

14 December, 2015

Suzuki Alto Lapin Minicar Wins the Grand Prize of the Auto Color Awards 2015-2016



Color team of the Design Department

Suzuki Motor Corporation's Alto Lapin* minicar has won the Grand Prize of the Auto Color Awards 2015-2016, which is organized by the Japan Fashion Color Association (JAFCA). The examination took place on 12 December, 2015 at the Yokohama Museum of Art. The Grand Prize is awarded to the most excellent overall color design. It is the second Grand Prize for Suzuki following the Hustler minicar in the previous year.

*Alto Lapin is sold only in Japan.

Awarded model: Suzuki Alto Lapin (three colors)



French Mint Pearl Metallic x white roof
x brown fender molding (three-tone
color)



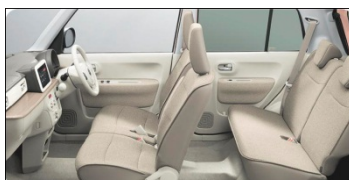
Coffret Pink Pearl Metallic x white roof
x brown fender molding (three-tone
color)



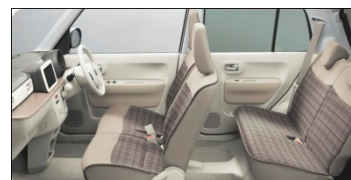
Fawn Beige Metallic x white roof
x brown fender molding (three-tone
color)



Grege interior x camel seat fabric



Grege interior x beige seat fabric



Grege interior x brown seat fabric

Reason for receipt of the award:

“The color design reflects lifestyles of users, and the mind of color designer is realized by utilizing it in detail. The fact that colors which were unlikely to be adopted for cars are boldly challenged and realized is marvelous.”

Alto Lapin online catalog (in Japanese only)

<http://www.suzuki.co.jp/car/lapin/>

Japan Fashion Color Association (JAFCA) website (in Japanese only)

<http://www.jafca.org/>