



14 July 2025

## **Suzuki Conducts Global Clean-up Activity**

### **“Ocean of Tomorrow: Universal Clean-up Day”**



“Ocean of Tomorrow: Universal Clean-up Day” Logo



Clean-up activity at the Nakatajima Dune (Japan)

Suzuki Motor Corporation conducts waterfront clean-up activities every year as part of the "Suzuki Clean Ocean Project" in collaboration with Suzuki outboard motor distributors both domestically and internationally. This year, under the theme "Ocean of Tomorrow: Universal Clean-up Day," dealers and distributors, including those overseas, simultaneously carried out marine clean-up activities on July 12. Since 2011, Suzuki has been conducting waterfront clean-up activities worldwide under the "Clean Up the World Campaign," with participation from 95 overseas distributors and over 21,000 people in total. This year's activities, named "Ocean of Tomorrow," were planned by young volunteer members of the Marine Operations as part of the 60th-anniversary of Suzuki's outboard motor business, with hopes to "make tomorrow's ocean a little better".

This first-ever global clean-up activity was conducted in collaboration not only with dealers and distributors in various countries but also with local educational institutions and municipalities. It was conducted in a size greater than the previous individual clean-up activities, with a total of about 2,800 participants from 34 countries and regions taking part, making this the largest activity to date.

## Comment from Shuichi Mishima, Managing Officer, Executive General Manager, Marine Operations

Suzuki outboard motors are cherished worldwide as a reliable partner for "pleasure" and "work" on the water. We will continue to promote the "Suzuki Clean Ocean Project" with the aim of contributing to a rich and clean marine environment, which is essential for all on-water activities, whether for "pleasure" or "work."

### ● About the "Suzuki Clean Ocean Project"

In addition to global clean-up activities, Suzuki is promoting the "Suzuki Clean Ocean Project," which focuses on reducing plastic packaging and collecting microplastics. Since the start of the plastic packaging reduction initiative in 2020, more than 112 tons of packaging for outboard motors and spare parts have been switched to biodegradable materials. Furthermore, since 2021, we have produced 100HP, 115HP, and 140HP models with micro-plastic collecting devices as standard equipment.

### ● Photos of the global clean-up activity "Ocean of Tomorrow: Universal Clean-up Day"



Japan



USA



Thailand



Palau