



17 November 2025

Suzuki Marks 60th Anniversary of Sales Agreement in the Netherlands



Suzuki Motor Corporation (hereinafter, “Suzuki”) announced the celebration of the 60th anniversary since reaching an agreement to sell Suzuki products in 1965 with its distributor in the Netherlands, B.V. Nimag (hereinafter, “Nimag”). To mark this milestone, Nimag hosted a 60th commemorative ceremony in Utrecht on 15 November.

The ceremony was attended by Mr. Eric Louwman, President of Louwman Group, the parent company of Nimag, and Mr. Geordy Bloem, Managing Director of Nimag. Toshihiro Suzuki, Representative Director and President of Suzuki, delivered a congratulatory address and presented a commemorative gift. Approximately 400 guests participated, including representatives from Louwman Group, Nimag, Suzuki automobile, motorcycle, and outboard motor dealers in the Netherlands, as well as other Suzuki affiliates.

Nimag began handling Suzuki motorcycles in 1965 and today also represents Suzuki automobiles and outboard motors nationwide. Over the past six decades, Louwman Group and Suzuki have supported mobility in the Netherlands through a diverse range of products.

Surrounded by waterways, lakes, and the sea, the Netherlands is known for its compact urban road networks and strong commitment to sustainability and reducing environmental impact. These values align closely with Suzuki's strengths in fuel efficiency, reliability, and environmental performance. Popular models such as the Swift and Vitara automobiles, the V-STROM and GSX motorcycle series, and outboard motors including the DF350A and the matte black "Stealth Line" have earned widespread support from customers across both urban and marine environments.

●Comment from Toshihiro Suzuki, Representative Director and President

"For 60 years, Suzuki has been delivering automobiles, motorcycles, and outboard motors to customers in the Netherlands. We will continue to strengthen the trust we have built with Louwman Group, and, in line with our corporate slogan 'By Your Side', we will keep moving forward together with the people of the Netherlands."

●Louwman Group

Establishment	1923
Head Office	The Hague, South Holland, Netherlands
Representative	Eric Louwman
Business	Import and sale of transportation equipment
URL	https://www.louwmangroup.com/

●B.V. Nimag

Establishment	1935
Head Office	Vianen, Utrecht, Netherlands
Representative	Geordy Bloem
Business	Import and sale of Suzuki automobiles, motorcycles and outboard motors
Cumulative sales of Suzuki products	Automobiles : 600,000 units Motorcycles : 120,000 units Outboard motors : 80,000 units
URL	https://www.louwmangroup.com/company/b-v-nimag/