



7 October 2026

Suzuki's Anodizing Treatment Technology "Edge-eCoat" Wins "Best Sustainable Product Award" at Cannes Yachting Festival 2026



Suzuki's anodizing treatment technology for outboard motors, "Edge-eCoat", has won the "Best Sustainable Product Award" in the "Innovation Route Award" at the Cannes Yachting Festival 2026, held in France in September. The award is presented to products and technologies that not only reduce environmental impact but also combine technological innovation and practicality. This marks the first time Suzuki has won this award.

"Edge-eCoat" which Suzuki developed, is the world's first^{*1} surface treatment technology that applies an anodizing process to mass-produced outboard motor engine parts. Since outboard motors draw in seawater to cool the engine, corrosion-resistant treatment is required for the cooling water passages. By applying a uniform anodizing process to the engine components through which cooling water passes, "Edge-eCoat" achieves high corrosion resistance against seawater. Also, it reduces CO₂ emissions during the manufacturing process by approximately 68% compared to painting processes for improving corrosion resistance, contributing to the realization of carbon neutrality.

Suzuki began adopting "Edge-eCoat" on the DF140B outboard motor in August 2024, with sales commencing in September of the same year. Currently, the technology has also been adopted for the DF140BG, DF115BG, DF115B, and DF100C, and it will progressively be adopted to other models' specifications as well.

■ **Comment from Shuichi Mishima, Managing Officer, Executive General Manager, Marine Operations**

“We are deeply honored that ‘Edge-eCoat’ has received the ‘Best Sustainable Product Award’ at the Cannes Yachting Festival. We believe this award recognizes the innovation of our Manufacturing Engineering, which, under Suzuki's deep-rooted "Yaramaika" spirit, realized the unprecedented challenge of applying anodizing to engine components in mass-produced outboard motors, achieving both superior corrosion resistance and a reduction in environmental impact during the manufacturing process. Suzuki will continue to deliver valuable products to our customers while actively engaging in technological development toward the realization of a sustainable marine environment.”

*1 Based on Suzuki research as of October 2026

End