

Suzuki to Support “CAPCOM CUP 13” as Top Partner



Suzuki Motor Corporation will serve as top partner of “CAPCOM CUP 13,” the official tournament of the popular game “Street Fighter 6” by CAPCOM CO., LTD. (hereinafter “Capcom”). In addition, in this fiscal year, Suzuki will expand the scale of its support and, as an annual partner, sponsor major tournaments including “Street Fighter League: Pro-JP 2026,” “CAPCOM Pro Tour 2026 Premier,” “CAPCOM Pro Tour 2026 World Warrior Japan,” and “Street Fighter League: World Championship 2026,” supporting further development of the eSports scene.

In the previous fiscal year, in addition to sponsoring tournaments around the world, Suzuki exhibited the collaboration motorcycles “GSX-8R Tuned by JURI” and “Hayabusa Tuned by JURI” at select tournaments, where more than 10,000 people in total got to experience the motorcycles.

Furthermore, within the “Street Fighter 6” game mode “Battle Hub,” Suzuki showcased a model recreating the “GSX-8R Tuned by JURI,” delivering the appeal of motorcycles and the joy of riding to those who have not had a chance to experience the actual model at exhibitions, and those who are not usually familiar with motorcycles. Through these activities, we have experienced many new forms of communication which have been created with game fans.

Suzuki will continue to promote collaborations that leverage the strengths of both companies this year, and provide fans with even greater enjoyment and enrichment in their daily lives.