

2003 GENEVA MOTOR SHOW

Speech by Mr. Hirotaka Ono, Director and Senior General Manager of Europe Automobile Marketing Division at Suzuki Motor Corporation

Good morning, ladies and gentlemen. Thank you very much for gathering here to attend the Suzuki presentation.

I am pleased to present Suzuki's strategy for the European markets and the progress being made in its implementation.

In September last year, at the Paris Motor Show, we, Suzuki, announced our 5-year strategy for the European markets named "Suzuki European Renaissance (SER)", which covered the enrichment of Suzuki products for Europe, the establishment of marketing principles and the strengthening of our European-based infrastructure.

Today, our message here at Geneva Motor Show is a prologue of our product developments in our SER challenges.

First of all, motor sport; last year we participated for the first time in the Junior World Rally Championship (JWRC) with the Suzuki Ignis Super 1600.

Now we have just started our second year with 4 teams and the Ignis Super 1600, which is still continuing its technical evolution. In the first two rounds, Monte Carlo in January and Turkey last week, the machines have already proved their increased competitiveness, and I am very confident that we will achieve remarkable results this year.

Today, we are pleased to introduce one direct result of Suzuki's participation in the JWRC. The exciting new Ignis Sport making its debut today has been planned, designed and engineered to give drivers a distinct feeling of motorsports as embodied in the JWRC experience, yet is also practical, reliable and easy to drive.



As I said earlier, this is just a prologue to be followed by many ambitious new models from Suzuki. In Paris last year, we promised that Suzuki would continue introducing new models every year from 2003 through to 2007, with a total of more than 10 new models.

The "Concept-S" introduced in Paris is under development and being refined in time for the production debut in 2004 at the Magyar Suzuki Corporation, Hungary.

As for diesel engines, the Grand Vitara models, both 3-door and 5-door, are now available with the new 16-valve diesel engine.

But this is again a prologue. As announced in Paris, Suzuki is completing its aggressive expansion of diesel versions to its whole model-line (except the Alto) within the year 2003. You will see further examples at other international motor shows later this year.

As I repeated, "Suzuki European Renaissance (SER)" has just started its implementation phase. You will continue hearing news from Suzuki. Expect further announcements from us in the near future.

Thank you very much for your attention.