



THE CORPORATION AND THE PEOPLE 2020

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Way of Life!

**SUZUKI MOTOR CORPORATION**  
300, Takatsuka-cho, Minami-ku, Hamamatsu-shi,  
Japan 432-8611  
<http://www.globalsuzuki.com/>  
(2021.3)



## A message from the management

The Group has been carrying out the motto "Develop products of superior value by focussing on the customer" in the first paragraph of its mission statement.

The Group commits itself to make efforts to promote the production of small and subcompact vehicles and the development of environmentally benign products needed by customers with the slogan "Small Cars for a Big Future".

The Group makes efforts to promote the "Smaller, Fewer, Lighter, Shorter, and Neater" on every side and has been working for the efficient, well-knit and healthy management.

Representative Director and President  
Toshihiro Suzuki

社 是

一、消費者の立場になって  
価値ある製品を作ろう

二、協力一致研新な会社を  
建設しよう

三、自己の向上にとつとめ常に  
意欲的に前進しよう

### Mission Statement

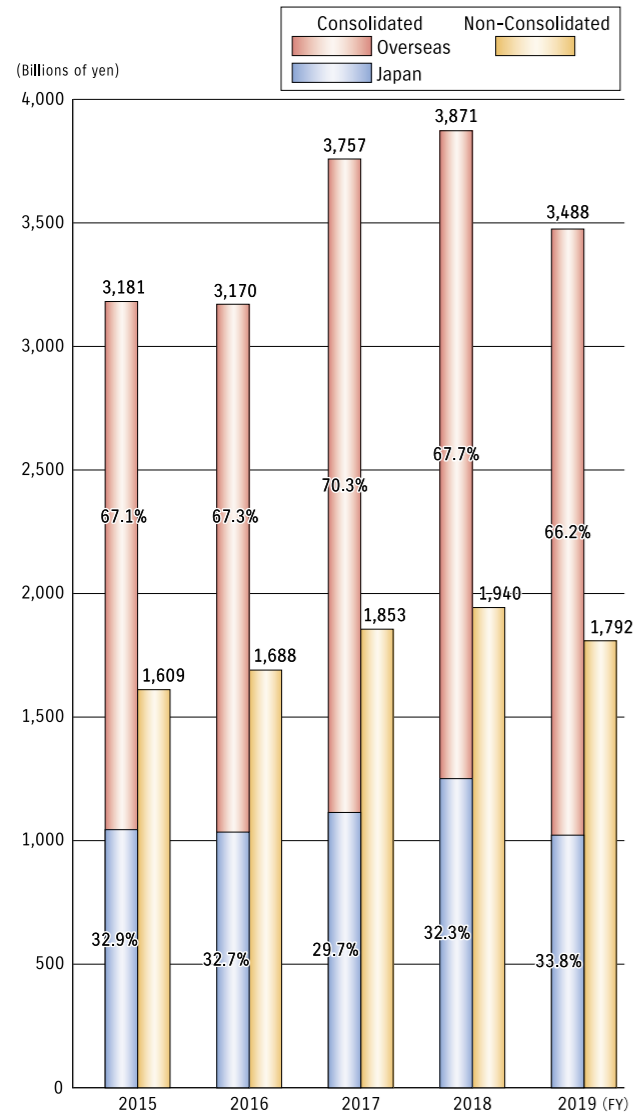
1. Develop products of superior value by focussing on the customer
2. Establish a refreshing and innovative company through teamwork
3. Strive for individual excellence through continuous improvement

# SUZUKI OUTLINE

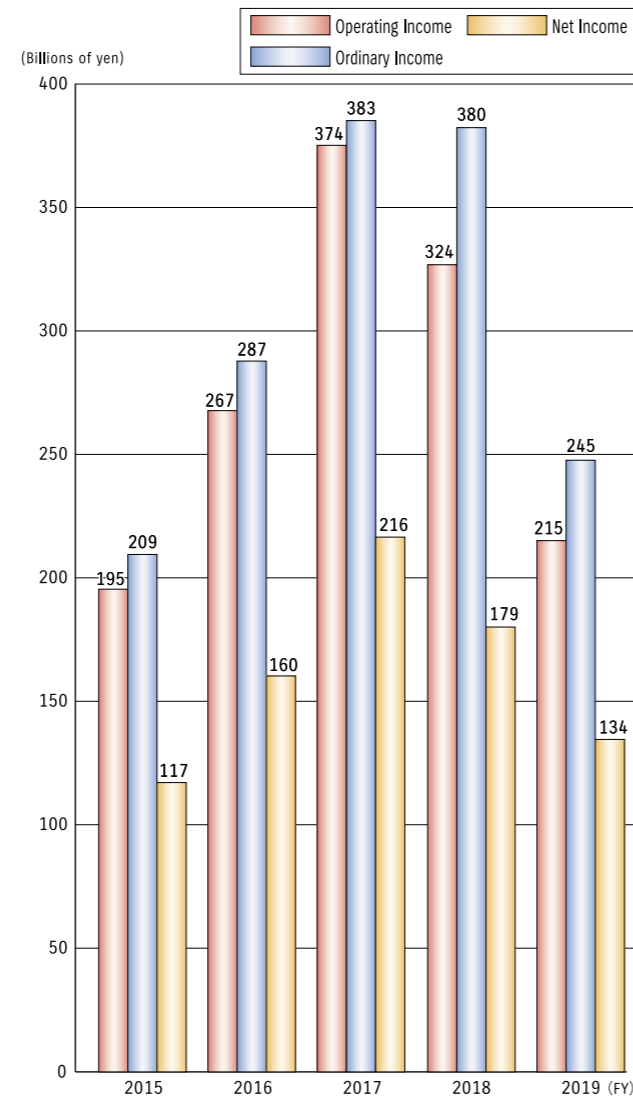
- ◎ **Company name:** SUZUKI MOTOR CORPORATION
- ◎ **Date of Incorporation:** March 1920
- ◎ **Capital:** 138,202 million yen (as of 31 March, 2020)
- ◎ **President:** Toshihiro Suzuki
- ◎ **Employees:** 15,646 (as of 31 March, 2020)
- ◎ **Net sales:** 3,488,443 million yen (Consolidated)  
1,792,834 million yen (Non-consolidated)  
(Year ended 31 March, 2020)
- ◎ **Main product Line:**  
Automobiles, Motorcycles, Outboard Motors,  
Motorised Wheelchairs, 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  
**Motorcycle Technical Center:** Iwata-shi, Shizuoka  
**Marine Technical Center:** Kosai-shi, Shizuoka

- ◎ **Subsidiaries and Affiliates:** 57 in overseas  
Subsidiaries: 127 companies (70 in domestic, 57 in overseas)  
Affiliates: 28 companies (as of 31 March, 2020)
- ◎ **Overseas Subsidiaries:**  
MARUTI SUZUKI INDIA LTD. (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

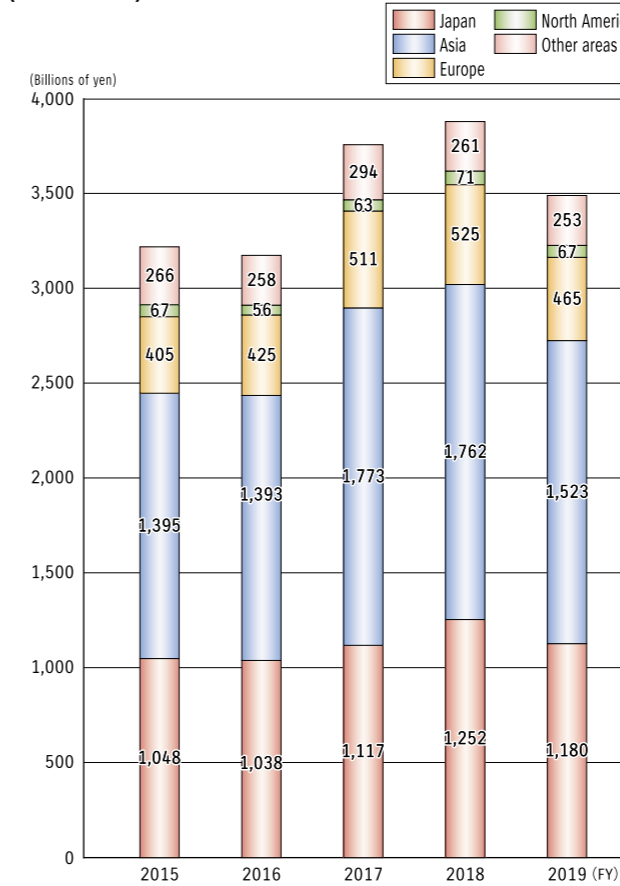
## ◆ Net sales



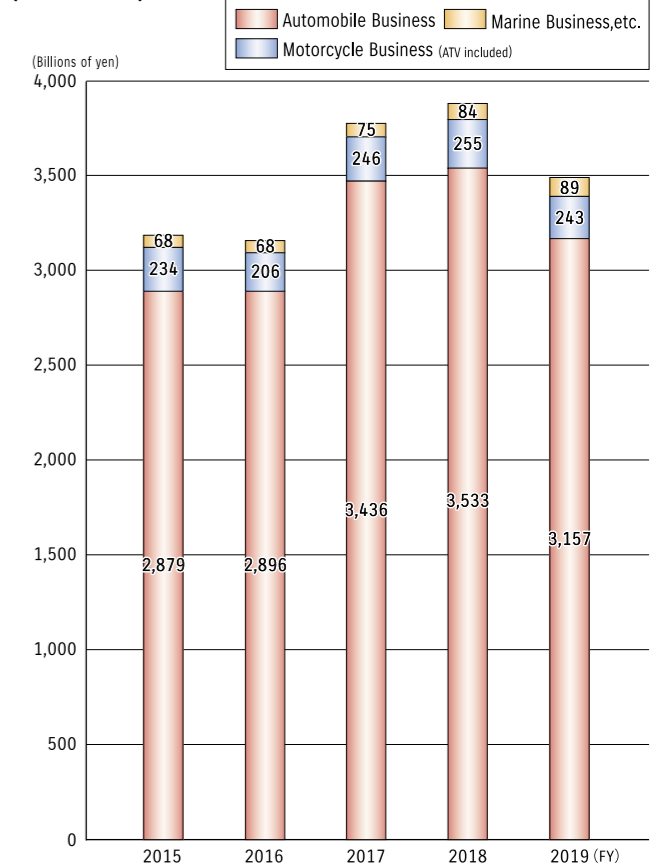
## ◆ Income (Consolidated)



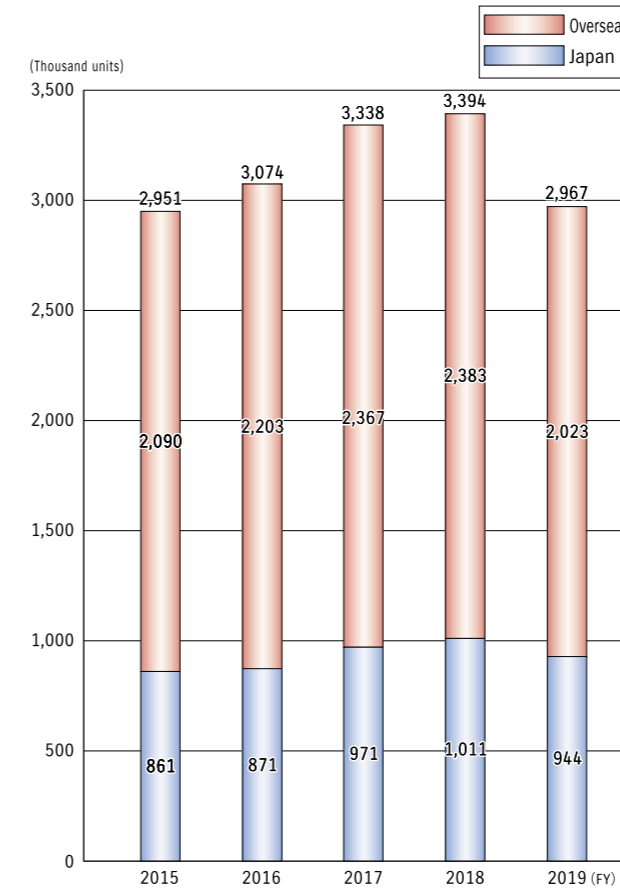
## ◆ Net sales by market (Consolidated)



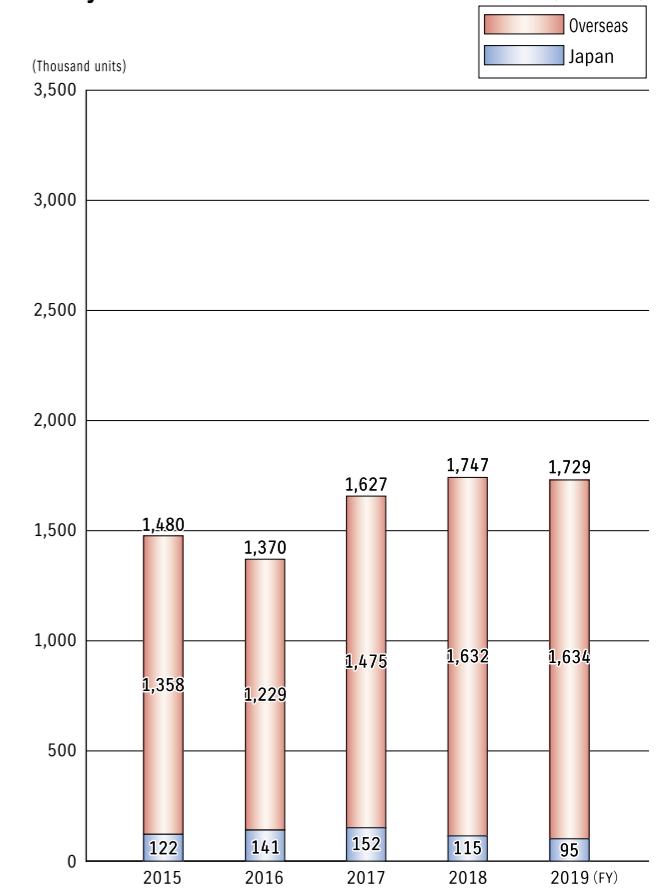
## ◆ Net sales by business (Consolidated)



## ◆ Automobile Production



## ◆ Motorcycle Production

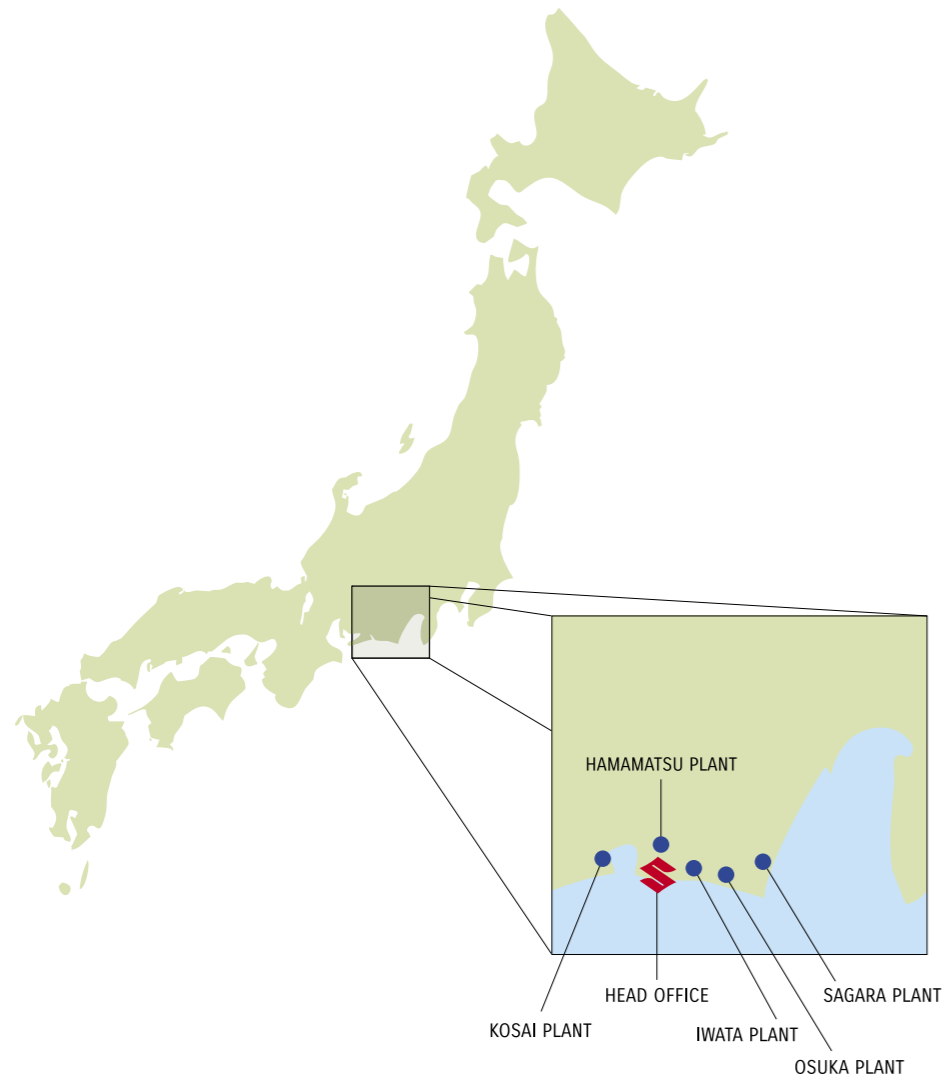


※ Production in Japan: CBU+complete knocked-down, (CKD) units.  
※ Overseas production: line-off units at overseas plants.

## HEAD OFFICE AND PLANTS

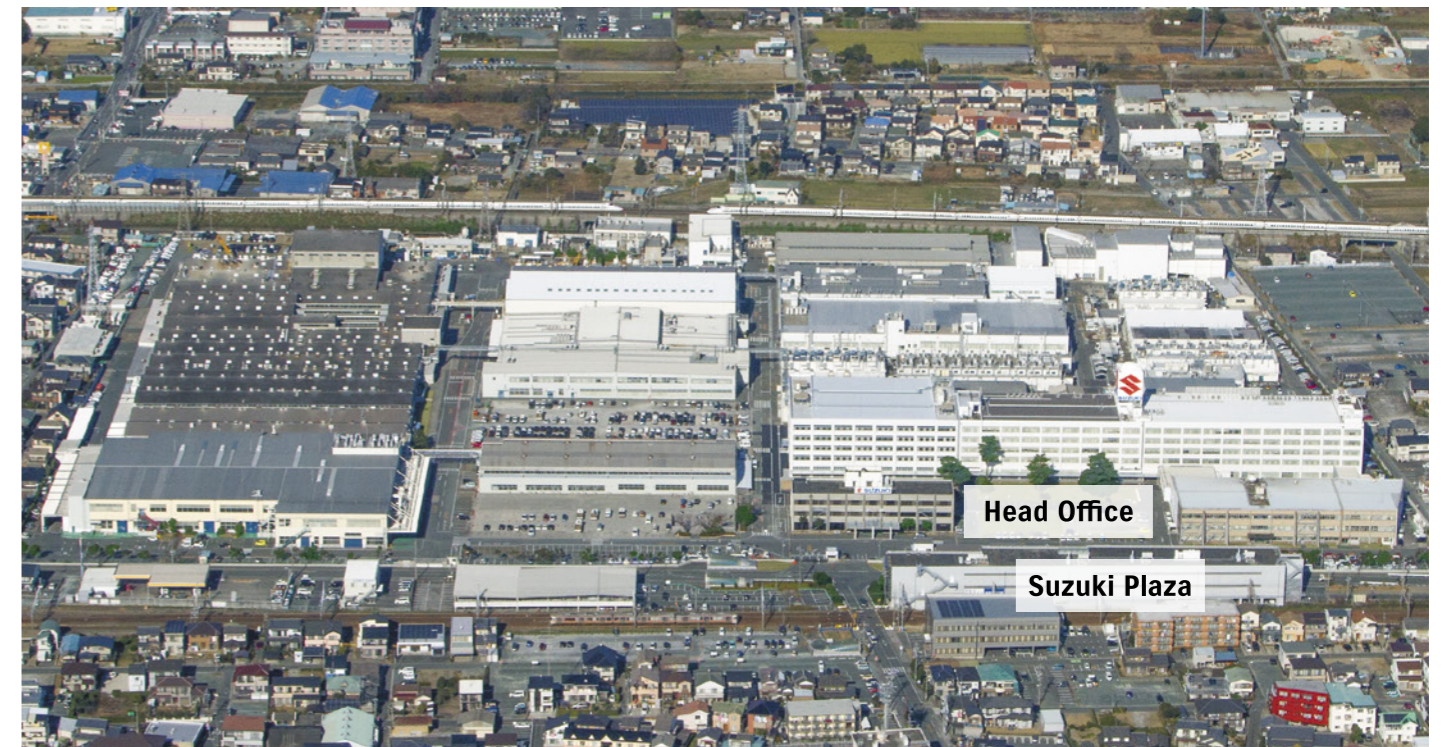
### 'Value-packed products' are manufactured at advanced facilities with maximum utilisation of production systems.

At SUZUKI's plants, employment of the most modern factory equipment is ensured, in addition to various activities aimed at continually enhancing productivity, strict quality control and responding to environmental concerns. Today, the concept of delivering 'value-packed products' by thoroughly carrying out the slogan "Smaller, Fewer, Lighter, Shorter and Neater", has been extended to the global network of production bases.

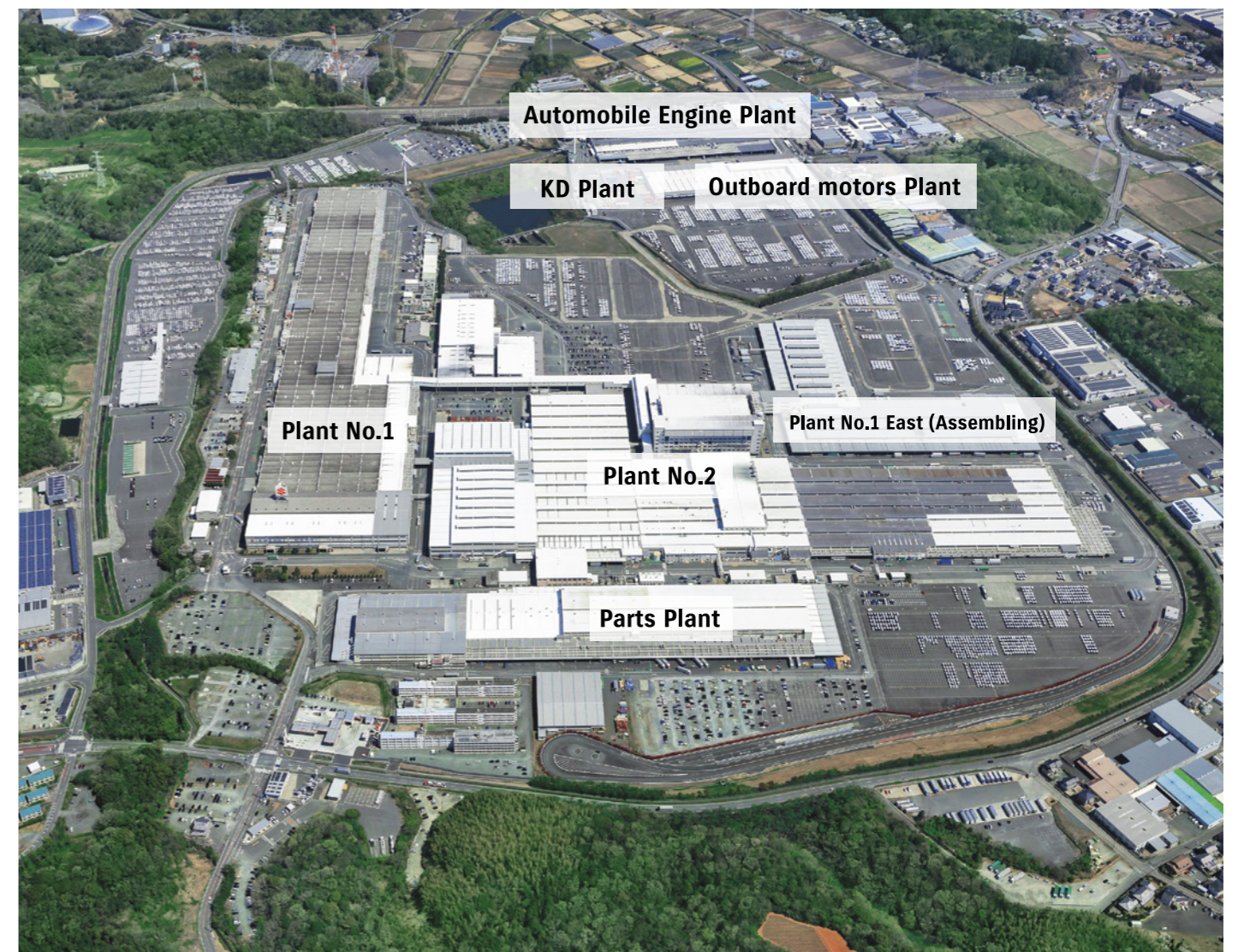


● HEAD OFFICE ●  
 Business: Domestic Marketing, Global Marketing and Automobile Engineering, etc.  
 Site area: 183,000m<sup>2</sup>  
 Building area: 137,000m<sup>2</sup>  
 Number of employees: 9,767  
 Address: 300 Takatsuka-cho, Minami-ku, Hamamatsu-shi, Shizuoka

### ● HEAD OFFICE ●



### ● KOSAI PLANT ●



● KOSAI PLANT ●  
 Product line: Mini and compact passenger cars, automobile engines, outboard motors  
 Site area: 1,190,000m<sup>2</sup>  
 Building area: 473,000m<sup>2</sup>  
 Number of employees: 2,321  
 Address: 4520 Shirasuka, Kosai-shi, Shizuoka

# PLANTS

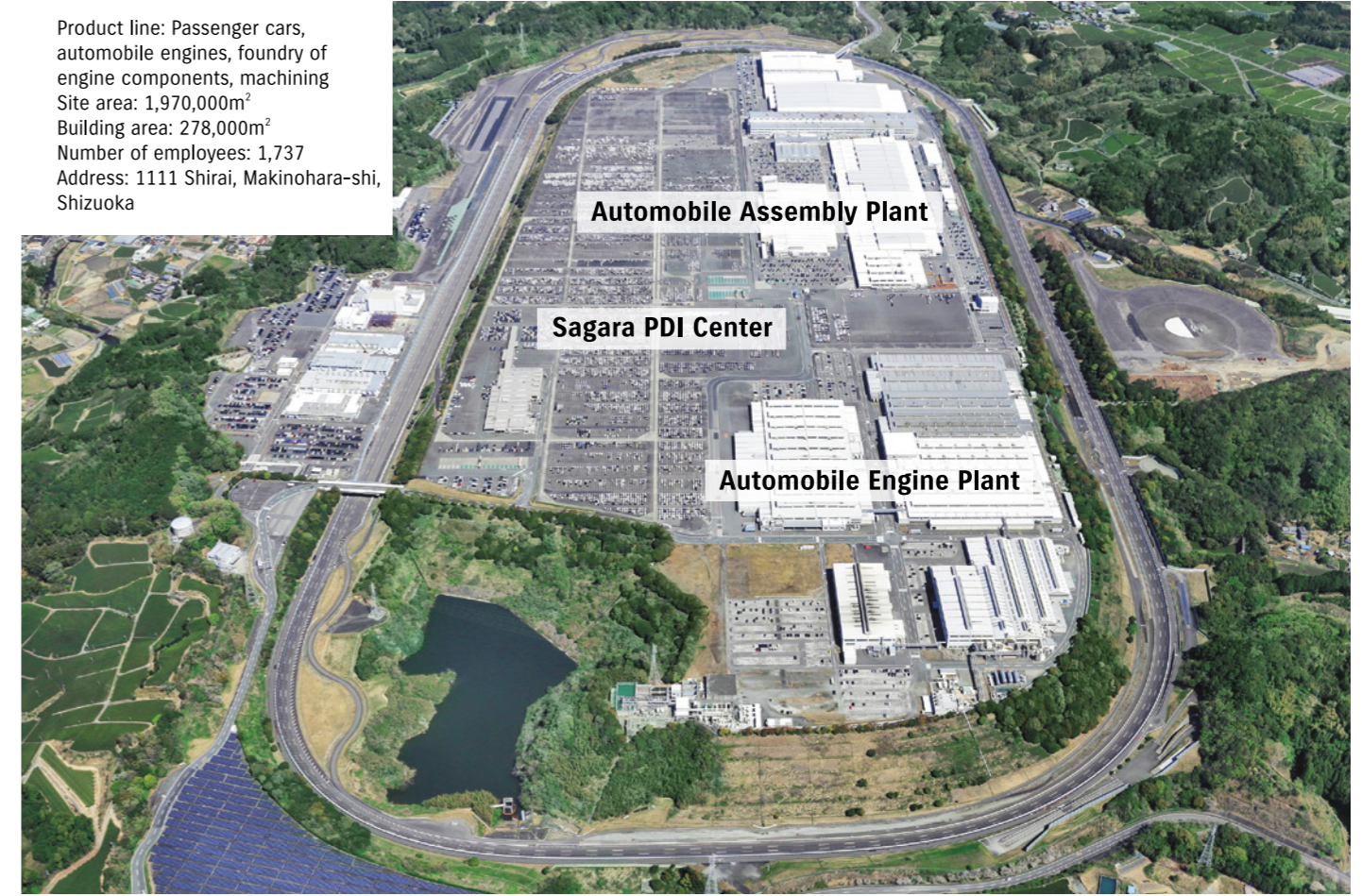
## ● IWATA PLANT ●

Product line: Passenger cars,  
commercial vehicles  
Site area: 298,000m<sup>2</sup>  
Building area: 147,000m<sup>2</sup>  
Number of employees: 900  
Address: 2500 Iwai, Iwata-shi,  
Shizuoka



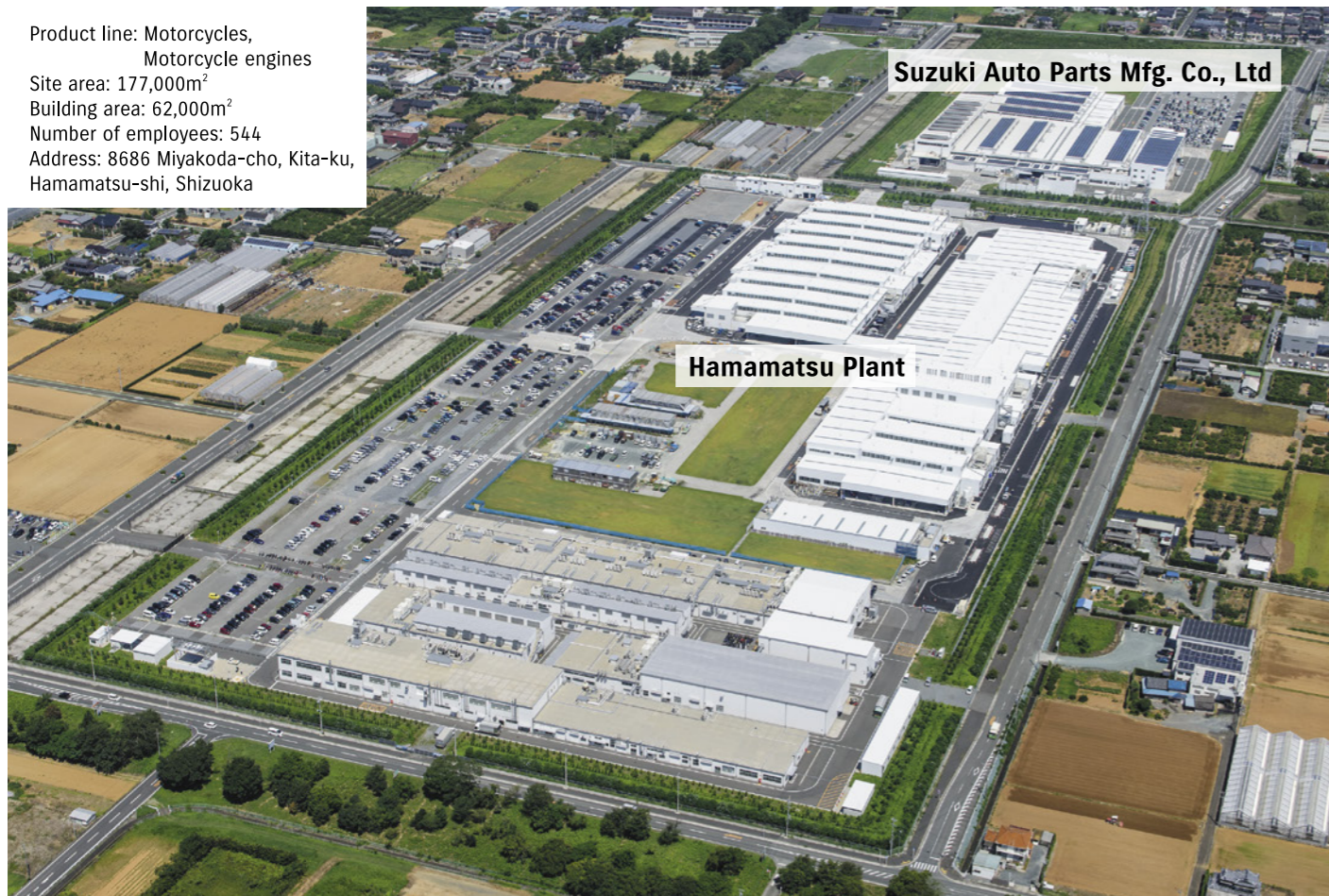
## ● SAGARA PLANT ●

Product line: Passenger cars,  
automobile engines, foundry of  
engine components, machining  
Site area: 1,970,000m<sup>2</sup>  
Building area: 278,000m<sup>2</sup>  
Number of employees: 1,737  
Address: 1111 Shirai, Makinohara-shi,  
Shizuoka



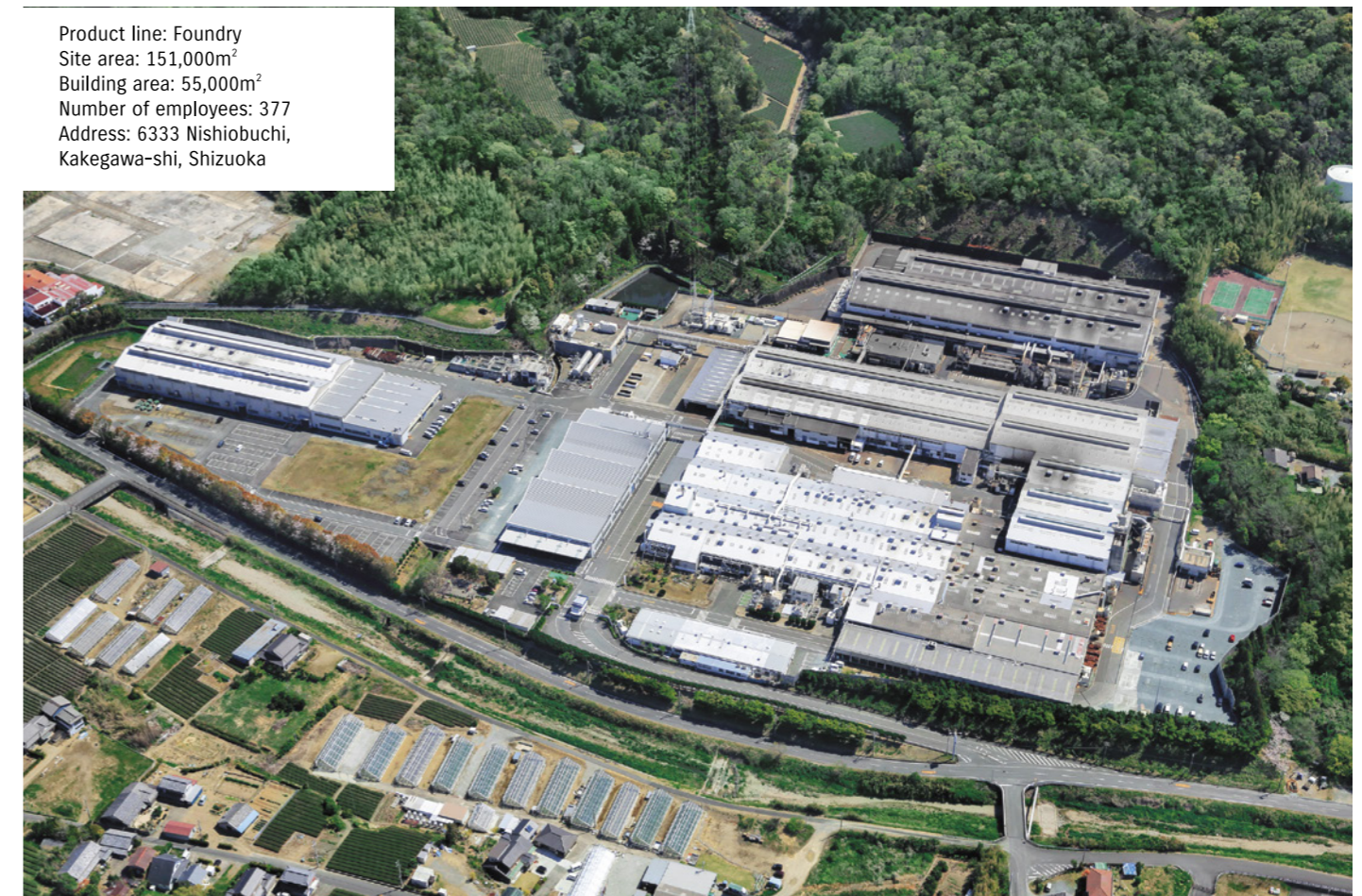
## ● HAMAMATSU PLANT ●

Product line: Motorcycles,  
Motorcycle engines  
Site area: 177,000m<sup>2</sup>  
Building area: 62,000m<sup>2</sup>  
Number of employees: 544  
Address: 8686 Miyakoda-cho, Kita-ku,  
Hamamatsu-shi, Shizuoka



## ● OSUKA PLANT ●

Product line: Foundry  
Site area: 151,000m<sup>2</sup>  
Building area: 55,000m<sup>2</sup>  
Number of employees: 377  
Address: 6333 Nishiobuchi,  
Kakegawa-shi, Shizuoka



# SUZUKI, the quality global brand name recognised around the world.

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



SUZUKI MOTOR GUJARAT PRIVATE LIMITED (India)



MARUTI SUZUKI INDIA LIMITED (India)  
MANESAR PLANT



MARUTI SUZUKI INDIA LIMITED (India)  
GURGAON PLANT



MAGYAR SUZUKI CORPORATION LTD. (Hungary)



PAK SUZUKI MOTOR CO., LTD. (Pakistan)



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



PT. SUZUKI INDOMOBIL MOTOR (Indonesia)  
CIKARANG PLANT



SUZUKI PHILIPPINES INC. (Philippines)



- Major Overseas Sales Subsidiaries and Affiliates
- Major Overseas Assembly Plants

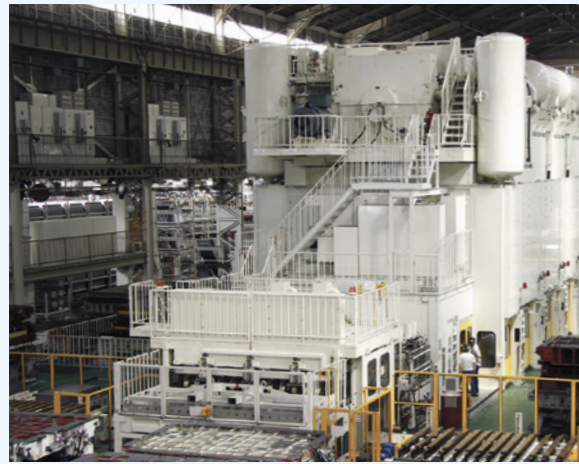
- 1 SUZUKI MOTOR OF AMERICA, INC. (U.S.A.)
- 2 SUZUKI CANADA INC. (Canada)
- 3 SUZUKI MOTOR DE MEXICO, S.A. DE C.V. (Mexico)
- 4 SUZUKI AUSTRALIA PTY. LTD. (Australia)
- 5 SUZUKI NEW ZEALAND LTD. (New Zealand)
- 6 SUZUKI MOTOR (CHINA) INVESTMENT CO., LTD. (China)
- 7 SUZUKI FRANCE S.A.S. (France)
- 8 SUZUKI ITALIA S.P.A. (Italy)
- 9 SUZUKI DEUTSCHLAND GmbH (Germany)
- 10 SUZUKI GB PLC (U.K.)
- 11 SUZUKI AUSTRIA AUTOMOBIL HANDELS GmbH (Austria)
- 12 SUZUKI MOTOR IBERICA S.A.U. (Spain)
- 13 SUZUKI MOTOR POLAND SP. Z.O.O. (Poland)
- 14 SUZUKI AUTO SOUTH AFRICA (PTY.) LTD. (South Africa)
- 15 SUZUKI MANUFACTURING OF AMERICA CORP. (U.S.A.)
- 16 SUZUKI MOTOR DE COLOMBIA S.A. (Colombia)
- 17 MAGYAR SUZUKI CORPORATION LTD. (Hungary)
- 18 SUZUKI EGYPT S.A.E. (Egypt)
- 19 JINAN QINGQI SUZUKI MOTORCYCLE CO., LTD. (China)
- 20 JIANGMEN DACHANGJIANG GROUP CO., LTD. (China)
- 21 CHANGZHOU HAOJUE SUZUKI MOTORCYCLE CO., LTD. (China)
- 22 TAI LING MOTOR CO., LTD. (Taiwan)
- 23 SUZUKI PHILIPPINES INC. (Philippines)
- 24 SUZUKI (MYANMAR) MOTOR CO., LTD. (Myanmar)
- 25 SUZUKI THILAWA MOTOR CO., LTD. (Myanmar)
- 26 SUZUKI MOTOR (THAILAND) CO., LTD. (Thailand)
- 27 THAI SUZUKI MOTOR CO., LTD. (Thailand)
- 28 CAMBODIA SUZUKI MOTOR CO., LTD. (Cambodia)
- 29 VIETNAM SUZUKI CORP. (Vietnam)
- 30 PT. SUZUKI INDOMOBIL MOTOR (Indonesia)
- 31 MARUTI SUZUKI INDIA LIMITED (India)
- 32 SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED (India)
- 33 SUZUKI MOTOR GUJARAT PRIVATE LIMITED (India)
- 34 PAK SUZUKI MOTOR CO., LTD. (Pakistan)

as of 31 March, 2020

Each employee is dedicated to outstanding quality production by focussing on the customer.

At Suzuki, 'value-packed products' are born through cooperation of machines and human workers at the production sites under strict quality management. Meticulous and long, full production process is under accurate computer control from stamping to welding, painting, and assembly of tens of thousands of components.

AUTOMOBILES



Stamping



Welding



Painting



Assembly



Inspection



Assembly



Assembly



Engine assembly

MOTORCYCLES



Stamping



Welding



Assembly



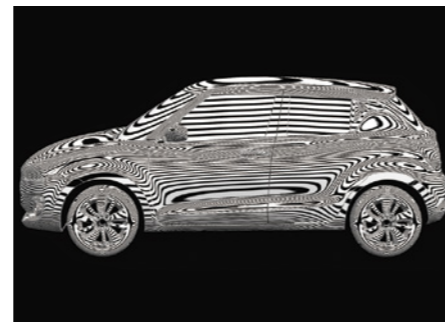
Inspection

# SUZUKI aims to offer better products and enriched lives through continuously challenging to create new value to the next generation.

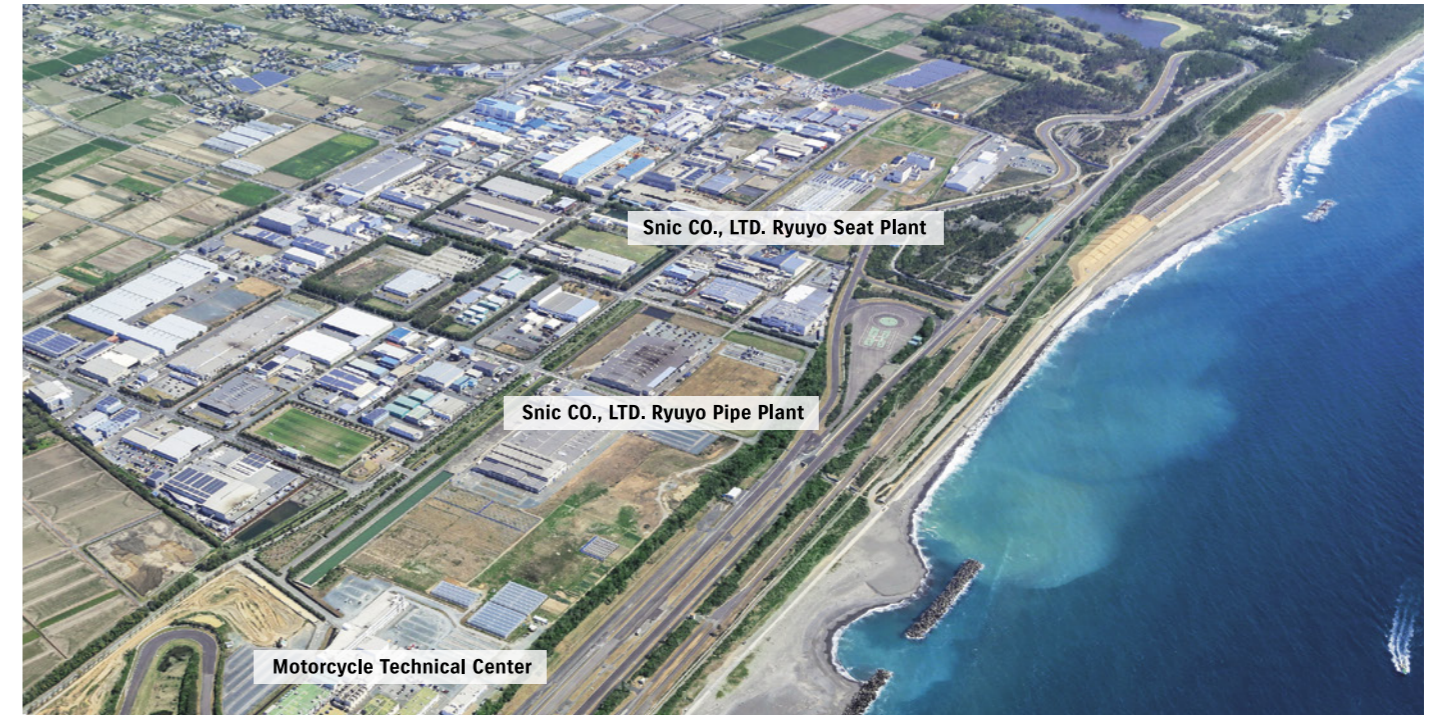
SUZUKI - which aims to offer 'value-packed products' - is constantly challenging for new technologies by striving to pursue "new value", that we ought to realise, with our affluent imagination toward the new generation and the changing society. Today, our development field is widely spread including the next generation cars, in addition to motorcycle and automobile products.



Yokohama Lab.



## PROVING GROUNDS & SUBSIDIARY COMPANIES



Snic CO., LTD. Ryuyo Seat Plant

Snic CO., LTD. Ryuyo Pipe Plant

Motorcycle Technical Center

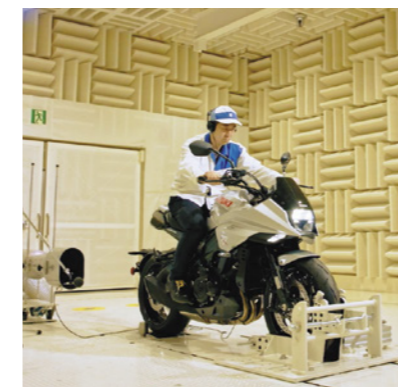
Motorcycle Technical Center & Subsidiary Companies



Shimokawa Proving Grounds (Hokkaido)



Marine Technical Center





**Pleasure of making and using Suzuki products,  
People's smiles across the world are the proof of trusts.**

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 18 countries and areas. SUZUKI is actively contributing to local industrial employment and economic expansion of each country and area through partnership.



India Roll out ceremony 2017 (SUZUKI MOTOR GUJARAT PRIVATE LIMITED)



Worldwide Press Test Ride Event



India NEXA showroom (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



SWIFT SPORT (SUZUKI MOTOR CORPORATION)



JIMNY (SUZUKI MOTOR CORPORATION)



Access 125 (SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED)



RAIDER J CROSSOVER (SUZUKI PHILIPPINES INC.)

## Creating cars that are customer oriented.

After our cars leave the plant they start their own lives. Every one of them is used for a different purpose and driven to different destinations. We learn from our customers and gain inspirations from the different lives and adventures. That is why Suzuki cars are durable, well-crafted and reliable, packed with performance and value, yet always fun.



DZIRE (MARUTI SUZUKI INDIA LIMITED)



SX4 S-CROSS (MAGYAR SUZUKI CORPORATION LTD.)



XL7 (PT. SUZUKI INDOMOBIL MOTOR)



CARRY (PT. SUZUKI INDOMOBIL MOTOR)

Our personnel take pride in giving birth to each and every component.

SUZUKI motorcycles have achieved many victories in races throughout the world. Each time we challenge racing, new technologies are born and they are fed back to production models. From SUZUKI's flagship supersport to its commuter scooters, though each road, ride, and usage vary, they are all SUZUKI products that are produced and distributed with love and confidence of each employee. Each and every one of those products are built with technologies and heart of SUZUKI.



GSX-RR in MotoGP



KATANA



GSX-R1000R



Hayabusa



KATANA



GSX-R1000R



SUZUKI BOULEVARD M109R



V-STROM 1050XT



BURGMAN 400



DR650SE



KINGQUAD 750AXi 4x4 Power Steering Special Edition



GSX-S1000



V-STROM 1050XT



RM-Z450



KINGQUAD 750AXi 4x4 Power Steering Special Edition

## Providing a refreshing marine life closer.

Since starting the outboard motor business in 1965, SUZUKI celebrates the 55th anniversary in 2020. SUZUKI has been continuously developing innovative technology with passion and won the NMMA\* Innovation Award 9 times in total, including the flagship DF350A in 2017. 8 of these awards have been for four-stroke outboard motors, which is the largest number of awards in the engine category in the industry. SUZUKI continues efforts under the slogan "THE ULTIMATE OUTBOARD MOTOR" with our innovative, industry-leading technology to offer the world's No.1 outboard motors in terms of their durability, reliability, performance, comfort and environmental friendliness as we pursue the ultimate marine life together with our customers.

\*NMMA : National Marine Manufacturers Association



DF350A



DF40A



DF6A



DF350A

DF325A

DF300B

DF200A

DF140BG

DF30A

DF2.5

**Suzuki Environmental Plan 2020**

We believe that our most important task is to seriously recognise effects to environment generated from our business operations, develop products that carefully consider environment and promote business operations that reduce environmental effects. For this reason, Suzuki is celebrating its 100th anniversary this year, and in order to continue to contribute to society for the next 100 years and continue to be a sustainable company, the team Suzuki, including affiliated companies in Japan and overseas, has the following four themes. It is working.

**Control of global warming**

We promote development of vehicles with the top-class low fuel consumption and next-generation vehicles in order to reduce CO<sub>2</sub> emission, which is regarded as the cause for global warming. In addition, for business operations, we thoroughly conduct energy-saving in production, distribution, sales, etc. and promote efficient business operations.



Control of global warming



Promotion of environmental conservation

**Promotion of environmental conservation**

For exhaust gas, substances of concern, etc., we not only make efforts for conformance to laws, regulations, and industrial self-regulations but also set target values stricter than the regulation to further reduce the said substances.

**Reinforcement of environmental management**

We globally establish the environmental control system and improve it continuously in order to promote actions concerning environment in business operations in the entire Suzuki Group. We, as a member of the society, develop the society harmonised with natural environment by promoting environmental communications with various stakeholders.



Reinforcement of environmental management



Promotion of 3Rs (Reduce, Reuse and Recycle)

**Promotion of 3Rs (Reduce, Reuse and Recycle)**

We promote business operations considering 3Rs when disposing of end-of-life vehicles (ELV), as well as in the development/design and production phases. We contribute to realisation of sustainable recycling-oriented society by carefully using resources throughout the process.

**Suzuki Environmental Plan 2020**

**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 organisations for studies in various fields, as well as sponsoring major international academic symposia.

**Outline (as of 31 March, 2020)**

**Name of foundation:** SUZUKI Foundation  
**Location:** Minato-ku, Tokyo  
**Chairman:** Osamu Suzuki  
 (Chairman of Suzuki Motor Corporation)  
**Asset:** 6,317 million yen  
**Number of subsidies:** 1,793  
**Total amount of subsidies:** 2,116 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 a scholarship money to the youth having difficulties in concentrating on their study for financial reason and support provided for sport activities for young people for the development of the youth.

**Outline (as of 31 March, 2020)**

**Name of Foundation:** SUZUKI Education & Culture Foundation  
**Location:** Hamamatsu-shi, Shizuoka  
**Chairman:** Toshihiro Suzuki  
 (President of Suzuki Motor Corporation)  
**Asset:** 2,772 million yen  
**Total amount of subsidies:** 458 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 popularisation and development of the 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.



**CSR Initiatives by Overseas Group Companies**

**India: Maruti Suzuki India Limited**

As part of its CSR activities, Maruti Suzuki undertakes social projects to improve quality of lives of communities around its facilities and the society at large. The company's CSR projects focus on three broad areas, namely community development, skill development and road safety.

**1. Community Development**

The company undertakes community development projects in 26 villages around its areas of operations in Haryana and Gujarat with the objective of improving social conditions. The initiatives are focussed on water and sanitation, health, education and common community infrastructure.



Mottainai grandma storytelling session

**2. Skill Development**

The company developed a skill development institute, Japan-India Institute for Manufacturing (JIM), as part of a joint initiative by the governments of Japan and India. Based on the success of the first JIM in Gujarat, the second JIM has been set up in Haryana during FY2019.



Technical trainings at JIM

**3. Road Safety**

In order to improve law enforcement and overall road safety, the company is making efforts in various projects including Automated Driving Testing Centers, introduction of Traffic Safety Management System, management of Institute of Driving and Traffic Research, and Road Safety Education.



Automated Driving Test Center

**PAKISTAN: Pak Suzuki Motor Co., Ltd. Awareness Sessions "CSR GUIDELINES FOR SUPPLIERS"**

For strengthening mutual understanding and trust with our stakeholders, Pak Suzuki conducted awareness sessions on "CSR GUIDELINES FOR SUPPLIERS" to address the concepts and issues related to social responsibilities, with our suppliers.



**MYANMAR: Suzuki Myanmar Motor Co., Ltd. / Suzuki Thilawa Motor Co., Ltd. Donation to Local Government Primary Schools**

The company visited ten local governmental primary schools in the area of Suzuki Thilawa factory and South Dagon factory, and presented the students with 48,000 sets of Suzuki logo school exercise books (printed a picture of Suzuki automobiles).



**SOUTH AFRICA: Suzuki Auto South Africa Ltd. Support for Ecosystem Project**

The Kalahari Endangered Ecosystem Project is a project which is responsible for studying the effects of climate change in Africa. Suzuki Auto South Africa had the opportunity to support this project. The project team was sponsored with two Vitara which were used by students, researchers and professors of various institutions to track animals and collect data.



**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 a lot 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. Since April 2009, approximately 750,000 visitors have visited the Suzuki Plaza.

**Field study** The Suzuki Plaza is utilised by a number of local elementary schools as a good place for field study on the automobile industry. By experiencing the "plant tour" where they can see Suzuki's manufacturing site and by also visiting the Suzuki Plaza that introduces the development phase before manufacturing automobiles, they can learn the manufacturing process of automobiles in details.

**Manufacturing event** We hold events for children as an opportunity to enhance our relationship with the local community and to have them interested in "manufacturing". Those events are related to the history and manufacturing spirit of Suzuki, allowing children to enjoy learning through experiencing in a different way from textbook-oriented study.



Suzuki Plaza



Field study

**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.

**1920 Corporate establishment**

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

**1920** 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 Grounds are set up in Iwata, Shizuoka, Japan.

**1966** Suzuki adopts a company flag and song.

**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 starts production.

**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.

**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, 2-cycle auxiliary bicycle engine.

**1954** Colleda 125cc, 4-cycle motorcycle debuts.

**1971** GT750 750cc, 2-cycle motorcycle debut.

**Automobile**

**1936** Suzuki begins research on automobiles.

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

**1955** Suzulight 360cc, 2-cycle mini vehicle debuts, helping to usher in Japan's mini vehicle age.

**1961** Suzulight Carry 360cc, 2-cycle lightweight truck debuts.

**1970** Jimny (LJ series) 360cc, 2-cycle 4x4 mini vehicle debuts.

**1979** Alto 550cc, 2-cycle mini vehicle debuts.

**Marine, etc.**

**1965** Suzuki enters the outboard motor field with the launch of D55 5.5hp, 2-cycle outboard motor.

**1974** Motor Chair Z600 motorized wheelchair debuts.

**1974** Suzuki enters the housing field.

**1980s** 80 81 82 83 84 85 86 87 88 89

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

**1989** Yokohama R&D is built.

**1990s** 90 91 92 93 94 95 96 97 98 99

**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** 00 01 02 03 04 05 06 07 08 09

**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** 10 11 12 13 14 15 16 17 18 19 20

**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.

**Motorcycle**

**1981** GSX1100S Katana 1100cc, 4-cycle motorcycle debuts in overseas market.

**1983** RG250F 250cc, 2-cycle sportbike debuts.

**1985** GSX-750 750cc, 4-cycle sportbike debuts.

**1991** AdressV100 100cc, scooter debuts.

**1995** DR250R 250cc, 4-cycle motorcycle debuts. market.

**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 motorcyclo debuts.

**2015** GSX-S1000 ABS and GSX-S1000F ABS 1000cc, 4-cycle motorcycles debut.

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

**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.

**Marine, etc.**

**1981** DT140 outboard motor debuts.

**1987** DT250 EXANTE outboard motor debuts.

**1985** 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** 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.

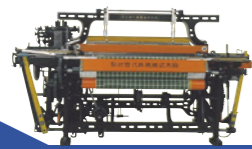
**2008** Marine Technical Center is built in Arai-cho, Hamana-gun, Shizuoka, Japan.

**2010** DF50 outboard motor debuts.

**2017** DF350A outboard motor debuts.

Progressed with customers worldwide.

Loom Works



Motorcycles



Automobiles



Marine & Other products



- 1909** 10 Michio Suzuki founds Suzuki Loom Works in Hamamatsu, Shizuoka Prefecture, Japan.
- '20** 3 Company is reorganised, incorporated, and capitalised at ¥500,000 as Suzuki Loom Manufacturing Co. with Michio Suzuki as President.
- '52** 6 Suzuki enters the motor vehicle field with the launch of Power Free 36cc, 2-cycle motorised bicycle.
- '54** 6 Company changes its name to Suzuki Motor Co., Ltd.
- '55** 3 Colleda 125cc, 4-cycle motorcycle debuts.
- 10 Suzulight 360cc, 2-cycle minivehicle debuts, helping to usher in Japan's minivehicle age.
- '57** 2 Shunzo Suzuki is appointed as President and Michio Suzuki is appointed as adviser.
- '61** 9 Suzulight Carry 360cc, 2-cycle lightweight truck debuts.
- '62** 6 Suzuki wins the 50cc-class championship in the Isle of Man TT race.
- '63** 11 U.S. Suzuki Motor Corp. (a direct sales subsidiary) is established in Los Angeles.
- '65** 4 Suzuki enters the outboard motor field with the launch of D55 4.0kW (5.5PS), 2-cycle outboard motor.
- '67** 3 Thai Suzuki Motor Co., Ltd. is established for assembly in Thailand (First motorcycle plant outside Japan).
- 4 Fronte 360cc, 2-cycle minivehicle debuts.
- '70** 4 Jimny 360cc, 2-cycle mini 4WD vehicle (LJ series) debuts.
- '71** 9 GT750 750cc, 2-cycle motorcycle and Fronte Coupe 360cc, 2-cycle minivehicle debut.
- '73** 5 Jitsujiro Suzuki is appointed as president and Shunzo Suzuki is appointed as chairman.
- '74** 4 Suzuki enters the medical equipment field with the launch of the Motor Chair Z600 motorised wheelchair.
- 6 PT. Suzuki Indonesia Manufacturing (a joint venture for part production) is established in Jakarta, Indonesia.
- '76** 11 GS motorcycle series (400cc, 500cc, 750cc, 4-cycle) debuts.
- '77** 10 LJ80 subcompact 4WD vehicle debuts.
- '78** 3 Total global motorcycle production reaches 10 million units.
- 6 Osamu Suzuki is appointed as President and Jitsujiro Suzuki is appointed as Chairman.
- '79** 5 Alto 550cc, 2-cycle minivehicle debuts.
- '80** 4 Suzuki enters the Generator business.
- '81** 1 GSX1100S 1100cc, 4-cycle motorcycle debuts.
- 8 Suzuki enters business tie-ups with US automaker General Motors Corporation, and Japanese automaker Isuzu Motors Ltd.
- '82** 8 LT125 125cc, 4-cycle all-terrain vehicle debuts.
- 9 Production of Suzuki cars begins at Pak Suzuki Motor Co., Ltd. in Karachi, Pakistan.
- '83** 10 Swift (also badged as Forsa and SA310) 1.0L passenger

- vehicle debuts.
- 12** Production of Suzuki cars begins at Maruti Udyog Ltd. in New Delhi, India.
- '84** 4 Suzuki starts exporting 1.0L cars to US automaker General Motors Corporation.
- 7 Suzuki signs a car production technical assistance contract with China National Aerotechnology Import and Export Beijing Corporation.
- '85** 3 GSX-R750 750cc, 4-cycle motorcycle with oil-cooled engine debuts.
- 5 Suzuki signs a motorcycle production technical tie-up contract with Jinan Qingqi Suzuki Motorcycle Co., Ltd. in China.
- '87** 12 Suzuki reaches an agreement with Mazda Motor Corporation for cooperation in production of minivehicles.
- '88** 5 Vitarra (Japan name: Escudo) 1.6L, 4-cycle compact 4WD vehicle debuts.
- '89** 4 Production of Suzuki cars begins at CAMI Automotive Inc. in Ontario, Canada.
- 7 Total global car production reaches 10 million units.
- '90** 10 Company changes its name to Suzuki Motor Corporation.
- '92** 10 Production of Suzuki cars begins at Magyar Suzuki Corporation Ltd. in Hungary.
- '93** 1 Production and marketing of passenger cars begins at Suzuki Egypt S.A.E. in Egypt.
- 4 Suzuki signs a joint-venture contract for production of passenger cars and motorcycles in China.
- 9 WagonR minivehicle debuts.
- 12** WagonR wins RJC New Car of the Year award.
- '94** 3 Suzuki signs a second joint venture contract for motorcycle production with Jinan Qingqi Suzuki Motorcycle Co., Ltd. in China.
- '95** 1 Total sales of minivehicles in Japan reaches 10 million units.
- 1 Baleno passenger vehicle (with 1.3L and 1.5L engines) debuts.
- '96** 11 Production of Suzuki cars and motorcycles begins in Vietnam Suzuki Corp.
- '99** 8 Total global motorcycle production reaches 40 million units.
- 10 Production of Suzuki outboard motors begins at Thai Suzuki Motor Co., Ltd. (Thailand).
- 10 Jiangxi Changhe Suzuki Automobile Co., Ltd. receives approval from the Chinese government for production of commercial vehicles.
- 12** Suzuki enters a business tie-up with Japanese automaker Fuji Heavy Industries Ltd.
- 2000** 1 Production of WagonR+ jointly developed by Suzuki and General Motors in Europe begins at Magyar Suzuki.

- 4 Production of Suzuki cars begins at General Motors de Argentina S.A. in Argentina.
- 6 Masao Toda is appointed as President and Osamu Suzuki is appointed as Chairman.
- 9 Suzuki starts supplying small car (the Chevrolet MW) to General Motors Corporation for the Japanese domestic market on an OEM basis.
- '01** 1 Liana (Japan name: Aerio) passenger car debuts (launched overseas in March 2001).
- 4 Suzuki reaches a basic agreement to supply minivehicles to Nissan Motor Co., Ltd. on an OEM basis from 2002.
- 8 Suzuki reaches a basic agreement with Kawasaki Heavy Industries Ltd. on business tie-up for motorcycles.
- 11 Chevrolet Cruze passenger vehicle (jointly developed by Suzuki and General Motors Corporation) debuts.
- '02** 5 Suzuki Manufacturing of America Corp. starts producing all-terrain vehicles.
- 6 Burgman650 (Japan name: Skywave) large scooter debuts.
- 11 Suzuki makes PT. Indomobil Suzuki International (an Indonesian joint venture for car and motorcycle production) a subsidiary.
- '03** 4 Hiroshi Tsuda is appointed as President.
- 4 Suzuki and Italian automaker Fiat Auto agree on joint development of a sport utility vehicle.
- '04** 7 Production of APV all-purpose vehicle begins at PT. Indomobil Suzuki International.
- 11 Swift compact car debuts.
- '05** 11 Swift wins Car of the Year Japan Most Fun Award and Japan Car of the Year award.
- '06** 6 Suzuki and Nissan Motor Co., Ltd. agree to expand their business collaboration.
- 7 SX4 compact car debuts.
- 8 Suzuki announces plans to build a new car plant in Sagara.
- 10 Total production at Magyar Suzuki Corporation Ltd. reaches 1 million units.
- '07** 9 Suzuki changes the name of its Indian subsidiary to Maruti Suzuki.
- 11 Total car production at Iwata Plant reaches 10 million units.
- '08** 9 Total engine production at Sagara Plant reaches 10 million units.
- 11 WagonR and WagonR Stingray win RJC Car of the Year award.
- '09** 4 Suzuki opens Suzuki Plaza heritage center at Hamamatsu headquarters.
- 5 Alto reaches 10 million units of Total global sales.
- 12 Volkswagen(VW) and Suzuki enter comprehensive partnership.
- '10** 1 Total sales of Suzuki cars in Japan reaches 20 million units.
- 11 Swift wins RJC Car of the Year award.

- 12 Suzuki reaches a basic agreement to supply compact car to Mitsubishi Motors Corporation on an OEM basis.
- '11** 1 Solio compact car debuts.
- 3 Total production in Maruti Suzuki reach 10 million units.
- 6 Suzuki and Fiat agree for supply of 1.6L diesel engine.
- 7 Total production at Magyar Suzuki Corporation Ltd. reaches 2 million units.
- 11 Suzuki serves a notice of termination of the Framework Agreement with VW.
- 11 Suzuki commences arbitration proceedings for return of Suzuki shares held by VW.
- '12** 1 e-Let's electric scooter debuts.
- 2 Suzuki establishes a joint venture company "SMILE FC System Corporation" for developing and manufacturing fuel cell system with Intelligent Energy of UK.
- 4 Ertiga compact car debuts in India and Indonesia.
- 9 Total sales of minivehicles in Japan reaches 20 million units.
- 11 Announcement regarding filing for Chapter 11 Reorganisation by US subsidiary American Suzuki Motor Corporation, in connection with the winding down of its automobile marketing business.
- 11 Next-generation eco-friendly technology, the SUZUKI GREEN Technology, wins the RJC Technology of the Year.
- Suzuki establishes a subsidiary in Myanmar.
- '13** 2 Total global automobile sales reaches 50 million units.
- 4 Spacia / Spacia Custom minivehicles win 2013-2014 Car of the Year Japan Small Mobility Award.
- '14** 1 Celerio compact car debuts in India.
- 2 V-Strom 1000 ABS sportbike debuts in Europe.
- 7 Total global production of Suzuki outboard motors reaches 3 million units.
- 11 Hustler minivehicle wins 2015 Japan Automotive Hall of Fame (JAHFA) and RJC Car of the Year award.
- '15** 2 SX4 S-CROSS crossover debuts.
- 6 Announcement of collaboration with Proton in Malaysia.
- 6 Toshihiro Suzuki is appointed as President.
- 8 Suzuki receives an award whereby the tribunal found that the Framework Agreement with VW was validly terminated, and ordered VW to divest its shares in Suzuki.
- 9 Suzuki acquires all the shares in Suzuki held by VW.
- 10 Baleno compact car debuts in India.
- 10 Suzuki Makinohara Solar Power Plant starts test operation.
- 11 Alto and Alto Lapin minivehicles win 2016 RJC Car of the Year award.
- 12 Alto, Alto Turbo RS, and Alto Lapin minivehicles win the

- 2015-2016 Car of the Year Japan Small Mobility Award.
- '16** 2 Vitarra Brezza Compact SUV unveiled in India.
- 2 Settlement is reached with VW, concludes the arbitration proceedings.
- 4 Worldwide sales of Swift reach 5 million units.
- 6 Toshihiro Suzuki is appointed as Representative Director and President (CEO&COO).
- 10 Suzuki and Toyota make announcement to start exploring business partnership.
- '17** 2 Suzuki's Gujarat Plant in India starts operation.
- 2 Toyota and Suzuki conclude memorandum toward business partnership.
- 4 Suzuki, Toshiba and Denso reach basic agreement to establish joint venture company for production of automotive lithium-ion battery packs in India.
- 5 All new Dzire debuts in India.
- 6 Maximim 350-horsepower DF350A outboard debuts.
- 9 Total domestic sales of automobiles in Japan reaches 25 million units.
- 11 Swift compact car wins 2018 RJC Car of the Year award.
- 12 XBEE compact car debuts.
- '18** 1 New sportbike GSX-R125 ABS, GSX-R series debuts.
- 2 Suzuki unveils all-new Swift made in India and Thailand.
- 3 Toyota and Suzuki reach basic agreement toward mutual supply of hybrid and other vehicles in India.
- 4 All-new Ertiga unveiled in Indonesia.
- 6 Suzuki achieves accumulated automobile production of 20 million units in India.
- 7 All-new Jimny 4WD vehicles debut.
- 8 Reported to the MLIT on misconducts in the sample testing of fuel efficiency and emissions in Japan.
- 9 Hamamatsu Plant is built in Hamamatsu, Shizuoka, Japan, and begins motorcycles production.
- 9 Reported to the MLIT on re-investigation on the sample testing of fuel efficiency and emissions in Japan.
- 10 Suzuki unveils all-new KATANA for the overseas market.
- 12 Suzuki Swift wins Indian Car of the Year Award 2019.
- '19** 4 Suzuki reveals all-new Carry in Indonesia.
- 4 Reported to the MLIT on investigation results on improper conducts in the final vehicle inspection in the plants in Japan.
- 6 Suzuki launches the all-new Alto equipped with 660cc engine in Pakistan.
- '20** 2 Suzuki introduces the XL7 in Indonesia.
- 3 Suzuki celebrates the 100th anniversary.
- 3 Aggregate engine production at the Sagara plant

- reaches 20 million units.
- 3 Suzuki announces to newly establish a marine test center in the US.
- 6 Suzuki unveils new DF115BG/140BG outboards.
- 7 Suzuki achieves accumulated motorcycle production of 5 million units in India.
- 10 Suzuki develops the world's first micro-plastic collecting device for outboard motors.
- 10 Suzuki's Gujarat Plant in India achieves accumulated automobile production of 1 million units.
- 11 The first Jimny was selected as a Historical Heritage Car at the 2020 Japan Automobile Hall of Fame (JAHFA).
- 11 Suzuki achieves accumulated outboard motor production of 1 million units in Thailand.
- 11 Suzuki's MotoGP team achieves team title, rider becomes world champion for 2020.
- 11 Suzuki restructures US subsidiary, separates Motorcycle/ATV and Marine operations.
- 12 All-new Solio and Solio Bandit compact cars debut.
- '21** 1 Suzuki starts production and exports of Jimny in India.
- 2 Suzuki announces mid-term management plan (April 2021 to March 2026).
- 3 Suzuki unveils the flagship model, the all-new Hayabusa.
- 3 Suzuki achieves accumulated automobile exports of 2 million units in India.

★All products introduced in the history page are for Japanese domestic market, unless otherwise mentioned.