



17 October 2025

Suzuki Signs a Sponsorship Agreement with Alpine Snowboarder Tsubaki Miki



Suzuki Motor Corporation has announced that the company signed a sponsorship agreement with alpine snowboarder Tsubaki Miki for the 2025 to 2026 season.

Tsubaki Miki is a leading Japanese alpine snowboarder, winning the overall title in the World Cup last year. The swift and precise snowboarding skills of Tsubaki Miki, who adapts flexibly to changing snow conditions, perfectly aligned with Suzuki's long-cultivated passion for 4WD technology, leading to the signing of this contract.

In addition to signing the sponsorship agreement, Suzuki will also support Tsubaki Miki's overseas tour activities, including lending a car. As part of the agreement, we have provided the S-CROSS, an SUV manufactured by Suzuki's Hungarian subsidiary Magyar Suzuki, on 16 October in Austria. The S-CROSS is equipped with Suzuki's unique 4WD system "ALLGRIP," delivering both the joy of driving and peace of mind on winding roads and challenging terrains such as snowy roads.

●Comments from Tsubaki Miki

I would like to express my heartfelt gratitude to Suzuki Motor Corporation for entering into a personal sponsorship agreement. Suzuki, whose headquarters is located in Hamamatsu City, Shizuoka Prefecture, spreads the joy of driving worldwide through automobile, motorcycle, and outboard motor manufacturing.

Suzuki's world-renowned manufacturing technology and its passionate commitment to supporting the everyday life of each user perfectly resonate with my own pursuit of the latest snowboarding techniques and my desire to meet the expectations of those who support me. I have been looking forward to this contract with great anticipation.

While protecting the beautiful snowy mountains and nature of Japan, and the entire world, I hope to express the joy of driving both on the road and on the snow.

●Tsubaki Miki Profile

Born on 1 June 2003 (22 years old)

Based in Kakegawa City, Shizuoka Prefecture

Currently enrolled at Nippon Sport Science University

Tsubaki Miki started snowboarding at the age of 4, and became the youngest ever professional alpine snowboarder at 11.

Since the age of 14, she has been designated as a strengthening athlete by the Ski Association of Japan and is currently competing internationally as a member of the Japan national team.



● Major achievements

- February 2022 Beijing Winter Olympics 9th place
- March 2022 FIS Junior World Championship -Valmalenco (Italy)
Parallel Giant Slalom Champion
Parallel Slalom Champion
- February 2023 FIS World Championship -Bakuriani (Georgia)
Parallel Giant Slalom Champion
- March 2023 FIS Junior World Championship -Bansko (Bulgaria)
Parallel Giant Slalom Champion
- March 2025 World Championships – Saint Moritz (Switzerland)
Parallel Giant Slalom 2nd Place
Parallel Slalom Champion

• 2024-2025 Season World Cup Point Ranking

- 1st Rank overall
- 1st Rank Parallel Giant Slalom
- 1st Rank Parallel Slalom

● 2025-2026 season World Cup schedule

- 6 December 2025 to 21 March 2026: Parallel Giant Slalom, Parallel Slalom

End