

12 November, 2014

Suzuki Hustler minicar wins 2015 RJC Car of the Year award



Suzuki Motor Corporation's Hustler* minicar has won 2015 RJC Car of the Year award, promoted by the Automotive Researchers' and Journalists' Conference of Japan (RJC). *Hustler is sold only in Japan.

Hustler is the fifth RJC Car of the Year winner for Suzuki (following the WagonR in 1993, the WagonR and WagonR Stingray in 2008, and the Swift in 2005 and 2010).

RJC said, "Hustler has pioneered a new genre as a lighthearted mini SUV. It not only pays attention to driving performances, but also to colors including body colors. Furthermore, it realizes enough comfort for city driving. In a broad sense, it is a car that gives dreams to its users. It can be enjoyed with the family, alone, or with a partner. The deep insight and freshness of the car were highly valued."

Ever since its launch in January 2014, the Hustler has been popular among a wide variety of customers including male and female customers in the 20's. The accumulated registration unit by the end of October is 86,918 units.

Also, as an RJC Special Achievement Award, Nippon (Japanese) Minicar (recipient: Japan Automobile Manufacturers Association, Inc. Mini-Vehicle Committee) was chosen.

The reason for its receipt is as follows:

“Brilliant evolution that the minicar has achieved up to this date, and the role it plays in the Japanese motorization were valued, regardless of individual brands and models.”

Overview of the 2015 RJC Car of the Year award

The 24th RJC Car of the Year award was selected from domestic models that were launched in the period from 1 November 2013 to 31 October 2014 by RJC members. A vote on 31 October narrowed the field to best six models, and a vote on 11 November determined the winner.

<RJC Car of the Year> Suzuki's Award History

	Year	Description of recipient	
3rd	1993~1994	RJC New Car of the Year	WagonR
		RJC Man of the Year	Director and President, Osamu Suzuki
15th	2006	RJC Car of the Year	Swift
16th	2007	RJC Person of the Year	Director and President, Hiroshi Tsuda
18th	2009	RJC Car of the Year	WagonR and WagonR Stingray
20th	2011	RJC Car of the Year	Swift
22nd	2013	RJC Technology of the Year	SUZUKI GREEN Technology