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

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
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, ATVs 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.

Hundreds of 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 focusing 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.

1929
SALON Loom development.

1930
Suzuki started exporting looms.

1936
Suzuki begins research on automobiles.

1952
Suzuki enters the motorcycle field with the launch of the Power Free 100c, 2-cycle motorcycle engine.

1954
Cradle 125c, 4-cylinder motorcycle debut.

1955
Sunbird 360cc, 2-cycle mini-vehicle debut, helping to ebb in Japan’s mini-vehicle age.

1961
Suzuki introduces the outboard motor field with the launch of DF3.5hp, 2-cycle outboard motor.

1970
Suzuki enters the outboard field.

1974
Motor Chair Z5000 motorized wheelchair debut.

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

1958
Suzuki adopts the star as its corporate emblem.

1962
Suzuki adopts company’s mission statement.

1964
Rokko Proving Grounds are set up in Kobe, Shizuoka, Japan.

1966
Suzuki adopts flag and song of motorcycles in Osaka, Toyama, Japan.

1967
That 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.

1970
Okazaki Plant is built for facility operations in Ogasawara, Shizuoka, Japan.

1971
Kawasaki Plant is built for automobile production in Kawagoe, Saitama, Japan.

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

1979
Tachikawa Outboard Motor Plant starts production.

1968
Suzuki becomes the first automobile manufacturer to have a plant in the United States.

1971
ET90 75cc, 2-cycle motorcycle debut.

1979
Modified Suzuki Carry 300cc, 2-cycle lightweight truck debut.

1970
Itchy (LI engine) 390cc, 2-cylinder 49cc mini vehicle debut.

1985
Suzuki enters the motorcycle field with the launch of DS1.5hp, 2-cycle outboard motor.

1966
Iwata Plant is built as the first automobile exclusive production plant in Iwata, Shizuoka, Japan.
100 years of Suzuki

**1980s**
- 1983: Production of Suzuki cars begins in Manali, Udyog Ltd., India.

**Motorcycle**
- 1981: GSX1100 Katana 1100cc, 4-cylinder motorcycle debuts in overseas market.
- 1985: GSR-750 750cc, 4-cylinder sportbike debuts.
- 1995: DRX200 200cc, 4-cylinder motorcycle debuts in domestic market.
- 1999: GSX1300 Hayabusa 1300cc, 4-cylinder motorcycle debuts in overseas market.

**Automobile**
- 1983: Carisma (Swift/Drina/SX4) 1.0-1.8L passenger vehicle debuts.
- 1988: S1000 (Suzuki/Saab/Saab) 1.6L, 4-cylinder compact 4x4 vehicle debuts.
- 1991: Cappuccino, 2-seater convertible mini vehicle debuts.
- 1993: Wagon R minivan debuts.
- 2001: GSX1800 Hayabusa 1800cc, 4-cylinder motorcycle debuts in domestic market.
- 2002: Skywave 650 (Burgman) large scooter debuts.
- 2006: Boulevard M109R 1800cc, 4-cylinder motorcycle debuts in overseas market.

**Marine, etc.**
- 1985: caravan Car DT10 motorized wheelchair debuts.
- 1997: D70A outboard motor debuts.
- 2008: Marine Technical Center is built in Amagasaki, Imari-shi, Shizuoka, Japan.

**2000s**
- 2002: Suzuki gains a majority stake in Komet Udyog Ltd., India.
- 2008: Automobile assembly plant is built in Sagen Plant in Makinohara, Shizuoka, Japan.
- 2017: Gujarat Plant in India starts operation.
- 2018: Hamarnatu Plant is built in Hamarnatu, Shizuoka, Japan, and begins motorcycle production.

**10th Anniversary**
- 2016: Baleno compact car debuts.
- 2018: Suzuki unveils all-new KATANA for the overseas market.

- 2010: DF70A outboard motor debuts.
‘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.
**IWATA PLANT**

Product line: Passenger cars, commercial vehicles  
Site area: 298,200m²  
Building area: 141,200m²  
Number of employees: 908  
Address: 2500 Iwata, Iwata-shi, Shizuoka

**SAGARA PLANT**

Product line: Passenger cars, automobile engines, foundry of engine components, machining  
Site area: 1,970,000m²  
Building area: 278,000m²  
Number of employees: 1,737  
Address: 1111 Shira-i, Makinohara-shi, Shizuoka  

**HAMAMATSU PLANT**

Product line: Motorcycles, Motorcycle engines  
Site area: 177,800m²  
Building area: 62,000m²  
Number of employees: 544  
Address: 8886 Miyakoda-cho, Kita-ku, Hamamatsu-shi, Shizuoka  

**OSUKA PLANT**

Product line: Foundry  
Site area: 151,000m²  
Building area: 15,000m²  
Number of employees: 377  
Address: 8333 Nishiouchi, 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.
Each employee is dedicated to outstanding quality production by focusing 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.
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.
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.
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.
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.
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
CSR and Environment

Suzuki Environmental Plan 2020

We believe that our most important task is to genuinely recognize efforts to environmental protection from our business operations, develop products that carefully consider environmental and promote business operations that reduce environmental effects. For this reason, Suzuki is celebrating its 100th anniversary this year, and it is now the time to contribute to society for the next 100 years and continue to be a sustainable company. Therefore, Suzuki is managing and focusing on a variety of social issues, including global warming, health and safety, and education. We are working on promoting energy efficiency and reducing CO2 emissions, improving water conservation, and promoting sustainable practices in our production processes.

Control of global warming

We promote development of vehicles with the top-class low fuel consumption and new-generation vehicles that can reduce CO2 emissions, which are recognized as the causes for global warming. In addition, for business operations, we thoroughly conduct energy management, production, distribution, sales, and promote efficient business operations.

Promotion of environmental conservation

To maintain our good standing, we can not only make efforts to decrease CO2 emissions, but also set target values for other aspects of the regulation concerning resources. We are working on resource circulation, to further realize the said sustainable development.

Control of environmental management

We globally establish the environmental management system and improve it continuously in order to promote actions concerning environmental business operations in the entire Suzuki Group. We, as a member of the society, realize their harmonized with the natural environment, by promoting environmental communications with local stakeholders.

Suzuki Foundation

Suzuki Foundation was established in 1971 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.

Outline (as of 31 March, 2020)

Name of Foundation: SUZUKI Foundation
Location: Minato-ku, Tokyo
Chairman: Osamu Suzuki
Chairman of the Board: Shizuo Suzuki
Asset: 6,137 million yen
Number of subsidies: 1,793
Total amount of subsidies: 2,116 million yen

Suzuki Education & Culture Foundation

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 youth.

Outline (as of 31 March, 2020)

Name of Foundation: SUZUKI Education & Culture Foundation
Location: Hamamatsu-shi, Shizuoka
Chairman: Yoshitada Suzuki
Asset: 2,772 million yen
Total amount of subsidies: 458 million yen

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 products since our foundation including cars, 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 utilized 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 Track and field training program

Suzuki Athlete Club

Aiming to train athletes who can compete in international competitions such as the Olympics and the World Championships, the Suzuki Athlete Club has been promoting Japanese national athletics for over four consecutive Olympics (1980 Athens) to 2016 (Rio de Janeiro). The top-class athletes including the Olympians who are active inside and outside of Japan continue to train and field training program and activities held in various regions, based on their own experience, they contribute to the promotion and development of the track and field in Japan, as well as advancement 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 Harayana and Gujarat with the objective of improving social conditions. The initiatives are focused on water and sanitation, health, education, and community infrastructure.

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 India and the initiative is focused on water and sanitation, health, education, and community infrastructure.

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.

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.


Donation to Local Government Primary Schools

The company visited 10 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 Kabetha Indigenous 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 Utaka which were used by students, researchers and professors of various institutions to track animals and collect data.
Progressed with customers worldwide.

Loom Works

Motorcycles

Automobiles

Marine & Other products

1909 10 Mitsubishi Suzuki Suzuki Loom Works opens in

Himawari, Edmonton, Alberta, Japan.

’20 10 Company is renamed, incorporated, and capitalized at

$50,000 as Suzuki Loom Manufacturing Co. Ltd., with

Mitsuo Suzuki as President.

’38 0 The first Suzuki motorcycle, the GA, is manufactured.

’54 5 Production of the first Suzuki car, the SJ, begins.

’55 3 Suzuki’s first foreign branch plant opens in

Mexico.

’57 3 Suzuki enters the motorcycle market with the


two-stroke 12-inch, 2-cylinder motorbike.

’63 3 Suzuki enters the motorcycle market with the


two-stroke 12-inch, 2-cylinder motorbike.

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