 MAGYAR SUZUKI CORPORATION LTD. (Hungary)



25 SUZUKI PHILIPPINES INC. (Philippines)



31 PT SUZUKI INDOMOBIL MOTOR (Indonesia) CIKARANG PLANT



33 SUZUKI MOTOR GUJARAT PRIVATE LIMITED (India)



32 MARUTI SUZUKI INDIA LIMITED (India) GURGAON PLANT



24 SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED (India)



32 MARUTI SUZUKI INDIA LIMITED (India) MANESAR PLANT



35 PAK SUZUKI MOTOR CO., LTD. (Pakistan)



27 SUZUKI MOTOR (THAILAND) CO., LTD. (Thailand)



28 THAI SUZUKI MOTOR CO., LTD. (Thailand)



30 VIETNAM SUZUKI CORP. (Vietnam)

Major Overseas Sales Subsidiaries and Affiliates

	automobiles	motorcycles	★ Sales outboard motors
1 SUZUKI MOTOR USA, LLC. (USA)		★	
2 SUZUKI MARINE USA, LLC. (USA)			★
3 SUZUKI CANADA INC. (Canada)		★	★
4 SUZUKI MOTOR DE MEXICO, S.A. DE C.V. (Mexico)	★	★	★
5 SUZUKI AUSTRALIA PTY. LTD. (Australia)	★	★	★
6 SUZUKI NEW ZEALAND LTD. (New Zealand)	★	★	★
7 SUZUKI MOTOR (CHINA) INVESTMENT CO., LTD. (China)		★	★
8 SUZUKI FRANCE S.A.S. (France)	★	★	★
9 SUZUKI ITALIA S.P.A. (Italy)	★	★	★
10 SUZUKI DEUTSCHLAND GmbH (Germany)	★	★	★
11 SUZUKI GB PLC (U.K.)	★	★	★
12 SUZUKI AUSTRIA AUTOMOBIL HANDELS GmbH (Austria)	★	★	
16 SUZUKI MOTOR IBERICA S.A.U. (Spain)	★	★	
14 SUZUKI MOTOR POLAND SP. Z.O.O. (Poland)	★	★	★
15 SUZUKI AUTO SOUTH AFRICA (PTY.) LTD. (South Africa)	★	★	★

As of 31 March, 2023

Major Overseas Assembly Plants

	automobiles	motorcycles	★ Sales ○ (ATV) outboard motors
16 SUZUKI MANUFACTURING OF AMERICA CORP. (USA)		○ (ATV)	
17 SUZUKI MOTOR DE COLOMBIA S.A. (Colombia)		○ ★	★
18 MAGYAR SUZUKI CORPORATION LTD. (Hungary)	○ ★	★	★
19 SUZUKI EGYPT S.A.E. (Egypt)	○		
20 TOYOTA TSUSHO MANUFACTURING GHANA CO. LIMITED (GHANA)	○		
21 JINAN QINGQI SUZUKI MOTORCYCLE CO., LTD. (China)		○ ★	
22 JIANGMEN DACHANGJIANG GROUP CO., LTD. (China)		○ ★	
23 CHANGZHOU HAOJUE SUZUKI MOTORCYCLE CO., LTD. (China)		○ ★	
24 TAILING MOTOR CO., LTD. (Taiwan)		○ ★	
25 SUZUKI PHILIPPINES INC. (Philippines)	★	○ ★	★
26 SUZUKI THILAWA MOTOR CO., LTD. (Myanmar)	○ ★	★	
27 SUZUKI MOTOR (THAILAND) CO., LTD. (Thailand)	○ ★		
28 THAI SUZUKI MOTOR CO., LTD. (Thailand)		○ ★	○ ★
29 CAMBODIA SUZUKI MOTOR CO., LTD. (Cambodia)	★	○ ★	
30 VIETNAM SUZUKI CORP. (Vietnam)	○ ★	○ ★	
31 PT SUZUKI INDOMOBIL MOTOR (Indonesia)	○ ★	○ ★	★
32 MARUTI SUZUKI INDIA LIMITED (India)	○ ★		
33 SUZUKI MOTOR GUJARAT PRIVATE LIMITED (India)	○		
24 SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED (India)		○ ★	
35 PAK SUZUKI MOTOR CO., LTD. (Pakistan)	○ ★	○ ★	★

As of 31 March, 2023

Domestic automobile business

"Small cars for a big future."

Suzuki has consistently pursued the making of small cars since the launch of the mini vehicle "Suzulight" in 1955. The "Alto", which was released as a practical mini car and was a hit mainly for women, the "Wagon R", which pioneered a new genre of mini wagons, and the compact car "Swift", which has been highly acclaimed in the world. Suzuki's products, which are made by packing the small car technologies of Suzuki, are favored all over the world. We also provide our customers with services through our distributors and dealers throughout Japan to ensure that they can continue to ride these products safely and securely.



ALTO



WAGON R



WAGON R SMILE



HUSTLER



JIMNY



SWIFT



IGNIS



SOLIO



XBEE



JIMNY SIERRA



SPACIA BASE



EVERY



CARRY



EVERY WAGON wheelchair courtesy vehicle

Domestic automobile business (Distribution)



Service factory



Showroom



Store appearance

Welfare equipment · Industrial machines & tools

Suzuki's technology contributes to society through welfare equipment and industrial machines & tools.

The technologies that we have accumulated in our development of motorcycles and automobiles have been applied multi-directionally through innovative ideas. We contribute to society by developing welfare equipment such as electro senior vehicles and motorized wheelchairs, and industrial machines and tools using our ultrasonic technology.

Welfare equipment



ET4D

ET4E

Ind.Machines & tools



Ultrasonic stapler
"HARURU"
AUH30

Ultrasonic cutter
SUW-30CD

Ultrasonic welder
SUW300

Other business

Suzuki is also engaged in a wide range of life and automobile related service businesses through its subsidiary Suzuki Business Co., Ltd.

Real estate division

Land development and sales, planning and sales of condominiums, rental store development and leasing, real estate leasing and sales brokerage, solar power, industrial park development

Housing division

SUZUKI HOUSE (Full-scale housing, small housing, etc.) construction and sales, home remodeling, and contract for solar power generation installation

Automotive parts & accessories division

Planning, development and sales of motorcycle and automobile supplies, product sales management and sales of various events

Petroleum division

Gas station, general LP gas, factory fuel, lubricating oil, gas sales, etc.

Specialty sales division

Import and sales of various domestic and foreign products such as wine and honey, sales of Nihon trim water conditioner, sales of communication equipment such as mobile phones, smartphones, tablets, satellite phones, etc., and travel business (travel agency)

Insurance division

Insurance agency for non-life insurance and life insurance

Office cleaning division

Building management, production equipment cleaning, cleaning management, painting, weeding, logging, etc.

Golf Division

Operation of "Inasa Golf Club"



Hungarian Wine



Inasa Golf Club



SUZUKI HOUSE Viplat II



Kosai Gas station

Pleasure of making and using Suzuki products.

People's smiles across the world are the proof of trust.

As Suzuki's philosophy to pursue "value-packed products" has received the acclaim from all over the world, there are currently 25 overseas production facilities in 20 countries and areas. Suzuki is actively contributing to local industrial employment and economic expansion of each country and area through partnership.



NEXA showroom : India (MARUTI SUZUKI INDIA LIMITED)

Major manufacturing models (overseas)



BALENO : India (MARUTI SUZUKI INDIA LIMITED)



CELERIO : India (MARUTI SUZUKI INDIA LIMITED)



S-CROSS : Hungary (MAGYAR SUZUKI CORPORATION Ltd.)



ERTIGA : Indonesia (PT SUZUKI INDOMOBIL MOTOR)



Ceremony to celebrate Gujarat plant's cumulative production of 2 million vehicles in 2022 : India (SUZUKI MOTOR GUJARAT PRIVATE LIMITED)



Ceremony to commemorate the cumulative production of 1 million outboard motors in 2020 : Thailand (THAI SUZUKI MOTOR CO., LTD.)



SATRIA F150 : Indonesia (PT SUZUKI INDOMOBIL MOTOR)



V-STROM 250SX : India (SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED)



BURGMAN STREET 125EX : India (SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED)



World Press Test Ride [V-STROM 800DE]



India (MARUTI SUZUKI INDIA LIMITED)



Hungary (MAGYAR SUZUKI CORPORATION LTD.)



GSX250R : China (CHANGZHOU HAOJUE SUZUKI MOTORCYCLE CO., LTD.)



KINGQUAD 750AXi 4x4 Power Steering Special Edition : USA (SUZUKI MANUFACTURING OF AMERICA CORP)



DF30A / DF25A : Thailand (THAI SUZUKI MOTOR CO., LTD.)

Motorcycle business

“For motorcycle enthusiasts around the world, we make and deliver our products that could bring them free and enjoyable life”.

As our passion goes, we develop and realize our products by optimizing various functions required not only for daily use but also for fun riding in addition to pursuing basic performance, “Run, Turn and Stop”. This is how Suzuki’s product planning, development and engineering technologies are built in each product.

From Suzuki’s flagship supersport models to its commuter scooters, though each road, rider, and usage vary, they are all Suzuki products that are produced and distributed with passion and confidence of each employee. Every single unit of our products is engineered with the technologies and the craftsmanship spirit of Suzuki.



Hayabusa 25th Anniversary Model*

*The image depicts a professional rider on a closed course and includes an optional accessory.



GSX-85*



V-STROM 800DE*



GSX-R1000R



KATANA



V-STROM 1050DE



BURGMAN 400

Marine business

Enriching your marine life as ever.

Since starting the outboard motor business in 1965, Suzuki has continued to develop new technologies with passion. The technological prowess cultivated through these efforts has earned the company a high reputation around the world, winning NMMA Innovation Award many times, one of the world’s highest honors in marine technology.

Under the slogan of “THE ULTIMATE OUTBOARD MOTOR,” Suzuki will continue to provide outboard motors with outstanding durability & reliability, performance, ease & comfort, and ecology & economy, utilizing innovative industry-leading technologies. We are also preparing for a decarbonized society in order to realize the “ultimate marine brand” that is beneficial to the world.



DF140B



DF350A



DF350A



DF300AP



DF200A



DF140B



DF30A



DF9.9B



DF6A

It has been a hundred years of feeling nothing less than the deepest gratitude.



If the customer needs something, do whatever we can to respond. We can do anything if we work hard.

Michio Suzuki, Founder

15 March, 2020

Thanks to everyone's support, Suzuki Motor Corporation now celebrates its 100th anniversary.

It was on 15 March, 1920. Suzuki Loom Manufacturing Company was founded by Michio Suzuki. We have expanded our business from looms to motorcycles, automobiles, outboard motors, ATV's and others, always adapting to the trend of the times as well as domestic and global markets, and evolved into a company supporting the lives of a variety of people worldwide.

Hundred years of Suzuki.

It was a hundred years of being propped up by the patronage and support of customers.

We will never forget our feeling of gratitude,

and always cherish the philosophy inherited from the founder, Michio Suzuki, "to deliver products of superior value by focussing on the customer," on which our craftsmanship is based.

We will continue to take on the challenges of manufacturing, in order to provide exciting products that deliver greater "ease of use," "fun" and "amazement" to people throughout the world.

With gratitude for our customers. Suzuki's challenges will continue.

1909 Michio Suzuki founds Suzuki Loom Works in Hamamatsu, Shizuoka Prefecture, Japan.

1920 Corporate establishment. Company is reorganized, incorporated as Suzuki Loom Manufacturing Co. with Michio Suzuki as president.

1954 Company changes its name to Suzuki Motor Co., Ltd.

1958 Suzuki adopts the mark as its corporate emblem.

1962 Suzuki adopts company's mission statement.

1964 Ryuyo Proving Ground are set up in Iwata, Shizuoka, Japan.

1966 Suzuki adopts a company flag and song.

1967 Thai Suzuki Motor Co., Ltd. is established for assembly in Thailand. (First motorcycle plant outside Japan)

1967 Iwata Plant is built as the first automobile exclusive production plant in Iwata, Shizuoka, Japan.

1969 Toyama Plant is built for motorcycles in Oyabe, Toyama, Japan.

1970 Osuka Plant is built for foundry operations in Ogasa, Shizuoka, Japan.

1970 Kosai Plant is built for automobiles in Kosai, Shizuoka, Japan.

1971 Toyokawa Plant is built for production of medium-size and large motorcycles in Toyokawa, Aichi, Japan.

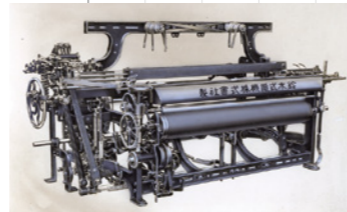
1975 Started the first overseas assembly production of automobiles in Pakistan.

1979 Toyokawa Outboard Motor Plant started production.

Loom Manufacturing

1929 SALON Loom development.

1930 SUZUKI Started exporting looms.



1961

Loom business is separated to Suzuki Loom Works Co.

1986

End of production of loom.

Motorcycle

1952 Suzuki enters the motor-vehicle field with the launch of the Power Free 36cc, auxiliary bicycle engine.

1954 Colleda CO 125cc, motorcycle debuts.



1971 GT750 750cc, motorcycle debut.



Automobile

1955 Suzulight 360cc, mini vehicle debuts, helping to usher in Japan's mini vehicle age.

1961 Suzulight Carry 360cc, lightweight truck debuts.

1970 Jimny (LJ series) 360cc, 4x4 mini vehicle debuts.

1979 Alto 550cc, mini vehicle debuts.

1936 Suzuki begins research on automobiles.

Development of automobiles suspended due to the effects of World War II.



Marine, etc.

1965 Suzuki enters the outboard motor field with the launch of D55 5.5hp, outboard motor.



1974 Motor Chair Z600 motorized wheelchair debuts.



1974 Suzuki enters the housing field.

1980s 1990s 2000s 2010s 2020s

1983 Production of Suzuki cars begins at Maruti Udyog Ltd., India.

1989 Yokohama R&D is built.

1990 Company changes its name to Suzuki Motor Corporation.

1990 Suzuki takes its first step into Eastern Europe by signing a basic agreement on a joint venture for car production in Hungary.

1997 Shimokawa Proving Ground are set up in Hokkaido, Shimokawa, Japan.

2002 Suzuki gains a majority stake in Maruti Udyog Ltd., India.

2008 Automobile assembly plant is built in Sagara Plant in Makinohara, Shizuoka, Japan.

2009 Suzuki opens Suzuki Plaza museum at Hamamatsu headquarters.

2017 Toyota and Suzuki conclude memorandum toward business partnership.

2017 Gujarat Plant in India started operation.

2018 Hamamatsu Plant is built in Hamamatsu, Shizuoka, Japan, and begins motorcycles production.

2020 Suzuki celebrates the 100th Anniversary.

2022 Suzuki's 40 years of partnership with the people of India.

2022 Suzuki Signs MOU with the State of Gujarat for Electric Vehicles and Batteries Manufacturing in India.

2023 Suzuki revises mission statement.

Motorcycle

1981 GSX1100S KATANA 1100cc, motorcycle debuts in overseas market.

1985 GSX-R750 750cc, motorcycle debuts.

1983 RG250Γ 250cc, motorcycle debuts.

1991 Adress V100 100cc, scooter debuts.

1995 DR250R 250cc, motorcycle debuts.

1999 GSX1300R Hayabusa 1300cc, motorcycle debuts in overseas market.

2001 GSX-R1000 1000cc, motorcycle debuts in overseas market.

2002 Skywave 650 large scooter debuts.

2006 SUZUKI BOULEVARD M109R 1800cc, motorcycle in overseas market.

2014 V-Strom 1000 1000cc, motorcycle debuts.

2015 GSX-S1000 and GSX-S1000F 1000cc, motorcycles debuts.

2018 Suzuki unveils all-new KATANA for the overseas market.

2021 Hayabusa 1300cc, motorcycle debuts.

2023 BURGMAN STREET 125EX debuts.

Automobile

1983 Cultus (Swift/Forsa/SA310) 1.0-litre passenger vehicle debuts.

1988 Escudo (Vitara/sidekick) 1.6-litre, compact 4x4 vehicle debuts.

1991 Cappuccino, 2-seater convertible mini vehicle debuts.

1993 Wagon R minivehicle debuts.

2004 Swift compact car debuts as the first world strategic model.

2006 SX4 crossover sport utility vehicle debuts.

2011 Solio compact car debuts.

2013 Spacia minivehicle debuts.

2014 Hustler mini vehicle debuts.

2016 Baleno compact car debuts.

2021 WagonR smile minivehicle debuts.

2022 Spacia BASE commercial mini vehicle debuts.

Marine, etc.

1980 Suzuki enters the generator business.

1981 DT140 outboard motor debuts.

1985 Senior Car ET10 module-type motorised wheelchair debuts.

1987 DT250 EXANTE outboard motor debuts.

1997 DF9.9 outboard motor debuts.

1998 DF70 outboard motor debuts.

1999 Production of Suzuki outboard motors begins at Thai Suzuki Motor Co., Ltd, Thailand.

1999 ET-4A senior car debuts.

2001 Kind Chair electric power unit for manual wheel chairs debuts.

2003 DF250 outboard motor debuts.

2005 Town Cart motorised chair debuts.

2008 Construction of Marine technology center.

2010 DF50 outboard motor debuts.

2017 DF350A outboard motor debuts.

2022 The outboard motors "DF140B / BG, DF115B / BG, DF100C" are equipped with a micro-plastic collecting device as standard equipment.

All products introduced in the history page are for Japanese domestic market, except mentioned of overseas markets.