

4 September, 2017

Suzuki Achieves Accumulated Japanese Domestic Automobile Sales of 25 Million Units

Suzuki Motor Corporation has achieved accumulated Japanese domestic automobile sales of 25 million units^{*1} (total of minivehicles and standard and small vehicles) on 31 August, 2017.

^{*1} Based on Suzuki research on Japan Automobile Dealers Association and Japan Light Motor Vehicle and Motorcycle Association.

Since launching the Suzulight minicar in October 1955, Suzuki has been providing distinctive products that meet customer needs, including minivehicles such as the Jiminy mini 4WD in 1970, the Alto in 1979, the WagonR in 1993, and the Hustler mini crossover in 2014. As for standard and small vehicles, the Fronte 800 in 1965, the Cultus in 1983, the Escudo compact 4WD in 1988, and the world strategic model Swift in 2004. Suzuki achieved this milestone in 61 years and 11 months. Breakdown of 25 million units are approximately 22.96 million units of minivehicles and 2.05 million units of standard and small vehicles. This brings Suzuki's accumulated global automobile sales to approximately 62.6 million units^{*2}, of which India contributes with 16.76 million units, China with 3.69 million units, and Indonesia with 2.22 million units.

^{*2} Based on Suzuki research as of the end of July 2017.

Suzuki will continue providing value-packed products that exceed customer expectations by pursuing "Driving Pleasure", "Fun to Use", and "Pride of Ownership".

<Milestones of Suzuki's accumulated Japanese domestic automobile sales>

Oct. 1955	Sales started
April 1994	10 million units achieved in 38 years and 7 months
July 2002	15 million units achieved in 46 years and 10 months
Feb. 2010	20 million units achieved in 54 years and 4 months
Aug. 2017	25 million units achieved in 61 years and 11 months

<Breakdown of accumulated Japanese domestic automobile sales by major models>

Alto	5.77 million units
WagonR	4.48 million units
Carry	4.46 million units
Every	2.93 million units
Swift	640,000 units

<History of Suzuki's Japanese domestic automobile sales>

Oct. 1955	Suzulight minicar launched
Oct. 1961	Suzulight Carry minitruck launched
Aug. 1965	Fronte 800 compact car launched
April 1970	Jimny mini 4WD launched
May 1979	Alto minicar launched
Oct. 1983	Cultus compact car launched
May 1988	Escudo compact 4WD launched
Sep. 1993	WagonR minicar launched
April 1994	Accum. automobile sales of 10 million units achieved
Jan. 1995	Accum. minivehicle sales of 10 million units achieved
July 2002	Accum. automobile sales of 15 million units achieved
Jan. 2004	Accum. minivehicle sales of 15 million units achieved
Nov. 2004	World strategic model Swift compact car launched
May 2009	30th anniversary and global sales of 10 million units achieved for Alto
Jan. 2010	Accum. automobile sales of 20 million units achieved
Sep. 2012	Accum. minivehicle sales of 20 million units achieved
Sep. 2013	Accum. domestic sales of 4 million units achieved for WagonR in 20 years
Jan. 2014	Hustler minicar launched
Dec. 2016	Accum. domestic sales of 5 million units achieved for Alto
Aug. 2017	Accum. automobile sales of 25 million units achieved

<Suzuki's accumulated Japanese domestic automobile sales units>

FY	Minivehicle	Standard and Small Vehicle	Total
1955	14		14
1960	7,286		7,286
1965	185,880	660	186,540
1970	1,107,632	2,816	1,110,448
1975	2,151,483	2,816	2,154,299
1980	3,450,015	4,522	3,454,537
1985	5,711,583	58,386	5,769,969
1990	8,142,886	218,473	8,361,359
1995	10,701,036	500,355	11,201,391
2000	13,441,927	776,985	14,218,912
2005	16,384,557	1,100,101	17,484,658
2010	19,231,994	1,490,898	20,722,892
2015	22,209,586	1,895,127	24,104,713
Aug. 2017	22,957,019	2,045,861	25,002,880