3 November 2026

Suzuki Unveils the All-New GSX-10R and SV-7S at EICMA 2026



GSX-10R



SV-7S



Suzuki Motor Corporation (hereinafter, "Suzuki") announced the world premiere of the all-new GSX-10R and SV-7S at the international motorcycle exhibition EICMA 2026 (Milan Show)*1 held in Milan, Italy from 3 to 8 November. Sales of the GSX-10R will begin sequentially in various countries from summer 2027, followed by the SV-7S from spring 2027.

*1 Press days: 3-4 November, Public days: 5-8

All-New GSX-10R

The all-new GSX-10R is a full-fairing sport bike newly added to the GSX series, developed under the concept of "FUN. UNLIMITED.", pursuing riding enjoyment for all riders across a wide range of riding scenarios, from daily commuting and weekend touring to track riding.

Equipped with the K5 engine which inherits the DNA of the race-proven GSX-R series and optimized for the "FUN. UNLIMITED." concept, it achieves both manageable usability in low-to-mid rpm ranges and exhilarating acceleration in high rpm ranges. In addition, superior riding performance has been realized through a compact and lightweight chassis, a suspension adjustable to suit various riding scenarios, a sporty forward-leaning riding position enabled by separate handlebars, front winglets inspired by the latest racing machines, and an aggressively styled cowling design optimized for aerodynamic performance.

Furthermore, it adopts the evolved electronic control Suzuki Intelligent Ride System (S.I.R.S.). The GSX-10R is Suzuki's first motorcycle equipped with the Slide Control System, which detects and controls lateral rear wheel slide while cornering, and the Brake Hold Control System, which maintains vehicle standstill on uphill slopes as well as on flat roads and downhills. It is also equipped with a Cruise Control System that maintains a set speed during long-distance highway riding. The S.I.R.S. is comprised of a total of 15 electronic control features, the most ever for a Suzuki motorcycle[*2], helping the riders to feel confident and comfortable than ever before.

In addition, usability is enhanced by a compact high-luminance LED headlight, the Suzuki Ground Beacon System (SGBS) adopted for the first time on a Suzuki motorcycle which enhances the vehicle's visibility to pedestrians and other vehicles when the turn signals are activated, an 18L large-capacity fuel tank ideal for long-distance touring, and a highly legible color TFT LCD multi-information display.

The design pursues aggressive yet contemporary styling that fuses tradition and innovation while creating a bold, low-rising silhouette defined by distinct contours that accentuate certain areas while slimming down others. Furthermore, by collaborating closely with the engineering, production, and testing departments, the team ensured a design that compromises nothing in terms of aerodynamic performance or functionality. Three body color options are available to meet diverse customer preferences: Pearl Vigor Blue / Metallic Mystic Silver, Pearl Pulse Red / Solid Iron Gray, and Metallic Galaxy Gray / Glass Sparkle Black.

[*]2 As of November 3, 2026

All-New GSX-10R Main Features and Specifications (European Spec.)

		GSX-10R	Description
Equipment	S.I.R.S (Suzuki Intelligent Ride System)	SDMS-α (Suzuki Drive Mode Selector Alpha)	Integrated management of power output characteristics (3 levels), traction control (10 levels+off), lift limiter, roll torque and slide control
		Bi-Directional Quick Shift System	Able to shift up/down without clutch and throttle operation
		Suzuki Easy Start System	Can start engine with one quick press of the button
		Launch Control System	Controls power for optimal launch from standstill
		Engine Brake Control System (3 modes + OFF)	Adjusts the strength of engine braking when the throttle is fully closed
		Motion Track Brake System	Limits power output when wheel spin is detected
		Low RPM Assist	Assists smooth launch from standing start
		Smart Cruise Control	Able to shift up/down while cruising without throttle operation
		Active Speed Limiter Control	Controls vehicle speed to keep it below the preset maximum speed
		Slope Dependent Control System	Suppress rear wheel lift while braking downhil
		Brake Hold Control	Holds rear brake pressure for approximately 30 seconds, even when stopped on flat roads or downhill slopes
	Lighting Equipment	SGBS (Suzuki Ground Beacon System)	Improved visibility to pedestrians and other vehicles when the turn signals are activated
	Instrument Panel	Color TFT Multi-Function Instrument Cluster	Compatible with Suzuki Ride Connect +
	Power outlet	Type-C USB Port	
Specs	Overall Length (㎜)	2,130	
	Overall Width (㎜)	740	
	Overall Height (㎜)	1,175	
	Wheelbase (㎜)	1,455	
	Ground Clearance (㎜)	145	
	Seat Height (㎜)	810	
	Curb Weight (㎏)	214	
	Tire (front)	120/70ZR17M/C Tubeless	
	Tire (rear)	190/55ZR17M/C Tubeless	
	Engine Type	999㎤ Liquid-Cooled 4 Cycle Inline 4-Cylinder DOHC Engine	
	Fuel Tank (L)	18	
	Fuel Consumption	15.8(WMTC)	
	CO2 Emissions	146	

All-New SV-7S

The all-new SV-7S is a naked street model developed around the concept of "Easy to Ride, Hard to Forget", inheriting the riding enjoyment long delivered by the globally acclaimed SV650 while incorporating advanced equipment to meet the needs of modern riders.

Powered by the renowned V-twin engine praised in the SV650 series, which is combined with electronic throttle control, the SV-7S delivers V-twin pulsation at low rpm, strong and liner torque in the mid-range, and smoothly runs up to the high rpm range. In addition, by adopting wide tapered aluminum handlebars offering excellent maneuverability, and an ergonomically designed seat that reduces rider fatigue, it provides an upright and relaxed riding position, and aims to deliver comfortable riding across diverse settings from city riding to touring.

In addition, it is equipped with the S.I.R.S. electronic control system to support comfortable riding, featuring the Suzuki Traction Control System to suppress rear-wheel spin according to road conditions, and the Bi-directional Quick Shift System for fast, seamless gear shifts without clutch lever operation.

The design is developed under the theme "Clean, Simple and Sporty". Featuring a classic round-shaped LED headlight that achieves both iconic styling and excellent light distribution, it presents slim, tight proportions with modern, sophisticated styling. Three body colors are offered: Pearl Suzuki Deep Blue No.4, Glass Sparkle Black, and Matte Sword Silver / Glass Sparkle Black.

All-New SV-7S Main Features and Specifications (European Spec.)

		SV-7S	Description
Equipment	S.I.R.S (Suzuki Intelligent Ride System)	Ride By Wire	
		SDMS (Suzuki Drive Mode Selector)	Integrated management of power output characteristics (3 levels)
		Traction Control (3Modes + OFF)	Limits power output when wheel spin is detected
		Bi-Directional Quick Shift System	Able to shift up/down without clutch and throttle operation
		Suzuki Easy Start System	Can start engine with one quick press of the button
		Low RPM Assist	Assists smooth launch from standing start
	Headlight	Mono-Round Headlight	
	Instrument Panel	4.2 inch Color TFT Display	Compatible with Suzuki Ride Connect +
Specs	Overall Length (㎜)	2,115	
	Overall Width (㎜)	785	
	Overall Height (㎜)	1,090	
	Wheelbase (㎜)	1,445	
	Ground Clearance (㎜)	135	
	Seat Height (㎜)	785	
	Curb Weight (㎏)	200	
	Tire (front)	120/70ZR17M/C Tubeless	
	Tire (rear)	160/60ZR17M/C Tubelaee	
	Engine Type	645cm3 Liquid-Cooled 4 Cycle V-Twin DOHC Engine	
	Fuel Tank (L)	14	
	Fuel Consumption	24.4(WMTC)	
	CO2 Emissions	96	

■ Comment from Toshihiro Suzuki, Representative Director and President

"The all-new ‘GSX-10R’ and all-new ‘SV-7S’ unveiled today are models that combine easy handling and comfort designed to appeal to a wider range of customers across a variety of riding situations, from daily transportation and weekend touring to sport riding, with refined styling and advanced electronic control systems that meet the expectations of modern riders. Based on Suzuki's corporate slogan, ‘By Your Side’, we will continue to deliver attractive motorcycles that enrich the lives of riders around the world."

End