



CORPORATE BROCHURE

2022-2023



SUZUKI MOTOR CORPORATION
300, Takatsuka-cho, Minami-ku, Hamamatsu-shi,
Japan 432-8611
<https://www.globalsuzuki.com/>
(2022.8)



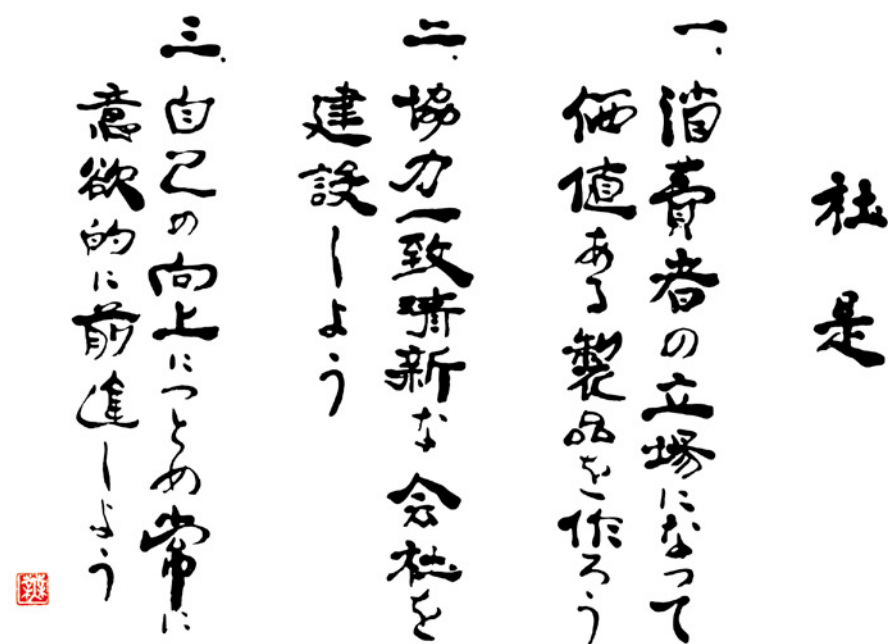
Representative Director and President Toshihiro Suzuki

The Suzuki Group has the motto "Develop products of superior value by focusing on the customer" in the first paragraph of its mission statement. The group will continuously strive for manufacturing of truly valuable products and service by working on a lean and efficient sound management, under compliance and with safety and quality first.

The Suzuki Group celebrated its 100th anniversary in March 2020. Over the past 100 years, we have taken on many challenges, including looms, motorcycles, automobiles, and outboard motors.

We have formulated the "Mid-term Management Plan ~"Sho-Sho-Kei-Tan-Bi"~" for the 5 years from FY2021. We are also aiming to achieve carbon neutrality under the slogan "Smaller, Fewer, Lighter, Shorter, and Neater (Sho-Sho-Kei-Tan-Bi)", which represents the basis of Suzuki's manufacturing since its founding. Over the next five years, we will invest in growth and strengthen our management base, delivering valuable products and services, as well as steadily promoting sustainable growth and improvement of corporate value.

We will continue to aim for a Suzuki that is loved and trusted by our customers all over the world, and we look forward to your support.



Mission Statement

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

Suzuki's commitment

Assure people's "means of mobility"

- Mini-cars in Japan function as local transportation and is an indispensable means of living.
- As a mobility company, Suzuki contributes to the environment providing small products worldwide.



Emerging economies continue to be a pillar of growth

- Providing economical and quality products and services to customers in emerging countries.
- Emerging economies as a pillar of Suzuki's future growth, anticipating the medium-and long-term development.

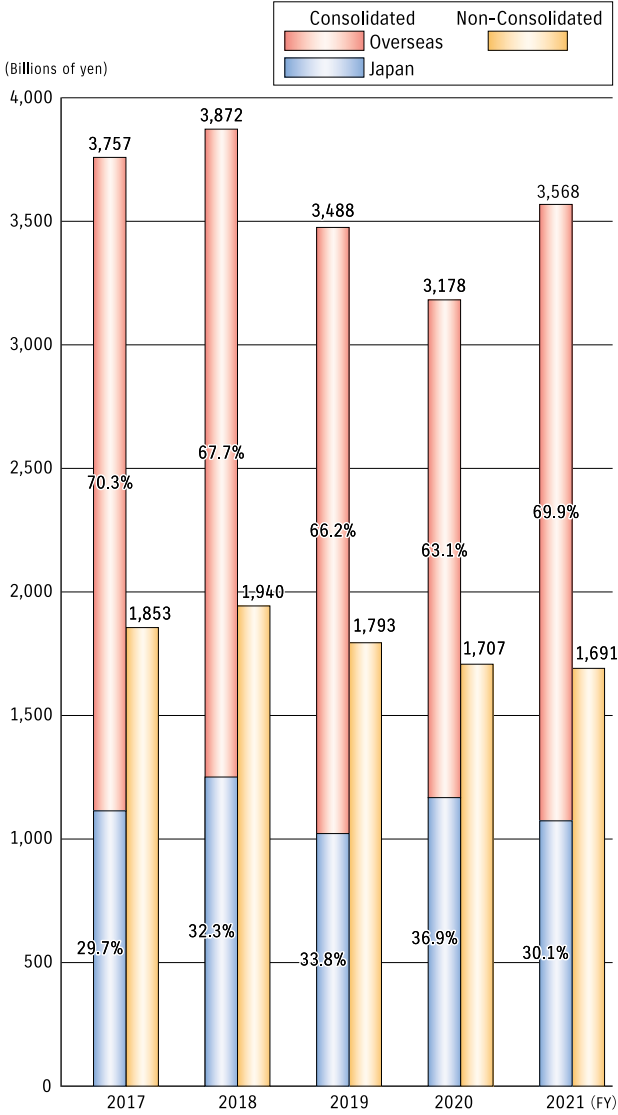


SUZUKI OUTLINE

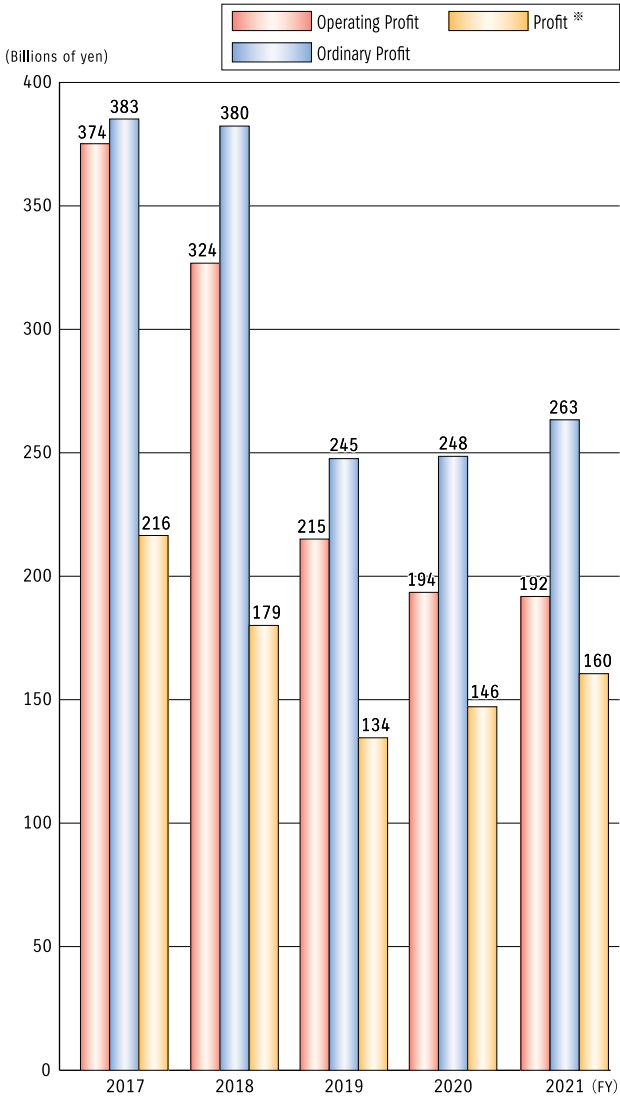
●**Company name:** SUZUKI MOTOR CORPORATION
●**Date of incorporation:** March 1920
●**Capital:** 138,318 million yen (as of 31 March, 2022)
●**President:** Toshihiro Suzuki
●**Employees:** 69,193 (Consolidated)
16,267 (Non-consolidated) (as of 31 March, 2022)
●**Net sales:** 3,568,380 million yen (Consolidated)
1,690,761 million yen (Non-consolidated) (FY2021)
●**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 Lab.: Yokohama-shi, Kanagawa
Marine Technical Center: Kosai-shi, Shizuoka

●**Subsidiaries and affiliates:**
(as of 31 March, 2022)
Subsidiaries: 119 companies (52 in overseas, 67 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

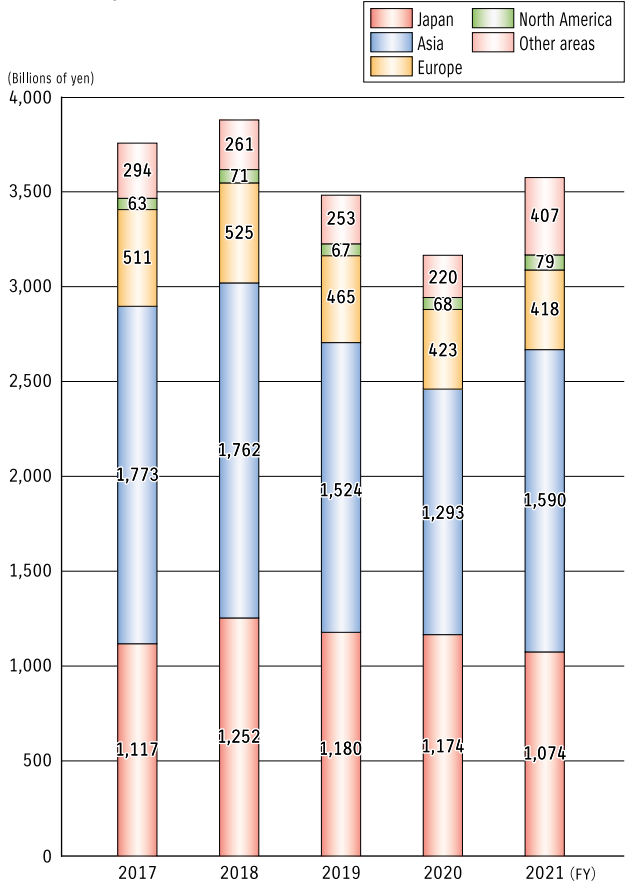


◆ Profit (Consolidated)

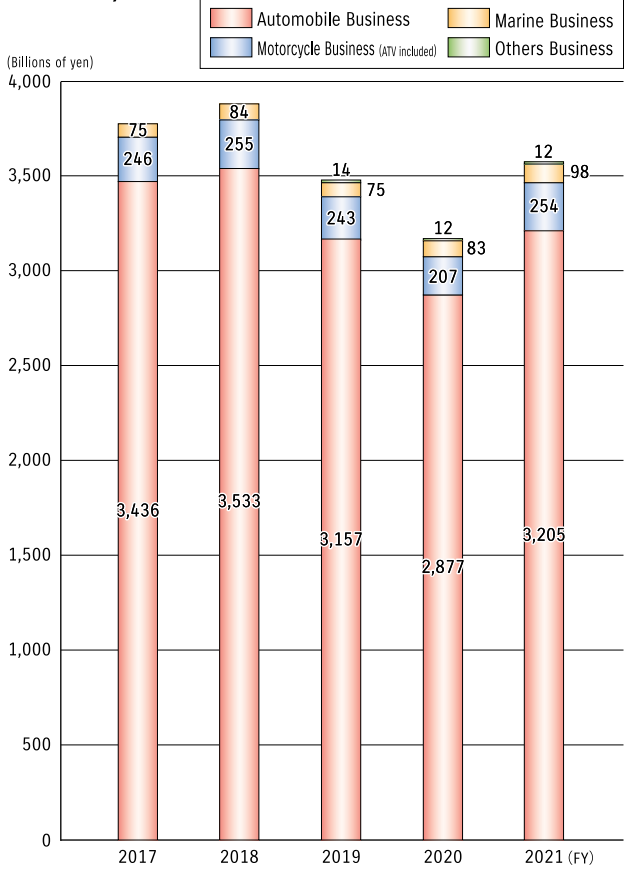


※Profit means profit attributable to owners of parent.

◆ Net sales by market (Consolidated)

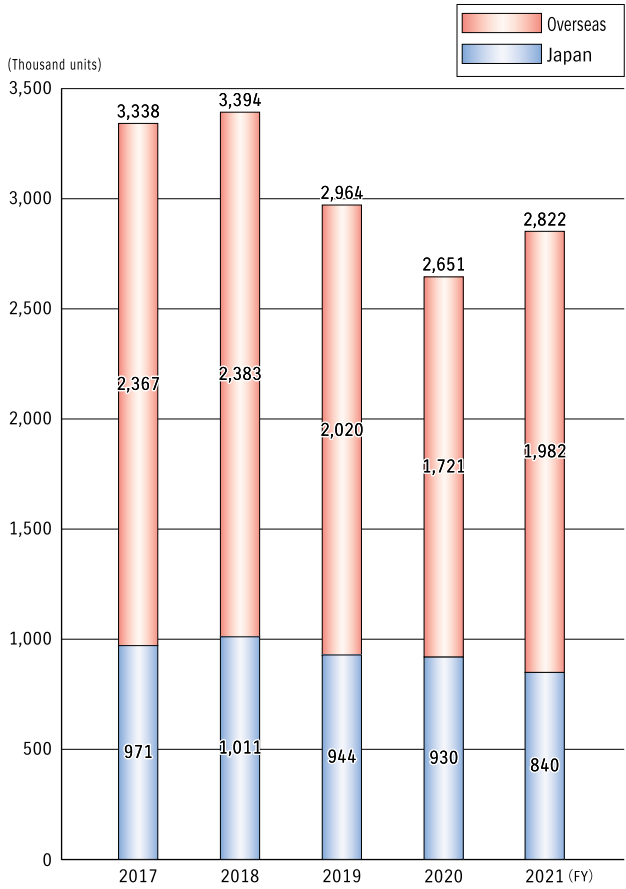


◆ Net sales by business (Consolidated)

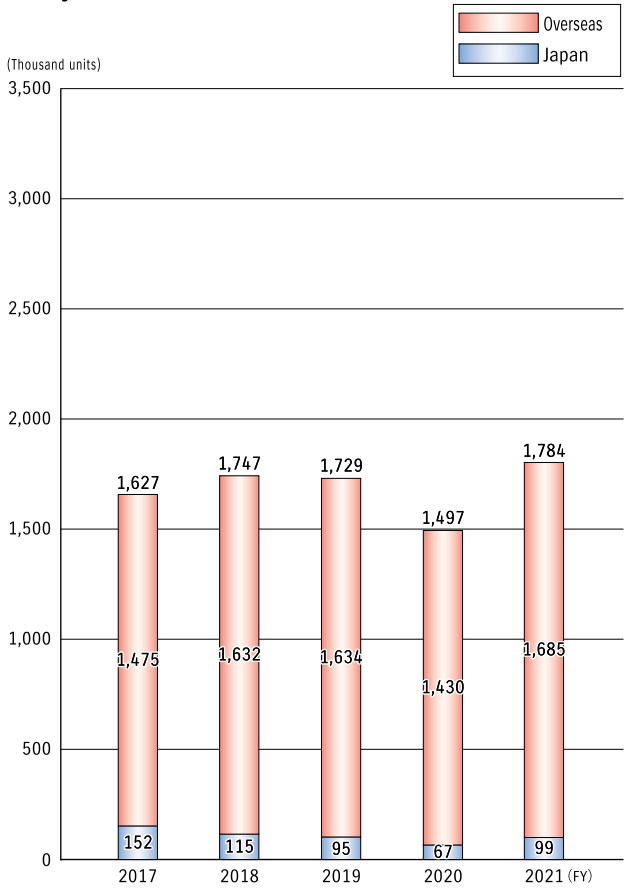


※*Marin businesses* up to FY2018 included others.

◆ Automobile Production



◆ Motorcycle Production



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

Suzuki’s Value Creation Process

Based on an unwavering commitment to “Focusing on the customer” inherited from our founder, Suzuki has provided a diverse array of products and services around the world that are closely attuned to and enrich people’s daily lives. Going forward, we will continue to offer Suzuki’s unique value, which is created by leveraging its strengths, in Japan, India, and every corner of the world. Suzuki aims to be a company that strives to resolve social issues and make people’s lives brighter.

What Suzuki strives for Basic policy

Mission statement

“Focusing on the customer”

Mission

Continue to be an Indispensable Presence by Staying Closely Attuned to People’s Lives and Providing a Means of Mobility for Local Communities

Social issues and changes

- 〈 Environment 〉
- Climate change
 - Air conservation
 - Water resource conservation
 - Resource circulation
 - Biodiversity
- 〈 Social 〉
- Product quality and safety
 - Regional and elderly mobility issues
 - Traffic accidents
 - Parts procurement
 - Diversity of human resources
 - Human rights
 - Social contribution

Toward Solving Social Issues

Strength of Suzuki

- Product lineup for automobiles, motorcycles, and marine
- Minivehicle and compact car
- Two business bases, Japan and India
- SME management
Speed, Three Reality Principle, Sound financial foundation
- Fundamentals of Manufacturing
“Smaller, Fewer, Lighter, Shorter, Neater”

Business activities utilizing our strengths

Business Activities

Business bases

Sales and service

Japan : Subsidiary distribution companies 56
Overseas : Sales distributors 208 countries / regions
Sales distributors 144 countries / regions

Production and Procurement

Manufacturing plants
Japan : 5 plants
Overseas : 20 countries / regions, 28 plants
Local procurement rate in India : 90% or more

Research and development

Japan : 7 facilities
Overseas : 3 facilities (India,North-America)

Number of Employees

69,193 persons (consolidated)

Output (Products)

Automobiles

Global sales : 270 thousand units (India : 136 / Japan : 56)
Net sales : 3,204.8 billion yen
Operating income : 152.8 billion yen

Motorcycles

Global sales : 163 thousand units
Net sales : 253.5 billion yen
Operating income : 10.9 billion yen

Marine

Net sales 98 billion yen
Operating income 24 billion yen

As of March 2022

Promotion of business activities

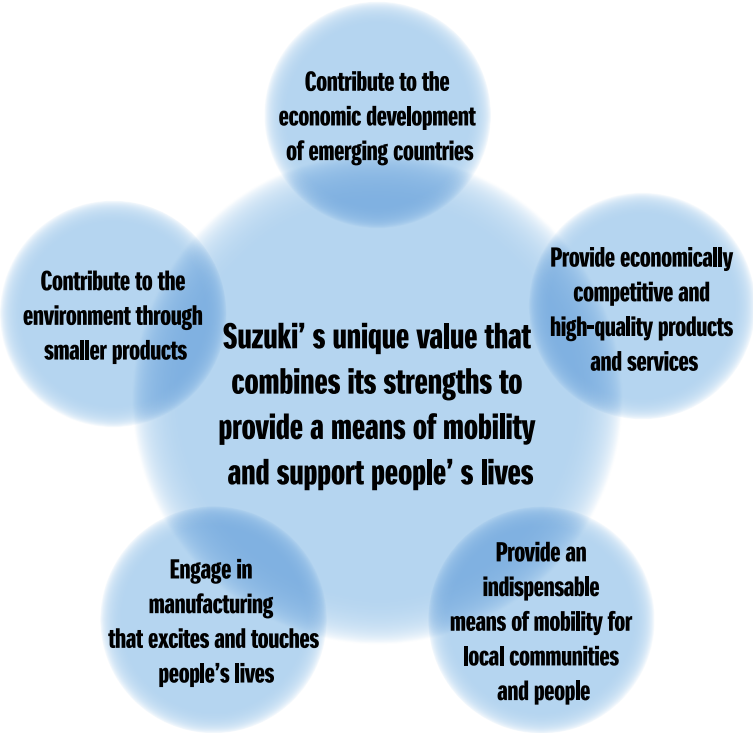
Outcomes for stakeholders

Suzuki Mid-Term Management Plan

① Reduction of CO₂ emissions in use ② Reduct ion of CO₂ emissions from production
③ Quality Assurance

Foundation for value creation

Corporate governance / compliance



Contribute to solve social issues while profits from business activities



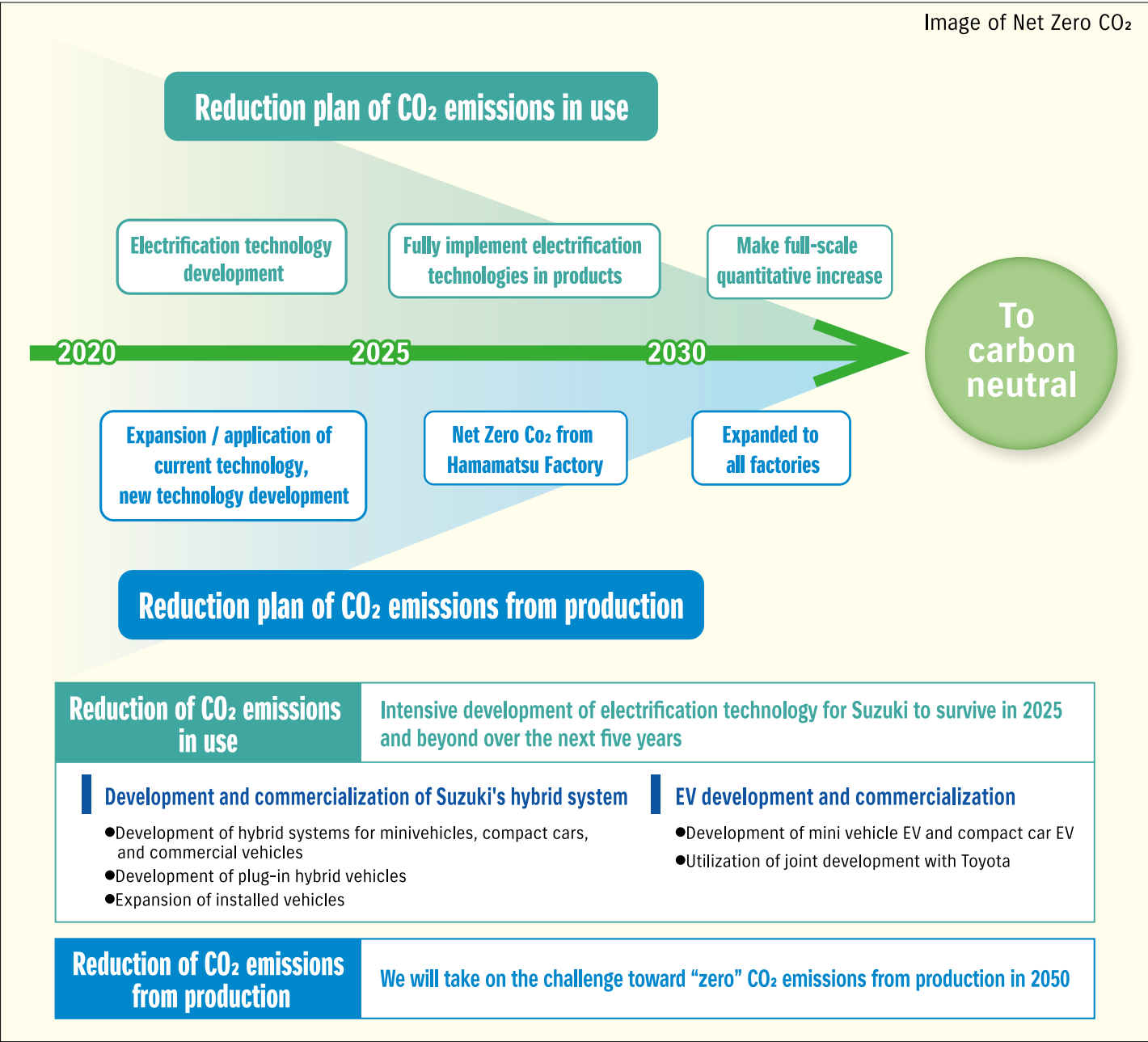
In the global carbon neutral trend, we will clarify Suzuki's efforts and take on the challenge of reducing CO₂ emissions during driving and manufacturing.

Suzuki formulated "Mid-Term Management Plan (April 2021 to March 2026) ~ "Sho-Sho-Kei-Tan-Bi" ~ " for the 5-year beginning April 2021.

Suzuki celebrated its 100th anniversary in March 2020. Over the past 100 years, we have taken on many challenges, including looms, motorcycles, automobiles, and outboard motors. Suzuki will continue to take on the challenge to realize carbon neutrality and in such a course, the philosophy of "Sho-Sho-Kei-Tan-Bi" which represents the basis of Suzuki's manufacturing since its foundation, is truly worthy of this challenge.

Based on the unwavering commitment to "Focusing on the customer" inherited from our founder, we will make even greater efforts to provide customers with the value of "Sho-Sho-Kei-Tan-Bi".

We will proactively promote development of various technologies toward carbon neutrality.



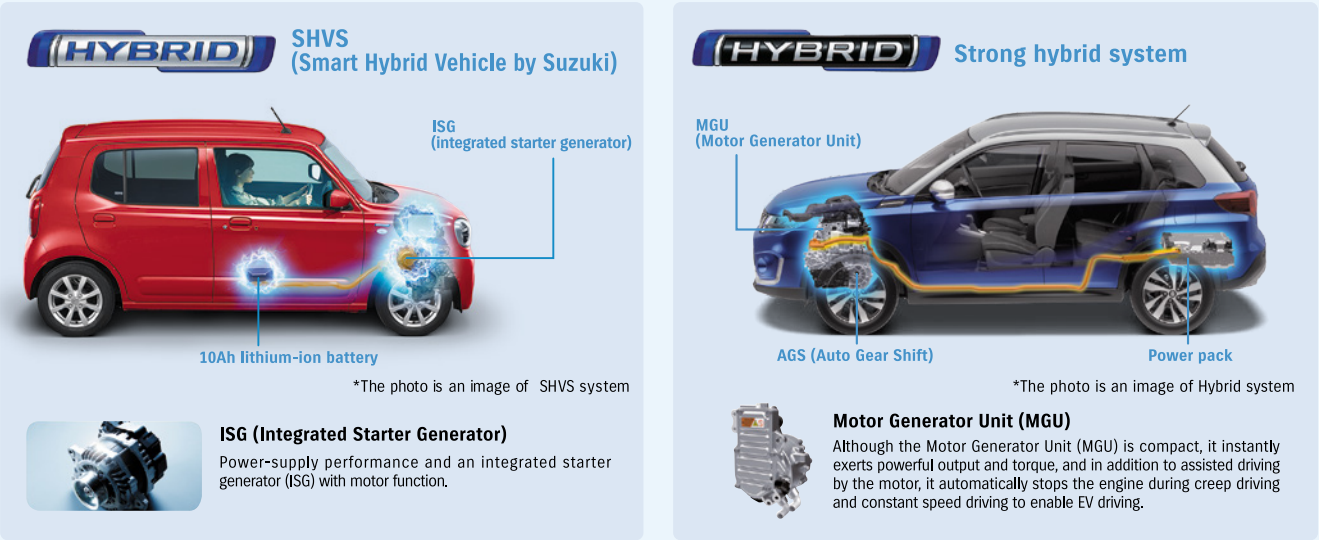
"Sho-Sho-Kei-Tan-Bi" is an abbreviation for Japanese meaning "smaller" "fewer" "lighter" "shorter" and "neater".

Current efforts

Suzuki has a line up of mild hybrids and hybrid systems in it's automobile models.

The mild hybrid is equipped with ISG (integrated starter generator) and a dedicated lithium-ion battery, and has both efficient power generation using deceleration energy and a motor function, and assists the engine with the motor when the engine is restarted or accelerated. Currently, they are installed in many of our car.

The hybrid system combines MGU (motor generator unit) and AGS (auto gear shift), which is a technology unique to Suzuki.



In May 2022, Suzuki Motor Gujarat Private Limited (SMG), an Indian subsidiary of Suzuki, became the first Suzuki Group company to procure electricity from renewable energy sources by utilizing the Off-site Corporate PPA* scheme, in which SMG purchases electricity from power generation facilities installed outside SMG premises.

*PPA stands for Power Purchase Agreement.



Suzuki's Indian subsidiary Maruti Suzuki India Limited (MSIL) has been using electricity from renewable energy sources since 2014, when it installed a solar power generation facility on the premises of its Manesar Plant. In September 2021, MSIL expanded the solar power generation facility (20MW) on the premises of the Manesar Plant, increasing the generation output to 26.3MW. With this expansion, MSIL expects to reduce CO₂ emissions by approximately 20,000 tons per year.



The "Suzuki Makinohara Solar Power Plant" is set up adjacent to the Sagara Factory. The wind power plant and small hydroelectric power generation equipment in the Kosai Plant are also part of our initiatives in reducing CO₂ emissions.





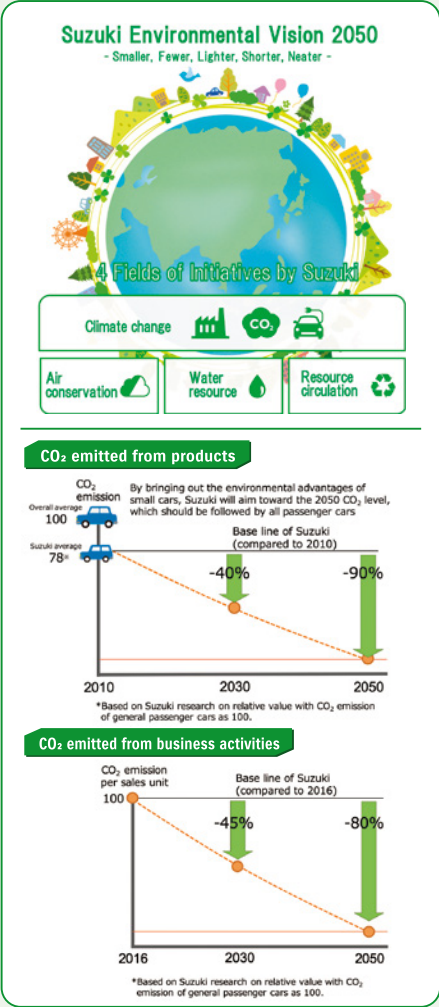
Suzuki Environmental Vision 2050

— Smaller, Fewer, Lighter, Shorter, Neater —

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 neater” 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>Reduce CO₂ emitted from new automobiles by 40% in Well-to-Wheel* base compared to FY2010</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 2021, the cumulative number of participants since the start of the activity exceeded 10,000!

[Project2.] Reduce Plastic Packaging

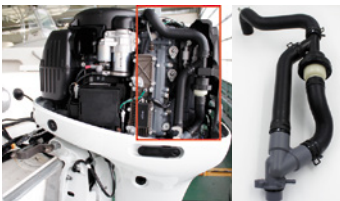
In March 2022, the amount of plastic reduced since the start of this activity reached 11 tons!



Symbol mark

Topics

[Project3.] Collect Marine Micro-plastic Waste



Outboard motor installed with Micro-Plastic Collecting Device

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
Village Development Project

The Company has set up 28 Water ATMs in 25 villages to supply drinking water to community members at an affordable price. Over 44 million litres of drinking water has been provided since the commencement of the project.



Pakistan : Pak Suzuki Motor Co., Ltd.
Education Support Program

The Company awarded total 150 scholarships to successful students of grade 6,7 & 8. Scholarship certificate was also presented to each student. The purpose of this scholarship program is to motivate and encourage the needy and talented Government Schools students to continue their education.



Italia : Suzuki Italia S.P.A.
Tree planting

The company management conducted a tree planting activity at the kindergarten of Robassomero city where the company is located, with the presence of mayor of the city. We try to contribute to the local community as a good member of the community.



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 14 June, 2022)

Name of foundation: SUZUKI Foundation

Location : Minato-ku, Tokyo

Chairman : Toshihiro Suzuki

(Representative Director and President of Suzuki Motor Corporation)

Asset : 9,789 million yen Number of subsidies : 1,924

Total amount of subsidies : 2,394 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, 2022)

Name of Foundation: SUZUKI Education & Culture Foundation

Location : Hamamatsu-shi, Shizuoka

Chairman : Toshihiro Suzuki

(Representative Director and President of Suzuki Motor Corporation)

Asset : 4,154 million yen

Total amount of subsidies : 593 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.



Creating new value for the next generation. Aiming for better products and a richer life, we will endeavor to create truly value-packed products and provide services that will please our customers.

Suzuki, aims to create "value-packed products," constantly pursues "new value" that the company should create with abundant sensibilities toward a changing society in the coming new era, and is challenging new technologies to realize it. doing. At our plants, we are constantly working on improvement activities such as improving productivity, strict quality control, and responding to environmental problems, as well as introducing the latest equipment. We thoroughly implement "Sho-Sho-Kei-Tan-Bi", which represents the basis of Suzuki's manufacturing, and deliver "value-packed products" to customers all over the world.



● **HEAD OFFICE** ■ Business: Head office affairs ■ Address: 300 Takatsuka-cho, Minami-ku, Hamamatsu-shi, Shizuoka



Yokohama Lab.



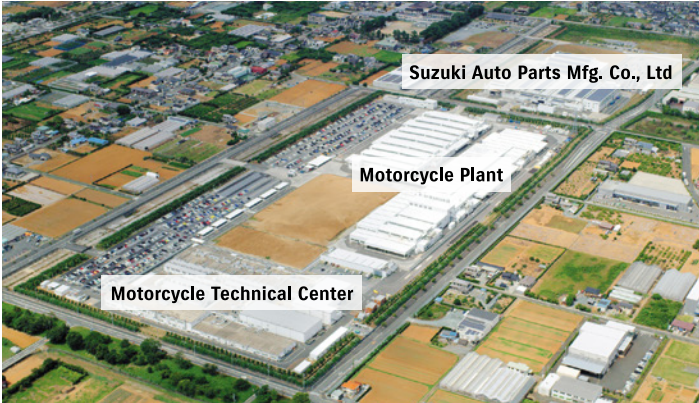
Marine Technical Center



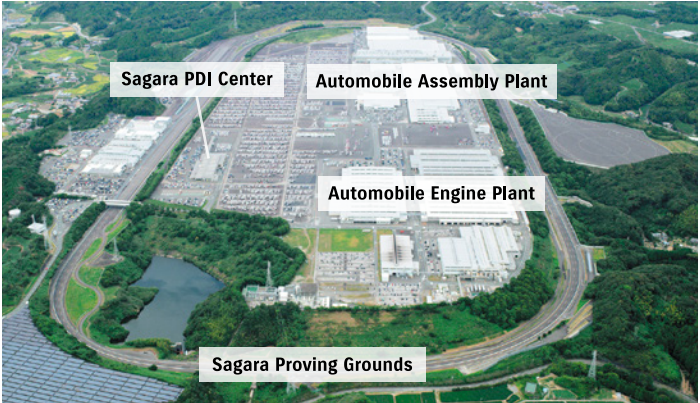
Ryuyo Proving Grounds & Subsidiary Companies



Shimokawa Proving Grounds (Hokkaido)



● **HAMAMATSU PLANT** ■ Operation: Final assembly of motorcycles, assembly of motorcycle engines, Testing and development of motorcycles ■ Address: 8686 Miyakoda-cho, Kita-ku, Hamamatsu-shi, Shizuoka ■ Production model: Hayabusa, GSX-R1000R ABS, etc.



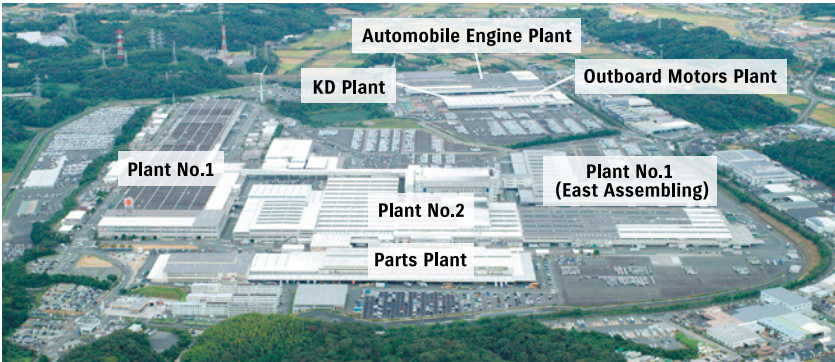
● **SAGARA PLANT** ■ Operation: Final assembly of compact passenger cars, assembly of automobile engines, foundry and machining of engine components ■ Address: 1111 Shirai, Makinohara-shi, Shizuoka ■ Production model: Swift, Solio, etc.



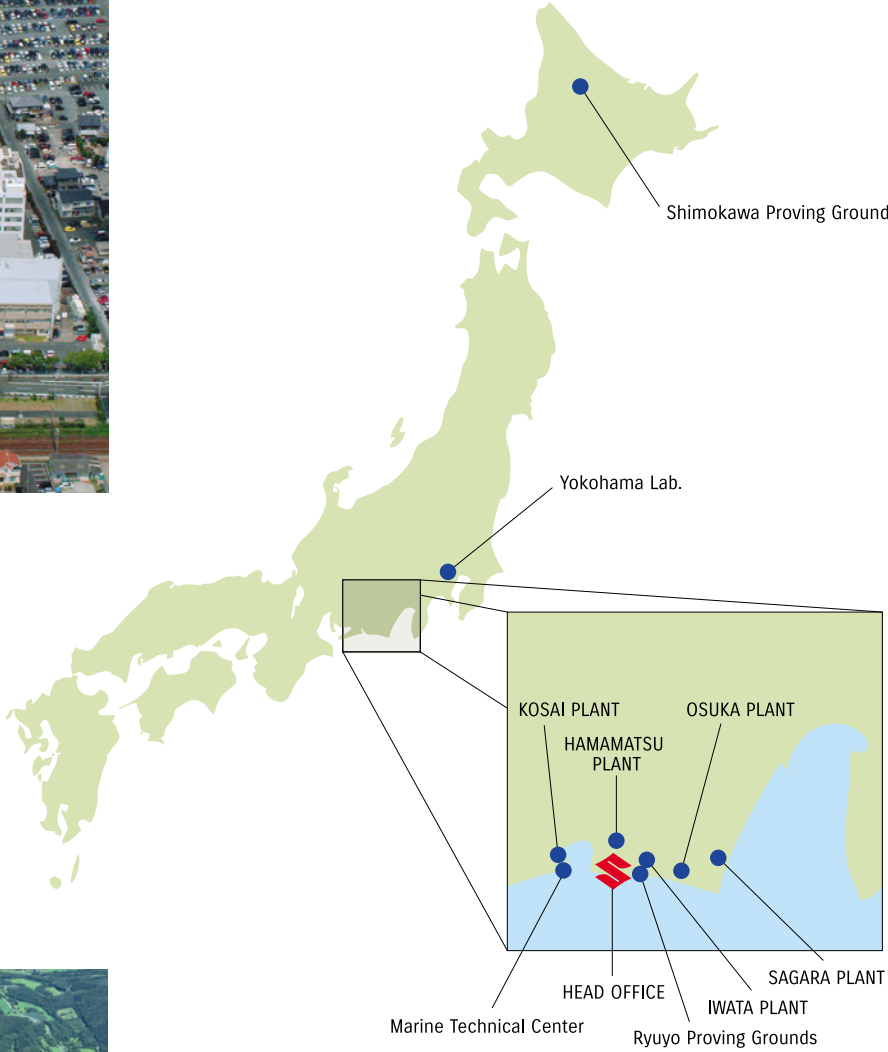
● **OSUKA PLANT** ■ Operation: Foundry of parts ■ Address: 6333 Nishiobuchi, Kakegawa-shi, Shizuoka



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

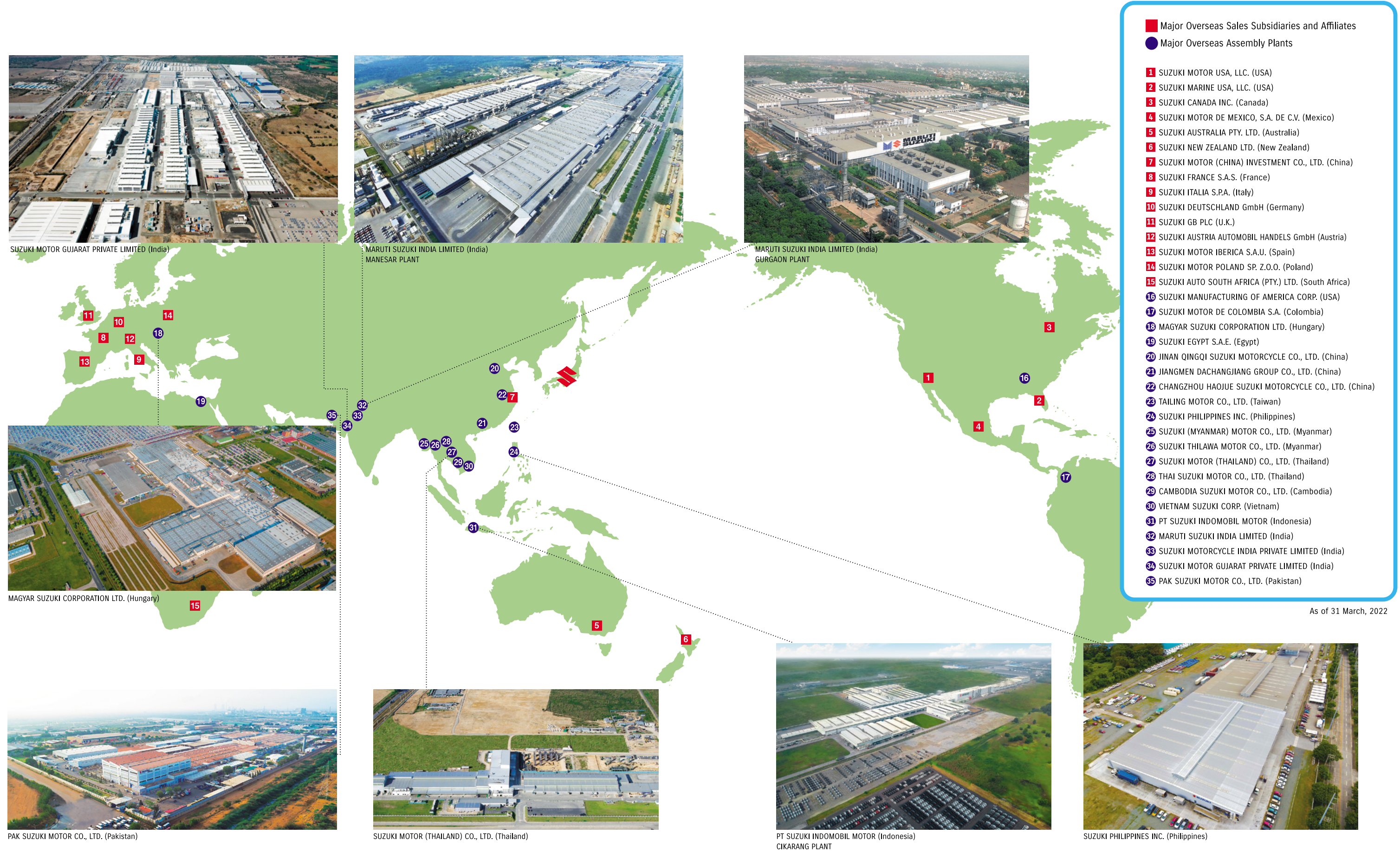


● **KOSAI PLANT** ■ Operation: Final assembly of mini and compact passenger cars, assembly of automobile engines, final assembly of outboard motors, motorized wheelchairs ■ Address: 4520 Shirasuka, Kosai-shi, Shizuoka ■ Production model: Alto, WagonR, DF350A(Outboard motors), etc.



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.



AUTOMOBILES



Stamping



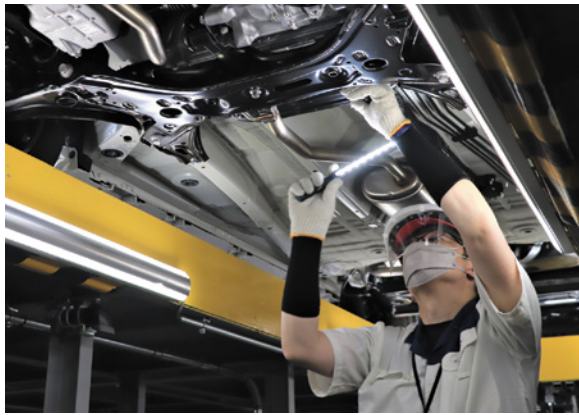
Welding



Painting



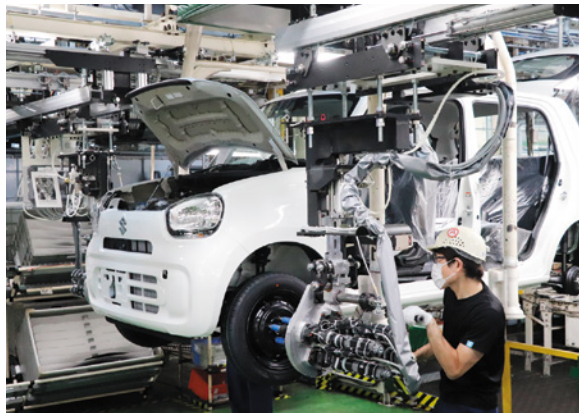
Engine Assembly



Final Inspection



Manufacturing Inspection



Assembly



Assembly

MOTORCYCLES



Stamping



Welding



Assembly

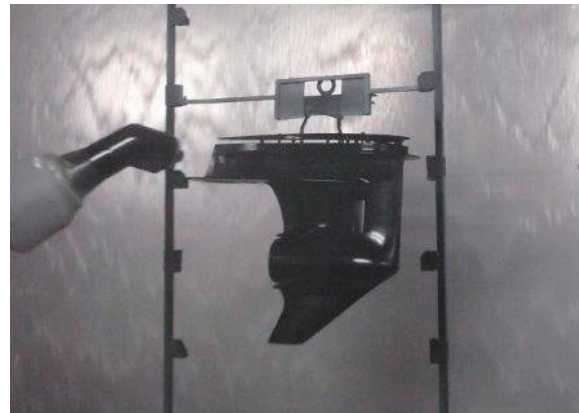


Final Inspection

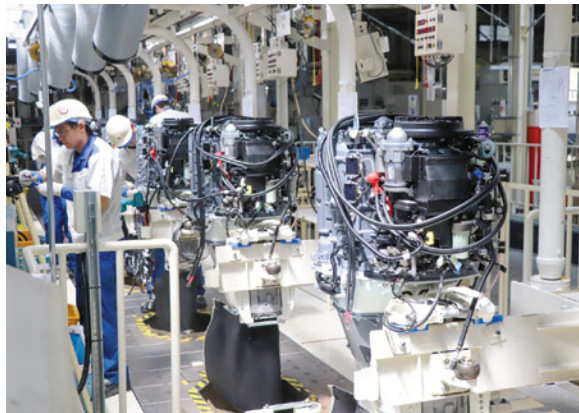
OUTBOARD MOTORS



Machining



Coating



Final Assembly



Final Inspection

"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. Due to their small size, light weight, good fuel economy, and low CO₂ emissions, these products have been selected as vehicles suitable for the future of society in tackling global environmental problems.



ALTO



JIMNY



SOLIO



WAGONR SMILE



SPACIA CUSTOM



JIMNY SIERRA



HUSTLER



WAGONR



SWIFT



EVERY



CARRY



Spacia wheelchair courtesy vehicle



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, building rental store development and rental, 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, Contract for solar power generation installation work
- 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, sale of Nihon trim water conditioner, sales of communication equipment such as mobile phones, smartphones, tablets, satellite phones, etc. 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



Plaza Miyakoda Self SS



SUZUKI HOUSE Viplat II



Inasa Golf Club

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 26 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.



Operation start ceremony of Gujarat plant C in 2021
: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.)



European Press Test Ride [GSX-S1000GT]



NEXA showroom : India (MARUTI SUZUKI INDIA LIMITED)



Indonesia (PT SUZUKI INDOMOBIL MOTOR)



Thailand (THAI SUZUKI MOTOR CO., LTD.)



India (MARUTI SUZUKI INDIA LIMITED)



Hungary (MAGYAR SUZUKI CORPORATION LTD.)

Major manufacturing models (overseas)



BALENO : India (MARUTI SUZUKI INDIA LIMITED)



CELERIO : India (MARUTI SUZUKI INDIA LIMITED)



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



XL7 : Indonesia (PT SUZUKI INDOMOBIL MOTOR)



Satria F150 : Indonesia
(PT SUZUKI INDOMOBIL MOTOR)



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



BURGMAN STREET : India
(SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED)



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 ※



GSX-S1000 ※



GSX-S1000GT ※

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



GSX-R1000R



V-STROM 1050XT



KATANA



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



DF325A



DF300B



DF200A



DF140B



DF30A



DF2.5

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.

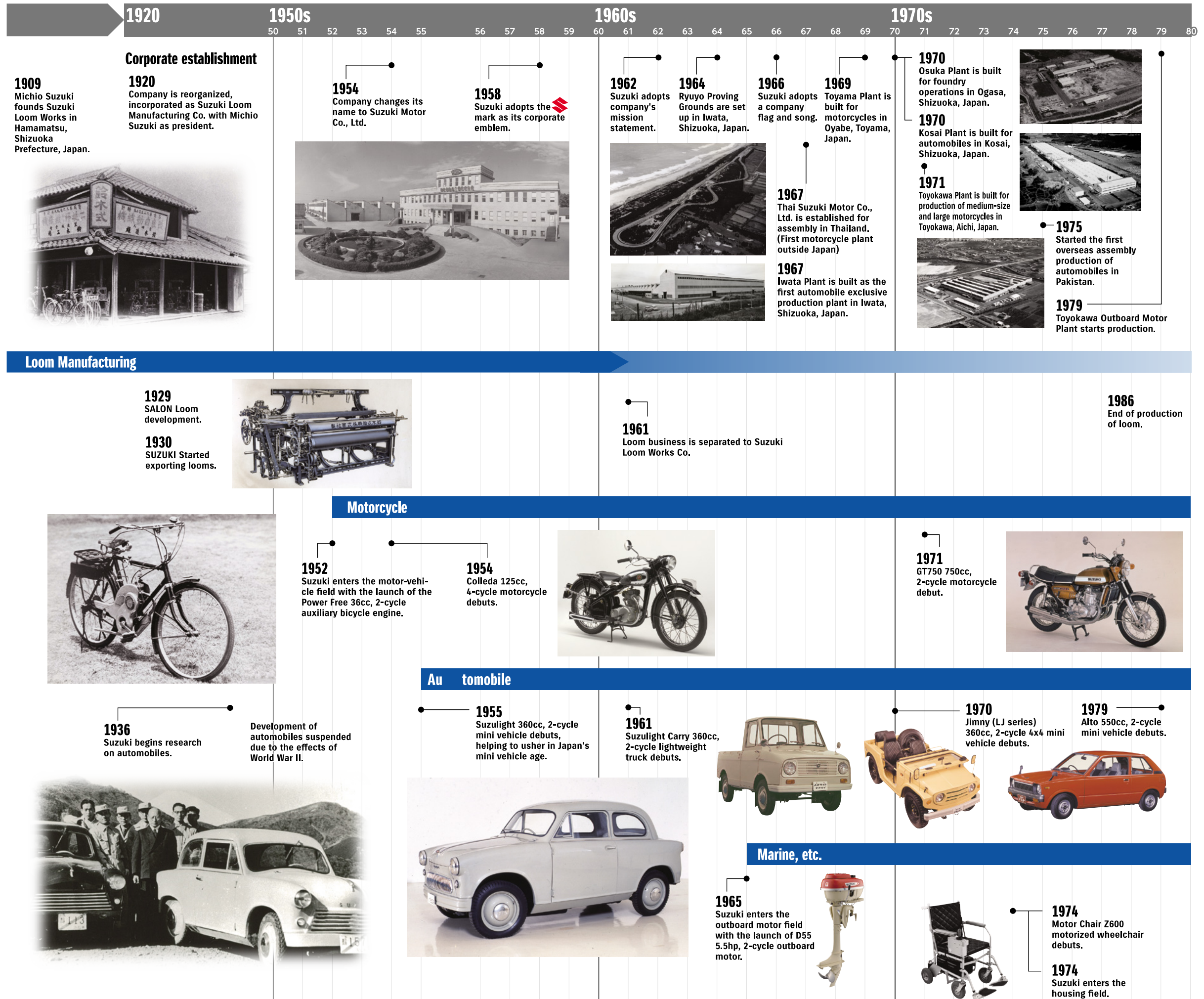
Michio Suzuki, Founder

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.




1980s

80818283848586878889


1983

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



1989

Yokohama R&D is built.



1990s


90919293949596979899

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 Grounds are set up in Hokkaido, Shimokawa, Japan.




2000s

00010203040506070809


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.



2010s


10111213141516171819

2017

Toyota and Suzuki conclude memorandum toward business partnership.


2017

Gujarat Plant in India starts operation.



2018

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




2020s

202122


2020

Suzuki celebrates the 100th Anniversary.



2022


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



Motorcycle


1981

GSX1100S Katana 1100cc, 4-cycle motorcycle debuts in overseas market.




1983

RG250Γ 250cc, 2-cycle sportbike debuts.




1985

GSX-750 750cc, 4-cycle sportbike debuts.




1991

AddressV100 100cc, scooter debuts.




1995

DR250R 250cc, 4-cycle motorcycle debuts.




1999

GSX1300R Hayabusa 1300cc, 4-cycle motorcycle debuts in overseas market.




2001

GSX-R1000 1000cc, 4-cycle motorcycle debuts in overseas market.




2002

Skywave 650 (Burgman) large scooter debuts.




2006

BOULEVARD M109R 1800cc, 4-cycle motorcycle in overseas market.




2014

V-Strom1000 1000cc, 4-cycle motorcycle debuts.




2015

GSX-S1000 ABS and GSX-S1000F ABS 1000cc, 4-cycle motorcycles debut.




2018

Suzuki unveils all-new KATANA for the overseas market.



2021


Hayabusa 1,300cc, 4-cycle motorcycle debuts.



Automobile


1983

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




1988

Escudo (Vitara/sidekick) 1.6-litre, 4-cycle 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.



Marine, etc.


1981

DT140 outboard motor debuts.




1987

DT250 EXANTE outboard motor debuts.




1980

Suzuki enters the generator business.




1985

Senior Car ET10 module-type motorised wheelchair debuts.




1997

DF9.9 outboard motor debuts.




1998

DF70 outboard motor debuts.




1999

ET-4A senior car debuts.




1999

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




2001

Kind Chair electric power unit for manual wheel chairs debuts.




2003

DF250 outboard motor debuts.




2005

Town Cart motorised chair debuts.




2008

Marine Technical Center is built in Arai-cho, Hamana-gun, Shizuoka, Japan.




2010

DF50 outboard motor debuts.




2017

DF350A outboard motor debuts.



2022

The outboard motor of "DF140B / BG, DF115B / BG, DF100C" is equipped with a micro-plastic collecting device as standard equipment.



*This photo is DF140B.

25

26