



13 June 2025

Suzuki's Philippine Subsidiary, Suzuki Philippines Inc. Holds 50-Year Anniversary Ceremony



Suzuki Motor Corporation (hereinafter Suzuki) celebrated 50 years since it has started business in the Philippines in 1975. To commemorate this anniversary, Suzuki Philippines Inc. (hereinafter SPH), a subsidiary of Suzuki in the Philippines, held a 50-year anniversary ceremony in Manila, Philippines on 13 June. The ceremony was held in the presence of Representative Director and President of Suzuki, Toshihiro Suzuki and President of SPH Koichiro Hirao with approximately 400 people including dealers and relevant person attending the event.

In 1975, Suzuki established Antonio Suzuki Corporation, a joint venture in the Philippines, and started production and sales of motorcycles. In 1985, the company was renamed Suzuki Philippines Inc., and production capacity was expanded to the current level of approximately 200,000 units per year in 2012 to meet the growing demand for motorcycles. Sales of automobiles was started in 1999 and sales of outboard motors was started in 2016.

●Comments from Toshihiro Suzuki, Representative Director and President
"I would like to express my heartfelt gratitude to the people of the Philippines, the government officials, dealers, suppliers and customers who have supported Suzuki Philippines Inc. over the past 50 years. Demand for mobility in the Philippines is expected to continue to grow and is an important market

for Suzuki. Suzuki aims for 'an infrastructure mobility closely connected with people's lives', and is committed to providing attractive products in the Philippines."

● Overview of SPH (as of the end of March 2025)

Foundation:	1985
Start of Production:	February 1985
Head Office:	Calamba
Capital:	3,832 million PHP
Number of Employees:	Approx. 900
Cumulative Production:	Motorcycle Approx. 2.83 million units
Cumulative Sales:	Motorcycle Approx. 2.79 million units Automobile Approx. 220 thousand units



● Brief history of SPH

1975	Suzuki invested 40% and established the joint venture Antonio Suzuki Corporation, and started production and sales of motorcycles
1985	Suzuki made Antonio Suzuki Corporation a wholly-owned subsidiary and changed its name to Suzuki Philippines Inc.
1999	Sales of automobiles began
2012	The plant was moved from Pasig to Calamba and started operations
2016	Sales of outboard motors began

End