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Suzuki Achieves 100 Million Units in Global Cumulative Production of Motorcycles and ATVs



1952 “Power Free”



1982 “LT125”



2025 “GSX-R1000R”



2024 “KingQuad 750 Axi”

Suzuki Motor Corporation (hereinafter “Suzuki”) achieved 100 million units in global cumulative production of motorcycles and ATVs (All Terrain Vehicles).

Suzuki’s motorcycle business began in 1952 with the launch of “Power Free”, a 36cc two-stroke motorized bicycle in Japan. Suzuki offers a broad range of motorcycles, from small models such as scooters that serve as practical daily transportation, to hobby-oriented mid- to large-displacement models such as the “GSX” series, “V-Strom” series, “DR” series, “Hayabusa”, and “KATANA”, as well as racing bikes including “RM-Z450”, ridden by Ken Roczen, the winner of the 2026 Monster Energy AMA Supercross Championship. Suzuki motorcycles are sold in 109 countries and regions worldwide. Production takes place at 16 manufacturing plants located across 14 countries and regions, including Hamamatsu Plant in Japan, India, Indonesia, the Philippines, China, and Colombia.

ATVs are off-road vehicles designed to deliver excellent performance across a wide variety of terrains. They are used not only for recreational activities such as hunting, but also for utility purposes including agriculture. Suzuki developed and launched the world's first four-wheel ATV, "LT125", powered by a 125cc four-stroke engine. Suzuki's ATVs have earned praise for their outstanding durability, compact design, and ease of handling from customers around the world, particularly in the United States, its key market. In the ATV business, Suzuki offers "KingQuad" series for both recreational and utility applications, meeting a wide variety of customer needs. Suzuki's ATVs are sold in 22 countries and regions around the world and are manufactured by Suzuki Manufacturing of America Corporation in Georgia, USA.

■ Comments from Toshihiro Suzuki, Representative Director and President, Suzuki Motor Corporation

"The history of Suzuki motorcycles began with the 'Power Free' in 1952, which featured an innovative mechanism that allowed riders to easily switch between pedal power and engine drive. Suzuki also pioneered the market with the introduction of the world's first four-wheel ATV, 'LT125', in 1982. Both the 'Power Free' and the 'LT125' were products developed with a focus on customers, inspired by the words of Michio Suzuki, who founded Suzuki in 1920: 'If the customer needs something, we must do whatever we can to respond. We can do anything if we work hard.' Since then, we have introduced numerous motorcycles and ATVs developed in response to our customers' needs, which has enabled us to reach this significant milestone. On behalf of Suzuki, I would like to express our sincere gratitude to our customers and Suzuki dealers around the world for their continued support and cooperation. Based on our corporate slogan 'By Your Side', Suzuki will continue to provide products that meet the diverse needs of customers worldwide."

■ Breakdown of 100 million units in cumulative production

Motorcycles: 97.4 million units ATVs: 2.77 million units

■ Milestones in cumulative production

2004 50 million units
July 2026 100 million units

End