

30 June, 2015

Suzuki announces the New Mid-Term Management Plan SUZUKI NEXT 100 (from FY2015 to FY2019)

- Strengthening of management base toward the 100th anniversary of foundation and the next 100 years -

Suzuki Motor Corporation has established the New Mid-Term Management Plan SUZUKI NEXT 100, a five-year plan from 2015.

The Suzuki Group will be celebrating its 100th anniversary of foundation in 2020. In order for the Group to continuously grow for the next 100 years, Suzuki will put efforts into strengthening of management base by positioning the next five years as the period to stabilize the foundation of management. The Group will tackle as Team Suzuki to globally develop manufacturing base and overhaul working procedure.

Under the New Mid-Term Management Plan, the Group will unite as one to enhance corporate value and aim for sustainable growth.

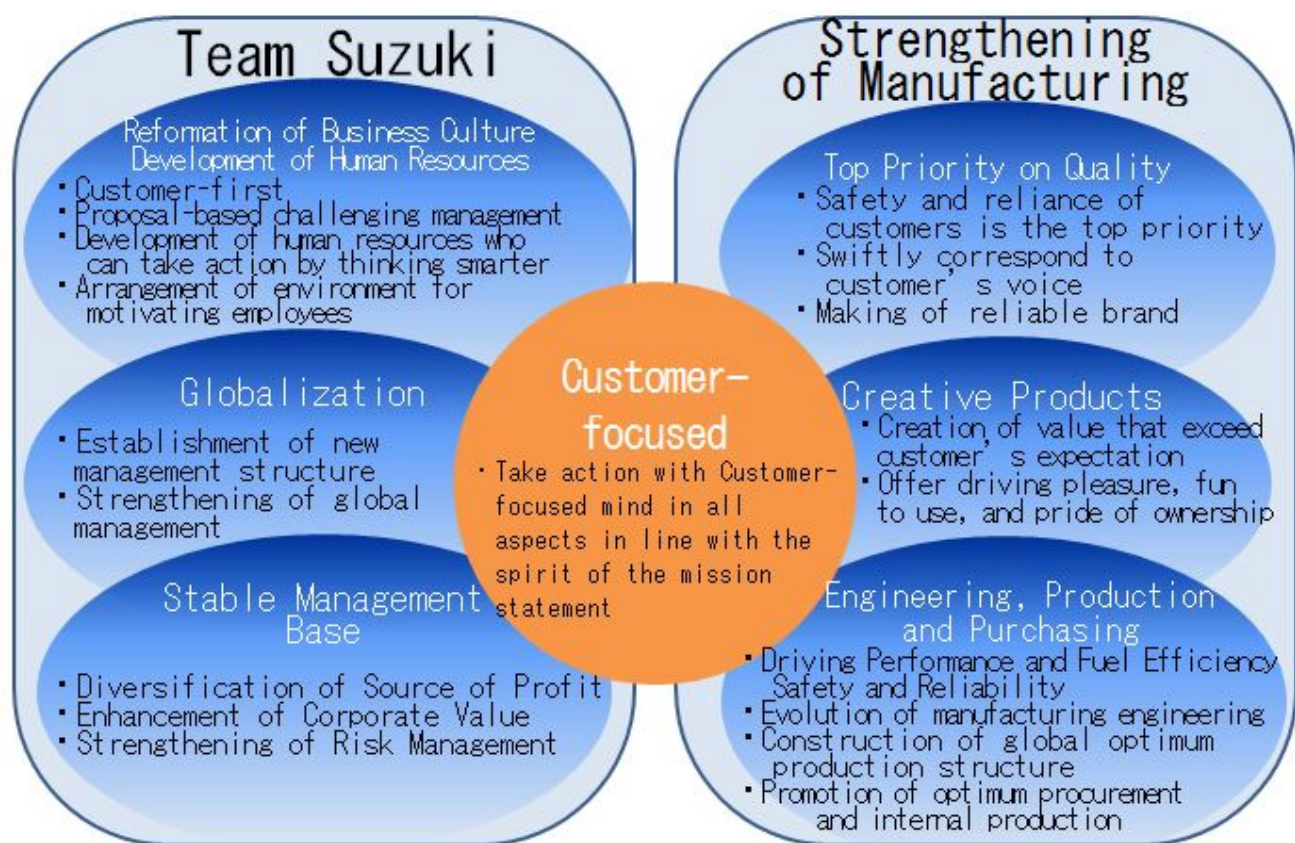
Overview of the New Mid-Term Management Plan SUZUKI NEXT 100 is as per below.

New Mid-Term Management Plan SUZUKI NEXT 100

- Strengthening of management base toward the 100th anniversary of foundation and the next 100 years -

I. Basic Policy

By returning to the origin of “Develop products of superior value by focusing on the customer” as mentioned in the first paragraph of the mission statement, Suzuki will strengthen its business base.



II. Suzuki's Business Strategy

1. Automobile Business

- Concentrate on Mini to C, and SUV segment models to correspond to the expanding global compact car market.
- For development efficiency, consolidate platform and concentrate development of gasoline engine.
- Introduce 20 models globally in five years.
- Centered in Japan and India, Asia is the main region
(Japan – Minicar share of more than 30%, compact car sales of more than 100,000 units)
(India – Passenger share of more than 45%)
- Make Japan, India, Indonesia, Thailand, and Hungary as production base of global cars.

2. Motorcycle Business

- Departure from chronic deficits through selection and concentration.
- Development of products which clearly define characteristics of Suzuki (150cc and up, backbone, sport)

3. Outboard Motor Business

- Aim for the world's best four-stroke outboard motor brand
"THE ULTIMATE 4-STROKE OUTBOARD"
- Focus on strengthening sales in the US and development of Asian market.

III. Mid-Term Management Target

As for the consolidated net sales, Suzuki will aim to promptly exceed its highest-ever marked in FY2007 (¥3,502.4 billion) by steadily increasing.

By balancing between investments for growth and strengthening of management base, Suzuki will consistently promote efforts for enhancing corporate value.

1. Mid-Term Management Target Value

	FY2014 Result	FY2015 Disclosed Value	FY2019 Target
Consolidated Net Sales	¥3,015.5 billion	¥3,100.0 billion	¥3,700.0 billion
Operating Income Margin	6.0%	6.1%	7.0%
Shareholder Return	R O E	6.9% –	8~10%
	Dividend payout ratio	15.6% (¥27.00 per share)	more than 15%
R&D expenses			¥200.0 billion
(Total capital expenditures for five years)			(¥1,000 billion)

※Foreign exchange rates...¥115/US\$, ¥125/Euro,
¥1.85/Indian Rupee, ¥0.90/100 Indonesian Rupiah,
¥3.50/Thai Baht

2. Global Sales Units

		FY2014 Result	FY2015 Disclosed Value	FY2019 Target
Automobile	Japan	760,000	650,000	700,000
	Europe	200,000	210,000	280,000
	Asia	1,720,000	1,930,000	2,200,000
	Others	200,000	200,000	220,000
	Total	2,870,000	2,980,000	3,400,000
Motorcycle	Japan	70,000	70,000	70,000
	Europe	40,000	50,000	70,000
	North America	40,000	50,000	60,000
	Asia	1,400,000	1,570,000	1,500,000
	Others	210,000	220,000	300,000
	Total	1,760,000	1,960,000	2,000,000

※The targets and forward-looking statements mentioned in this document are based on currently available information and assumptions, contain risks and uncertainty and do not constitute guarantees of future achievement.

※Please note that the future results may greatly vary by the changes of various factors.

Those factors, which may influence the future results, include economic conditions and the trend of demand in major markets and the fluctuations of foreign exchange rates (mainly U.S. dollar/Yen rate, Euro/Yen rate, Indian Rupee/Yen rate).