

10 April, 2014

Suzuki sets up outboard motor distributor in China

Suzuki Motor Corporation has newly assigned Suzuki China, a subsidiary that currently imports Suzuki automobiles and motorcycles, as its sales distributor of Suzuki outboard motors. With this assignment, Suzuki aims to expand outboard motor sales in China.

Suzuki China has exhibited outboard motors at the 19th China (Shanghai) International Boat Show, which is being held in Shanghai from 10 April, 2014. At the show, Suzuki China has announced that it would start its operation as an outboard motor import sales distributor for the Chinese market from April. Suzuki China will import outboard motors from Japan and Thailand, and distribute them in domestic China (excluding Hong Kong).

Suzuki China will offer a wide variety of outboard motors from DF2.5 to DF300AP, which is planned to be distributed not only to commercial market such as fishing industry, but also to pleasure boat market whose growth is anticipated in the future.

By offering Suzuki automobiles, motorcycles, and outboard motors, Suzuki China will seek to build the Suzuki brand as a whole in the Chinese market, and will expand the sales of each product.

<Overview of Suzuki China>

Location of headquarters: Chaoyang District, Beijing, China
(Branch office: Jiading District, Shanghai)

Establishment: Beijing headquarters in October 2004
Shanghai branch office in March 2010

Capital: 82.776 million US dollars (100% Suzuki investment)

<Overview of 19th China (Shanghai) International Boat Show>

Date: Thursday 10 to Sunday 13 April, 2014

Venue: Shanghai World Expo Exhibition and Convention Center

No. of previous exhibitors: Approx. 500

No. of previous visitors: Approx. 35,000

Outboard motors exhibited by Suzuki China: DF20A, DF25A, DF30A, DF60AV,
DF90A, DF140A, DF175TG,
DF300AP (Total of 8 models)