

27 November 2020

## **Suzuki Restructures Motorcycle Sales Business in Thailand**

Suzuki Motor Corporation will restructure motorcycle sales business in Thailand. The motorcycle sales business of Thai Suzuki Motor Co., Ltd. (Thai Suzuki), a subsidiary of Suzuki which conducts production and sales of motorcycles in Thailand, will be shifted to a new sales distributor from December 2020.

Currently, production of Suzuki motorcycles in Thailand are conducted by Thai Suzuki. As for sales, the northern area of Thailand is conducted by Thai Suzuki, and the southern area is conducted by the local sales distributor BAN Suzuki. From December, sales in the northern area will be shifted to Suzuki Motosales Corporation (Thailand) Co., Ltd. (SMCT), a new sales distributor invested by BAN Suzuki and Thai Suzuki.

BAN Suzuki has the strength in sales knowhow and sales loan that are more adapted to the local market. By shifting the motorcycle sales business to SMCT, it will enable expansion of sales activities that utilize the strength of BAN Suzuki throughout Thailand for sales reinforcement of Suzuki motorcycles. As for Thai Suzuki, by concentrating on production and exports of complete motorcycles, the company will go forward in improving its profitability.

### **<Overview of new sales distributor SMCT>**

Company name: Suzuki Motosales Corporation (Thailand) Co., Ltd.  
Location: Hat Yai, Songkhla  
Capital amount: 30 million bahts  
(Investment ratio: BAN Suzuki 70%, Thai Suzuki 30%)  
Managing Director: Akkarin Tangthaweesit  
Business: Sales of motorcycles

### **<Overview of Thai Suzuki>**

Company name: Thai Suzuki Motor Co., Ltd.  
Location: Thanyaburi, Pathum Thani  
Capital amount: 607.35 million bahts  
(Investment ratio: Suzuki 97.5%, BAN Suzuki 2.5%)  
President: Shinji Hasui  
Business: Production and exports of motorcycles  
Production, exports, and sales of outboard motors