

19 November 2020

## **Suzuki Restructures US Subsidiary Separates Motorcycle/ATV and Marine Operations**

Suzuki Motor of America, Inc. (SMAI), a subsidiary of Suzuki Motor Corporation in the US, will restructure in order to build a strong foundation for the future. The Motorcycle/ATV and Marine operations will be reorganized into two separate companies set to begin operations on 1 April 2021.

SMAI currently has a lineup of motorcycle/ATV and marine products, and from April 2021, motorcycle/ATV products will be handled by SUZUKI MOTOR USA, LLC and marine products will be handled by SUZUKI MARINE USA, LLC. SUZUKI MOTOR USA will continue to be headquartered in Brea, California, the current location of SMAI, and strengthen motorcycle/ATV sales.

SUZUKI MARINE USA will be newly headquartered in Tampa, Florida. Located on the coast of Gulf of Mexico, it is well-suited to expand chances of business collaboration within the marine industry and strengthen its relationship with boat builders, dealers, and vendors. The location also provides convenient access to Suzuki's new Marine Technical Center opened in Panama City, Florida in June 2020.

The primary goal of this reorganization is to strengthen each business. Key objectives are to achieve greater efficiencies, speed up decision-making, and position each company for increased sales and growth in the United States.

### **<Overview of new companies>**

Company:	SUZUKI MOTOR USA, LLC	Company:	SUZUKI MARINE USA, LLC
Location:	Brea, California	Location:	Tampa, Florida
Chairman:	Satoshi Uchida	President:	Masahiro Yamamoto
President:	Masami Haga	Business:	Sales and service of
Business:	Sales and service of motorcycle/ATV and parts		outboard motor and parts