

# Building Brand Recognition and Ecological Awareness

Next year's 50th anniversary will illustrate how Suzuki Marine has matured over five decades both in the market and in the community. The annual Clean Up the World Campaign conducted by employees and their families is appreciated by the boating fraternity and builds pride among Suzuki Family members.

Always appreciated by local communities, the campaign increases ecological awareness, while strengthening the Suzuki Marine brand image. In honour of the 50th anniversary celebration, we encourage members of the Suzuki Family to support the 3rd "Clean Up the World Campaign", helping to create new Suzuki fans on a global scale.



## **JAPAN** Suzuki Motor Corporation, Head Office

Date: December 7<sup>th</sup> 2013, Place: Nakatajima Sand Dune  
Number of participants: 53 members



## **SRI LANKA** Neil Marine Limited

Date: 15<sup>th</sup> February, 2014,  
Number of Participants: 50 members



## **INDONESIA** PT. Suzuki Indomobil Motor

Date: 29<sup>th</sup> March, 2014, Place: Tanjung Pasir Beach  
Number of Participants: 65 members



## **NIGERIA** Boulos Enterprises Ltd.

Date: 10<sup>th</sup> January, 2014, Place: Palma Beach, Ibeju Lekki, Orimedu  
Number of Participants 120 members



## **ITALY** Suzuki Italia S.P.A.

Date: 29<sup>th</sup> March, 2014, Place: Shore of the Dora Baltea River  
Number of Participants: 25 members

