

15 March 2020

Suzuki Celebrates the 100th Anniversary

Suzuki Motor Corporation celebrated its 100th anniversary on 15 March 2020.

Suzuki's history goes back to 1909, when Michio Suzuki founded the Suzuki Loom Works, which is the precursor of the Suzuki Loom Manufacturing Company founded on 15 March 1920 in the present-day Hamamatsu, Shizuoka. Since then, Suzuki has expanded its business from looms to motorcycles, automobiles, outboard motors, ATV's and others, always adapting to the trend of the times.

After changing the name to Suzuki Motor Co., Ltd. in 1954, it launched the Suzulight, the first mass-produced minivehicle in Japan^{*1}, and many other products which are developed focusing on customers. The company name was changed to "Suzuki Motor Corporation" in 1990 in view of its business expansion and globalization.

The journey of 100 years was never easy. To overcome a number of crises since the foundation, all members of Suzuki united as one and continued to make the company thrive.

Suzuki has grown to a company with many fans across the globe, and even today, its unchanging spirit of manufacturing are passed on. Marking the beginning of the next century this year, all members of Suzuki are committed to achieve even greater business performance.

*1 Based on Suzuki research

<Message from the management>

This year we are celebrating our 100th anniversary.

On 15th of March, 1920, Michio Suzuki founded the Suzuki Loom Manufacturing Co. in Hamamatsu.

Since then, we have expanded our business from looms to motorcycles, automobiles, outboard motors, ATV's and others, always adapting to the trend of the times as well as domestic and global markets.

Your kind support at all times is truly the greatest factor that has enabled us to always be close to our customers' daily lives and achieve the commemorative 100th anniversary.

All members of Suzuki Motor Corporation take this as an important milestone to reaffirm the founder's philosophy of "focusing on customers" and strive to deliver products to customers across the globe.

This year also marks the beginning of the next century, and we all are committed to achieve even greater business performance in such important year.

We sincerely appreciated your continuous support.

Suzuki Motor Corporation
Representative Director and Chairman
Osamu Suzuki



Representative Director and President
Toshihiro Suzuki



<Initiatives to celebrate the 100th anniversary>

1. Establishment of 100th anniversary logo

The logo was established to commemorate the 100th anniversary.




The unique shape of "0" expresses the 100 years of Suzuki, while also putting in our wish for our company to continue ∞ (infinitely). It is also a motif of tires, which represent mobility. The three lines that follow the tires express the refreshing feeling of driving, as well as each product of motorcycle, automobile, and outboard motor.

2. Opening of 100th anniversary special website

In commemoration of the 100th anniversary, the "100th anniversary special website" will be up on 15 March 2020. Information related to the 100th anniversary will be updated from time to time on the site.

<https://www.globalsuzuki.com/100th/>

<100 years of Suzuki>

Year	Month	Episode	Year	Month	Episode
1909	Oct.	Michio Suzuki founds Suzuki Loom Works in the present-day Hamamatsu, Shizuoka.	1975	May	Suzuki begins its first overseas car production with assembly of the Jimny 4x4 car in Pakistan.
1920	Mar.	Company is reorganized, incorporated, and capitalized at ¥500,000 as Suzuki Loom Manufacturing Co. with Michio Suzuki as President.	1976	-	Automobile production starts in Indonesia.
1947	May	Suzuki moves its head office to the present address.	1978	June	Osamu Suzuki is appointed as President.
1952	June	Suzuki enters the motor-vehicle field with the launch of the Power Free 36cc, 2-stroke auxiliary bicycle engine.	1979	May	Alto 550cc, 2-stroke minivehicle debuts.
1954	June	Company changes its name to Suzuki Motor Co., Ltd.	1982	Apr.	Suzuki and the Indian Government sign a basic agreement on joint production of Suzuki cars.
1955	Oct.	Suzulight 360cc, 2-stroke minivehicle debuts, helping to usher in Japan's minivehicle age.	1983	Dec.	Production of Suzuki cars begins at Maruti Udyog Ltd. in India.
1957	Feb.	Shunzo Suzuki is appointed as President.	1990	Oct.	Company changes its name to Suzuki Motor Corporation.
1958	Oct.	Suzuki adopts the  mark as its corporate emblem.	1991	Apr.	Suzuki signs a car production contract in Hungary. Magyar Suzuki Corp. is established.
1960	Mar.	Automobile assembly plant is completed.	1993	Sept.	Wagon R (660cc) minivehicle debuts.
1961	Aug.	First export of motorcycles to Taiwan under knock-down system.	1994	Nov.	Sagara engine plant is completed in the present-day Makinohara, Shizuoka.
	Sept.	Suzuki completes a plant for minitrucks in Toyokawa, Aichi, and starts production of the Suzulight Carry 360cc, 2-stroke minitruck.	2000	June	Masao Toda is appointed as President and COO, and Osamu Suzuki is appointed as Chairman and CEO.
1962	June	Suzuki wins the 50cc-class championship in the Isle of Man TT race.	2002	May	Suzuki gains a majority stake in Indian automaker Maruti Udyog Ltd.
1965	Apr.	Suzuki enters the outboard motor field with the launch of D55 5.5-horsepower, 2-stroke outboard motor.	2003	Apr.	Hiroshi Tsuda is appointed as President and COO.
1967	Mar.	Thai Suzuki Motor Co., Ltd. is established for assembly in Thailand (first motorcycle plant outside Japan).	2007	July	Suzuki changes the name of its Indian subsidiary to Maruti Suzuki.
	Aug.	Iwata Plant is built for automobiles in Iwata, Shizuoka.	2008	July	Sagara Plant (automobile assembly plant) is completed in Makinohara, Shizuoka.
1970	Jan.	Osuka Plant is built for foundry operations in the present-day Kakegawa, Shizuoka.	2015	June	Toshihiro Suzuki is appointed as President.
	Apr.	Jimny 360cc, 2-stroke mini 4x4 vehicle debuts.	2016	Oct.	Suzuki and Toyota announce the start of exploring business partnership.
	Oct.	Kosai Plant is built for automobiles in the present-day Kosai, Shizuoka.	2017	Feb.	Gujarat plant in India starts operation.
	-	Motorcycle assembly begins in Indonesia.			Toyota and Suzuki conclude memorandum toward business partnership.
1971	Oct.	Toyokawa Plant is built for production of medium-size and large motorcycles in Toyokawa, Aichi.	2018	Mar.	Toyota and Suzuki reach basic agreement toward mutual supply of hybrid and other vehicles in India.
1973	May	Jitsujiro Suzuki is appointed as President.		Sept.	Hamamatsu Plant is built in Hamamatsu, Shizuoka, and begins motorcycles production.
1974	Apr.	Suzuki enters the medical equipment field with the launch of the Motor Chair Z600 motorized wheelchair.	2019	Aug.	Toyota and Suzuki enter into capital alliance agreement.