



11 September 2026

## Suzuki Announces Exhibits for Tokyo Game Show 2026

Collaboration with “Street Fighter 6” featuring Automobiles and Motorcycles



Suzuki Motor Corporation will participate as a special sponsor and exhibit booths at the “Tokyo Game Show 2026” (host: Computer Entertainment Supplier's Association/CESA), Japan's largest domestic game event, held from Thursday, 17 September to Monday, 21 September 2026, at Makuhari Messe in Chiba Prefecture.

Since its inception in 1996, the Tokyo Game Show has been held annually every September at Makuhari Messe. The event features numerous game manufacturers' exhibition booths showcasing new releases, playable demos, trailers of titles in development, as well as talk shows by developers and voice actors.

Since last year, Suzuki has participated in the Tokyo Game Show and has been committed to creating new user experiences through the fusion of gaming and mobility. At this year's event, marking our second appearance, Suzuki will continue to convey its appeal to game fans around the world through collaborations with characters from Capcom Co., Ltd.'s popular game “Street Fighter 6”.

This year, in addition to the collaboration between “Juri” and Suzuki motorcycles, Suzuki will newly present a collaboration between “Blanka” and Suzuki automobile. Visitors are invited to enjoy the unique world created through the fusion of the distinctive characters from “Street Fighter 6” and Suzuki mobility products.

### Exhibit Details

#### ●Automobile: “Blanka Base Camp”

In the game, “Blanka” normally works as an adventure tour guide in his local Amazon jungle. Dreaming of becoming popular, he creates and sells “Blanka-chan” dolls modeled after himself. Inspired by these activities, Suzuki has created a special Carry mini truck named “Blanka Base Camp”.

During the event, in addition to the vehicle display, original Blanka cushions will be distributed as novelty goods.

#### ●Motorcycle: “Hayabusa Tuned by JURI”

Suzuki will display the “Hayabusa Tuned by JURI,” which was unveiled at “CAPCOM CUP 12,” the world tournament for “Street Fighter 6” held in March this year.

As a special feature of the Tokyo Game Show booth, visitors can listen to voices of “Juri” when sitting on the motorcycle.

#### ●Overview of Tokyo Game Show 2026

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| Host/<br>Co-Host        | Host: Computer Entertainment Supplier's Association (CESA)<br>Co-host: Nikkei Business Publications, Inc.,<br>Sony Music Solutions Inc.                                                                                                                                                                                                                                                                                                                                                                                                            |
| Venue                   | Makuhari Messe (Exhibition Halls 1-11, International Conference Hall)<br>/TKP Tokyo Bay Makuhari Hall                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Period                  | 17 (Thu) – 21 (Mon, national holiday) September 2026<br>Business Day: 17 (Thu) – 18 (Fri) 10:00AM – 5:00PM<br>Public Day: 19 (Sat) – 20 (Sun) 9:30AM – 5:00PM<br>21 (Mon) 9:30AM – 4:00PM                                                                                                                                                                                                                                                                                                                                                          |
| Official<br>Website     | <a href="https://tgs.cesa.or.jp/2026/en">https://tgs.cesa.or.jp/2026/en</a><br>*Please refer to the official website for details of the Tokyo Game Show                                                                                                                                                                                                                                                                                                                                                                                            |
| Suzuki booth            | Automobile: Exhibition Hall 8<br>Motorcycle: Concourse in front of Exhibition Hall 4                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Suzuki Booth<br>Details | <div> <p>■Automobile</p> <ul style="list-style-type: none"> <li>Exhibition vehicle:<br/>“Blanka Base Camp” (Carry)</li> <li>Novelty goods:<br/>Original Blanka-chan cushion<br/>Gifted to visitors who received digital stickers at both the automobile and motorcycle booths (on a first-come, first-served basis, in limited quantity)</li> </ul> </div> <div>   </div> |

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| Suzuki Booth<br>Details<br>(contd.) | <p>■ Motorcycle:</p> <ul style="list-style-type: none"> <li>• Exhibition vehicle:<br/>“Hayabusa Tuned by JURI” (Hayabusa)</li> <li>• Booth experience:<br/>Photo booth of collaboration motorcycle<br/>Playback of “Juri’s” voice (VA: Eri Kitamura)</li> <li>• Novelty goods:<br/>To be announced at a later date via press release and official social media platform, etc.</li> </ul> <p>*All novelty goods are not for sale.<br/>         *Designs are for illustration purposes and may change without notice.<br/>         *Novelty goods are limited in quantity and giveaway will end once supplies run out.</p> |
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