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Suzuki Announces DX Strategy

Suzuki Motor Corporation has announced its DX (Digital Transformation) Strategy, aiming for sustainable growth and the creation of new value for customers by empowering all employees to leverage AI and data as Team Suzuki.

1. Transformation of Human Resources

Suzuki will foster digital talent across all levels, from management to every employee. Executives will deepen their understanding of the potential of digital technologies and acquire the knowledge to reflect this in management decisions. All employees will learn digital knowledge and understand the “Genri, Gensoku (fundamental principle, fundamental rule), applying them to their own “Genba, Genbutsu, Genjitsu” (actual place, actual thing, actual situation) to develop practical digital skills and achieve individual growth.

2. Organizational and Cultural Transformation

By combining the strengths of people and digital technologies, Suzuki will transform its organizational culture and realize sustainable growth as Team Suzuki, equipped with digital capabilities. We will cultivate a culture that encourages challenge and innovation based on the “Yaramaika (entrepreneurial)” spirit, and promote cross-departmental and cross-generational project activities. Through the development of a company-wide data platform and the global implementation of ERP and PLM*, we will strengthen collaboration between departments and locations, further advancing our “entrepreneurial management” approach.

3. Transformation of Products and Services

In the sales domain, Suzuki will utilize digital technologies to connect directly with customers, deepen customer understanding, and continuously deliver products and services that truly meet customer needs. We will also expand new customer touchpoints through cross-industry collaborations, building connections that go beyond mobility.

In the design and manufacturing domains, Suzuki will fully leverage AI and data to improve development efficiency and deliver valuable products to customers in a timely manner. We will promote the Suzuki Smart Factory initiative to provide safe and reliable products to customers worldwide.

Under this DX Strategy, Suzuki will actively embrace innovations in AI technology, think beyond conventional boundaries, and deliver optimal mobility solutions to even more customers. We will continue to be a familiar and trusted presence—By Your Side—for our customers and society.

*ERP: Enterprise Resource Planning

PLM: Product Lifecycle Management

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