



12 November 2025

Battery EV e VITARA Wins

2026 RJC Car of the Year Special Award



Suzuki's battery EV e VITARA has won the 2026 RJC Car of the Year Special Award, promoted by the NPO Automotive Researchers' and Journalists' Conference of Japan (hereinafter, RJC).

The e VITARA is Suzuki's first global strategic BEV model which was unveiled at Milan, Italy in November 2024, and was showcased at the Bharat Mobility Global Expo 2025 in India in January 2025.

With the product concept of "Emotional Versatile Cruiser," the e VITARA features a design that combines a sense of BEV's advanced technology and strength of an SUV, a BEV powertrain that delivers a nimble and sharp driving experience, an electric 4WD system "ALLGRIP-e" that provides not only off-road capability but also powerful performance, and a newly developed platform "HEARTECT-e" specifically for BEVs.

The reason for the RJC Car of the Year Special Award given to this model is as follows: "Suzuki's first BEV, which brings together advanced technologies primarily from across Asia and is produced at the latest plant in India. While being a global model to be launched in over 100 countries and regions worldwide, it features a body size and 4WD specifications that can also handle Japan's diverse road conditions and snowy regions, realizing a vehicle design that is easy to use for anyone".

●Comment by Toshihiro Suzuki, Representative Director and President of Suzuki Motor Corporation

We are delighted that the e Vitara has been selected for the 2026 RJC Car of the Year Special Award. The e VITARA is Suzuki's first battery EV SUV to be introduced as a global model in more than 100 countries and regions around the world. Taking this award as an opportunity, we will strive to make the e VITARA a car that is even more beloved by customers worldwide.

End