



29 September 2023

Suzuki Achieves Accumulated Worldwide Automobile Sales of 80 Million Units



1955 Suzulight



1965 Fronte 800



1979 Alto

Suzuki Motor Corporation has achieved accumulated worldwide automobile sales of 80 million units by the end of August 2023. The breakdown of the sales units are 28.9 million units in Japan and 51.27 million units in overseas. The breakdown of the areas are Japan 36%, India 32.6%, Europe 10%, Asia 13.5%, and Others (Latin America, Oceania, Middle East, Africa, etc.) 7.8%.

Since the launch of Japan's first mass-production mini vehicle, Suzulight in October 1955, Suzuki has been delivering creative products that meet the customer needs, in line with the innovation and development of mini vehicles. The launch of Fronte 800 in 1965 marked Suzuki's debut in the compact vehicles.

Overseas sales started from the export of Suzulight in 1959. In 1975, Suzuki's first overseas automobile production started in Pakistan, and has since proactively expanded the overseas production bases including India in 1983 and Hungary in 1992. In India, the plants have become a production hub not only for the Indian domestic market but they also play a role for exports to destinations including Africa.

Up to this date, Suzuki has 15 automobile production bases in 10 countries including Japan. Suzuki automobiles are favored in 184 countries and regions worldwide.

Alto, which was launched in 1979 accounts for 20% of the 80 million units. Over the past 44 years since its launch, Alto has been favored by customers and has become one of the models that represent Japanese mini vehicles. Starting as a Japanese mini vehicle, Alto has expanded worldwide, especially in India where it has largely contributed to Suzuki's sales in the country.

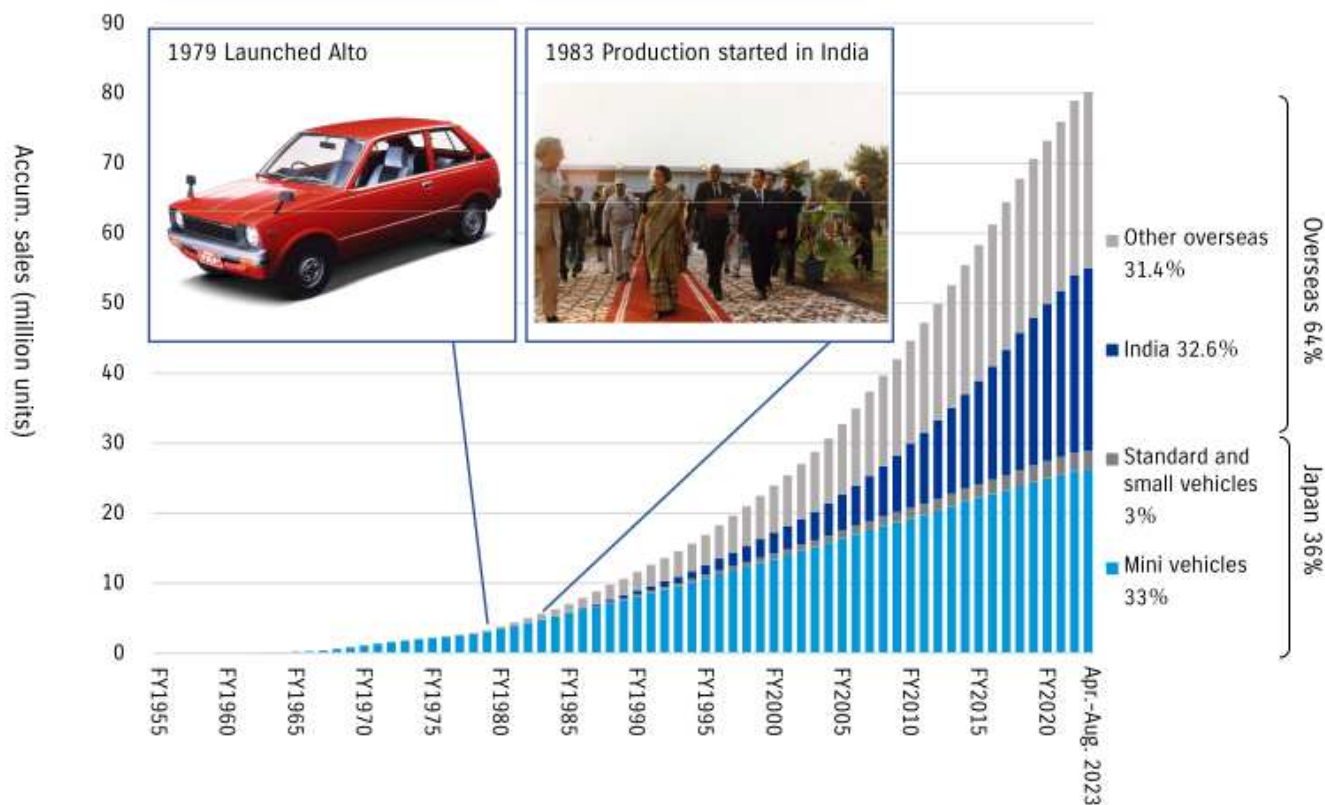
Suzuki will continue to promote manufacturing by focusing on the customers throughout the world, and provide valuable products that meet the needs of each region.

■ **Comment from President Suzuki**

We are grateful to be favored by such many customers. Alto is our top-selling model, and it has played a very significant role for Suzuki's mini vehicles as well as for the history of the company itself. We will make further efforts to provide value that expresses our manufacturing core of "Sho, Sho, Kei, Tan, Bi (Smaller, Fewer, Lighter, Shorter, Beauty)" by standing once again on the origin of "customer-focused value", a spirit which has been passed on from our founder. We will continue providing eco-friendly products and services that support daily transportation of customers throughout the world, and are always beside to become a reliable, buddy-like lifestyle partner.

[Trends of Accumulated Worldwide Sales of 80 Million Units

(Accumulation of vehicles with Suzuki badges. Excludes OEM vehicles.)



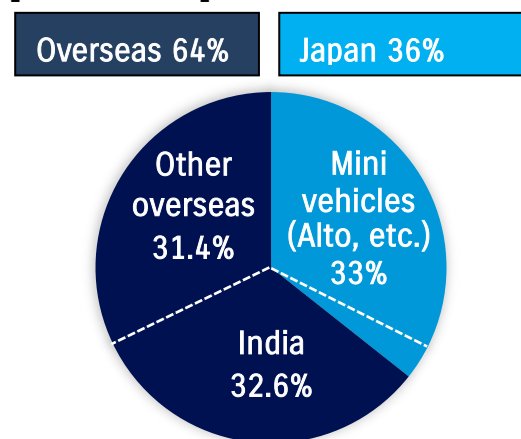
10 million units: June 1989
 20 million units: June 1998
 30 million units: Dec. 2004
 40 million units: May 2009

50 million units: Apr. 2013
 60 million units: Nov. 2016
 70 million units: Jan. 2020
 80 million units: Aug. 2023

[Top Models]

No.	Model	Million units	Ratio
1	Alto series	16.01	20.0%
2	WagonR series	9.50	11.8%
3	Swift series	8.95	11.2%
4	Every series	8.39	10.5%
5	Carry series	7.28	9.1%
6	Vitara series	3.95	4.9%
7	Jimny series	3.33	4.2%

[Sales Ratio]



End