



5 September 2025

Suzuki Invests in cars Inc.

- Supporting Automobile Sales and Maintenance Shops'
Management Efficiency through AI and Digital Technologies,
Contributing to Customers' Safe and Secure Car Life -

Suzuki Motor Corporation (Headquarters: Hamamatsu City, Shizuoka Prefecture; Representative Director and President: Toshihiro Suzuki; hereinafter “Suzuki”), together with the corporate venture capital fund, Suzuki Global Ventures, has invested in cars Inc. (Headquarters: Nara City, Nara Prefecture; Representative Director and President: Takaaki Todo; hereinafter “cars”), a company that leverages AI and digital technologies to solve challenges faced by automobile sales and maintenance shops. Through this partnership, Suzuki aims to support the management efficiency of local automobile sales and maintenance shops, and to realize a sustainable and healthy automotive aftermarket where customers can continue to drive with peace of mind.

Currently, the environment surrounding automobile sales and maintenance faces increasing risks to the business continuity of small- and medium-sized automobile sales and maintenance shops that have supported Japan's automotive aftermarket. These risks stem from labor shortages due to demographic aging and declining birthrates, the increasing complexity of maintenance technologies, and the growing burden of adapting to digitalization of operations.

In this context, cars offers services such as “cars MANAGER,” which utilizes AI and digital tools to streamline customer acquisition and administrative tasks, thereby improving business management. These services aim to address challenges in the automotive aftermarket and provide customers with a better car life experience.

Suzuki has long worked closely with local automobile sales and maintenance shops that provide sales and services rooted in their communities, striving to ensure that customers living in regional areas can use their vehicles with confidence.

Through this investment and business partnership, Suzuki and cars will promote collaboration that leverages the strengths of both companies and the use of “cars MANAGER”. This initiative will support the management of the sales and maintenance network partners while adapting to future changes in the automotive industry, ultimately contributing to a safe and secure car life for customers and a sustainable, healthy automotive aftermarket in Japan.

Comment from cars President Takaaki Todo:

“At cars, we aim to support the management efficiency of small- and medium-sized automobile sales and maintenance shops by utilizing AI and digital technologies, contributing to the sustainable development of the automotive aftermarket. Through collaboration with Suzuki, we will accelerate solutions to challenges faced by regional sales and maintenance networks and provide customers with a safe and comfortable car life. We will continue to strive for technological innovation and service improvement, working together to shape the future of Japan’s automotive aftermarket.”

Comment from Suzuki President Toshihiro Suzuki:

“Automobile sales and maintenance shops are vital pillars supporting Japan’s automotive aftermarket. Suzuki has walked alongside those shops throughout its history. To respond to labor shortages, AI and digitalization, electrification, and intelligent technologies, we will collaborate with cars and continue to take on challenges and grow together with automobile sales and maintenance shops that form the backbone of Japan’s automotive industry.”

[Overview of cars Inc.]

Representative: Representative Director and President Takaaki Todo

URL: <https://cars-enjoy.com/>

Headquarters: Nara City, Nara Prefecture

Business: Global Car Life Tech Services

[Overview of Suzuki Motor Corporation]

Representative: Representative Director and President Toshihiro Suzuki

URL: <https://www.globalsuzuki.com/>

Headquarters: Hamamatsu City, Shizuoka Prefecture

Main Products: Automobiles, Motorcycles, Outboard Motors,
Electric Wheelchairs, etc.

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