

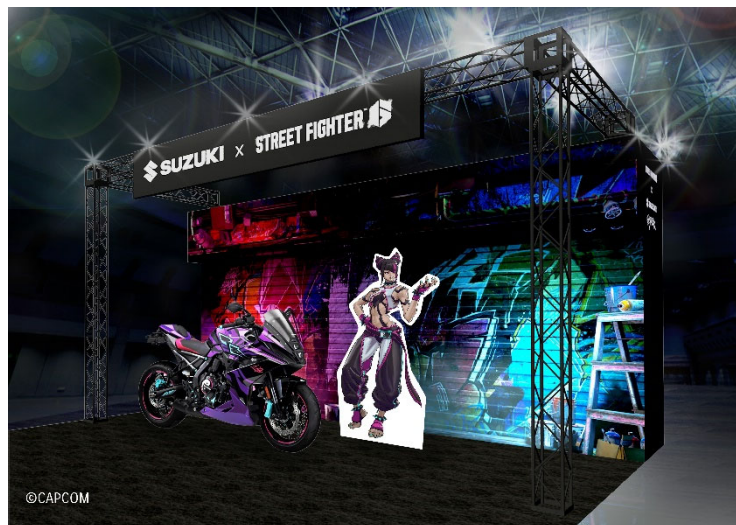


18 September 2025

Suzuki Sponsors Japan's Largest Game Event

"Tokyo Game Show 2025"

Exhibit Booth as Special Sponsor





Suzuki Motor Corporation will participate as a special sponsor and exhibit a booth at the "Tokyo Game Show 2025" (host: Computer Entertainment Supplier's Association/CESA), Japan's largest domestic game event, held from Thursday, 25 September to Sunday, 28 September 2025, at Makuhari Messe in Chiba Prefecture.

Since its inception in 1996, the Tokyo Game Show has been held annually every September at Makuhari Messe. The event features numerous game manufacturers' exhibition booths showcasing new releases, playable demos, trailers of titles in development, as well as talk shows by developers and voice actors. Suzuki is committed to creating new user experiences through the fusion of gaming and mobility. By collaborating with popular games, Suzuki aims to convey its appeal to a wide range of game fans worldwide, and to this end, Suzuki will participate as a special sponsor and exhibit a booth at Tokyo Game Show.

At the Suzuki booth, the “GSX-8R Tuned by JURI”, which was unveiled at the “CAPCOM CUP 11” world tournament for CAPCOM’s popular game “Street Fighter 6” held in March this year, will be on display. This collaboration motorcycle is inspired by the game character Juri, and was highly praised by many visitors. Visitors to the Game Show will be able to take photos sitting on the bike in front of a booth backdrop that recreates part of the “Street Fighter 6” game. As a special feature of the Tokyo Game Show booth, when sitting on the bike, visitors can listen to voices of Juri. Original collaboration goods will be distributed as novelties to visitors.

Through collaborations between motorcycles and games, Suzuki will continue to bring enjoyment and richness to fans’ everyday lives.

Overview of Tokyo Game Show

Host/ Co-Host	Host: Computer Entertainment Supplier’s Association (CESA) Co-host: Nikkei Business Publications, Inc., Sony Music Solutions Inc.
Venue	Makuhari Messe (Chiba, Japan) Hall 1-11, International Conference Hall, Event Hall
Period	25 (Thu) – 28 (Sun) September 2025 Business Day: 25 (Thu) - 26 (Fri) 10:00AM – 5:00PM Public Day: 27 (Sat) 9:30AM – 5:00PM 28 (Sun) 9:30AM – 4:30PM
Official Website	https://tgs.cesa.or.jp *Please refer to the official website for details of the Tokyo Game Show
Suzuki Booth	Concourse in front of Hall 7
Suzuki Booth Details	<ul style="list-style-type: none"> • Exhibition vehicle: “GSX-8R Tuned by JURI” • Booth experience: Photo booth of collaboration motorcycle Playback of Juri’s voice (VA: Eri Kitamura) • Novelty goods: Original collaboration plastic folder and sticker gifted to visitors who mounted the motorcycle Digital sticker with Juri’s voice gifted to every visitor of Suzuki booth <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <p>*All novelty goods are not for sale. *Designs are for illustration purposes and may change without notice. *Novelty goods are limited in quantity and giveaway will end once supplies run out.</p>