



Corporate Outline

SUZUKI MOTOR CORPORATION

Mission Statement and Philosophy of Conduct ~ Vision (What we aim for)

Vision (What we aim for)

Team Suzuki aims for “an infrastructure mobility closely connected with people’s lives”

Mission Statement and Philosophy of Conduct (Suzuki Operating System)



Corporate Slogan
By Your Side

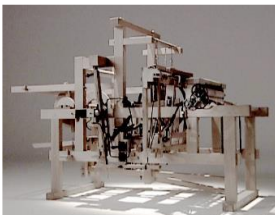
Founding spirit

To make mother’s work easier

Founder Michio Suzuki



The first machine gifted to mother



Suzuki Loom Works



1910s loom (reconstruction)

Suzuki historical timeline

- 1909 Suzuki Loom Works established
- 1920 Suzuki Loom Manufacturing Co. incorporated
- 1952 Started motorcycle business
- 1954 Name changed to Suzuki Motor Co., Ltd.
- 1955 Started Automobile business
- 1965 Started Marine business
- 1968 First overseas motorcycle production (Thailand)
- 1975 First overseas automobile production (Pakistan)
- 1979 ALTO mini-vehicle debuts
- 1981 Business tie-up with General Motors (dissolved in 2008)
- 1983 Start of automobile production at Maruti Suzuki
- 1990 Name changed to Suzuki Motor Corporation
- 1993 WAGON R mini-vehicle debuts
- 2004 Launch of global strategic model, SWIFT
- 2013 Accumulated automobile sales reached 50 million units
- 2016 Started exploration of business partnership with Toyota (Capital Alliance Agreement in 2019)
- 2021 New management and mid-term management plan “Sho-Sho-Kei-Tan-Bi”
- 2023 Announced Growth Strategy for FY2030
- 2024 Announced Technology Strategy for 10 Years Ahead
- 2025 Announced Mid-Term Management Plan “By Your Side” (FY2025-FY2030)



Suzuki Loom Works, circa 1909



Place of foundation
Nakajima-cho,
Hamamatsu

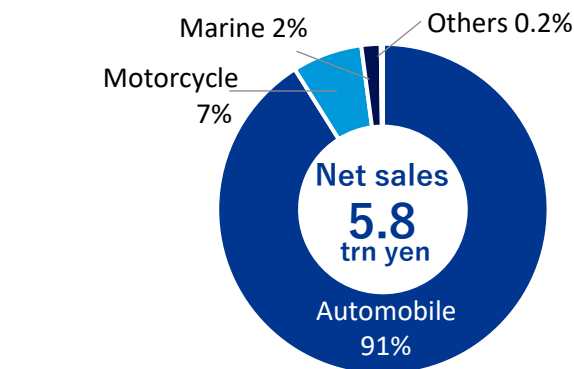


Material

Business Overview

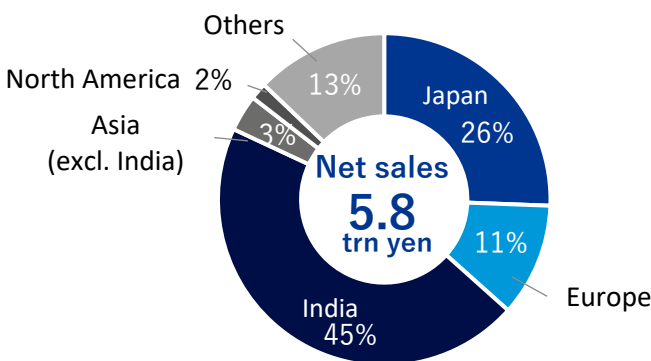
Based on the mobility business, such as automobiles, motorcycles, and marine products, offer a wide range of products and services that match the needs of customers and communities around the world

Consolidated Net Sales by Business



Note: FY2024 results
Other business includes electric senior vehicles, solar power generation, and real estate.

Consolidated Net Sales by Region



Note: FY2024 results
Others include Central and South America and Africa.

Automobile

- With environment-friendly compact vehicles as our strengths, offer means of transportation to support people's daily lives
- Main products: mini vehicles, compact cars, standard vehicles
- Main markets: Japan, India, Europe, EMEA, Asia



WagonR
Smile

SOLIO

FRONX

Motorcycle

- Provide a wide range of products, from scooters for daily use to sports bikes for leisure use
- Main products: motorcycles, ATVs
- Main markets: Japan, India, Europe, North America, Asia



Hayabusa
(Road Sports)

V-Strom
(Adventure)

ADDRESS 125
(Scooter)

Marine

- Offer medium to large models for leisure use contributing to a clean and sustainable waterfront environment, as well as small models for business purposes, such as commercial fishing
- Main products: outboard motors (removable marine engine)
- Main markets: North America, Europe, Asia



Outboard motor

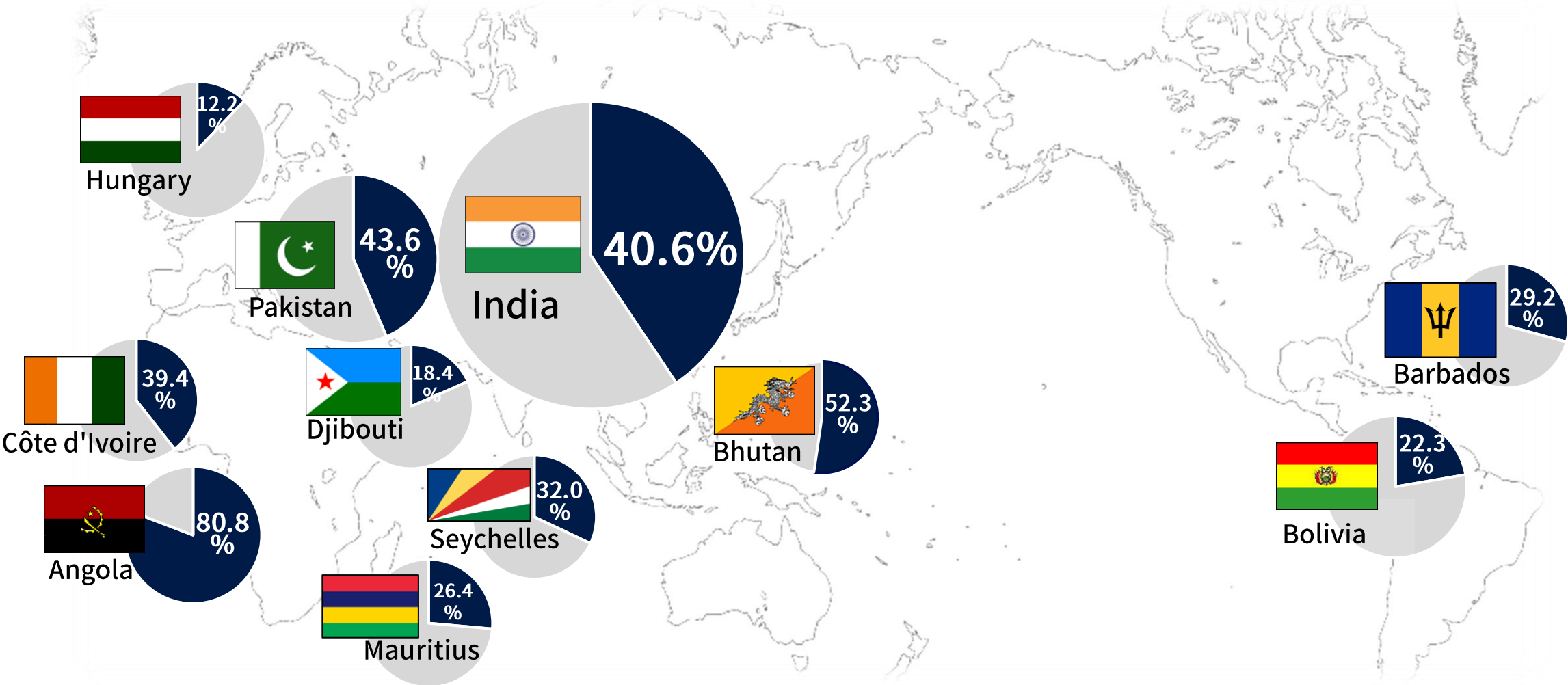
Other

- Achieve sustainable local communities through products, such as electric senior vehicles as a means of transport for the elderly for day-to-day events
- Main products and businesses: motorized wheelchairs, solar power generation, and real estate
- Main market: Japan



Electric senior vehicles

Top automobile share in 11 countries in the world



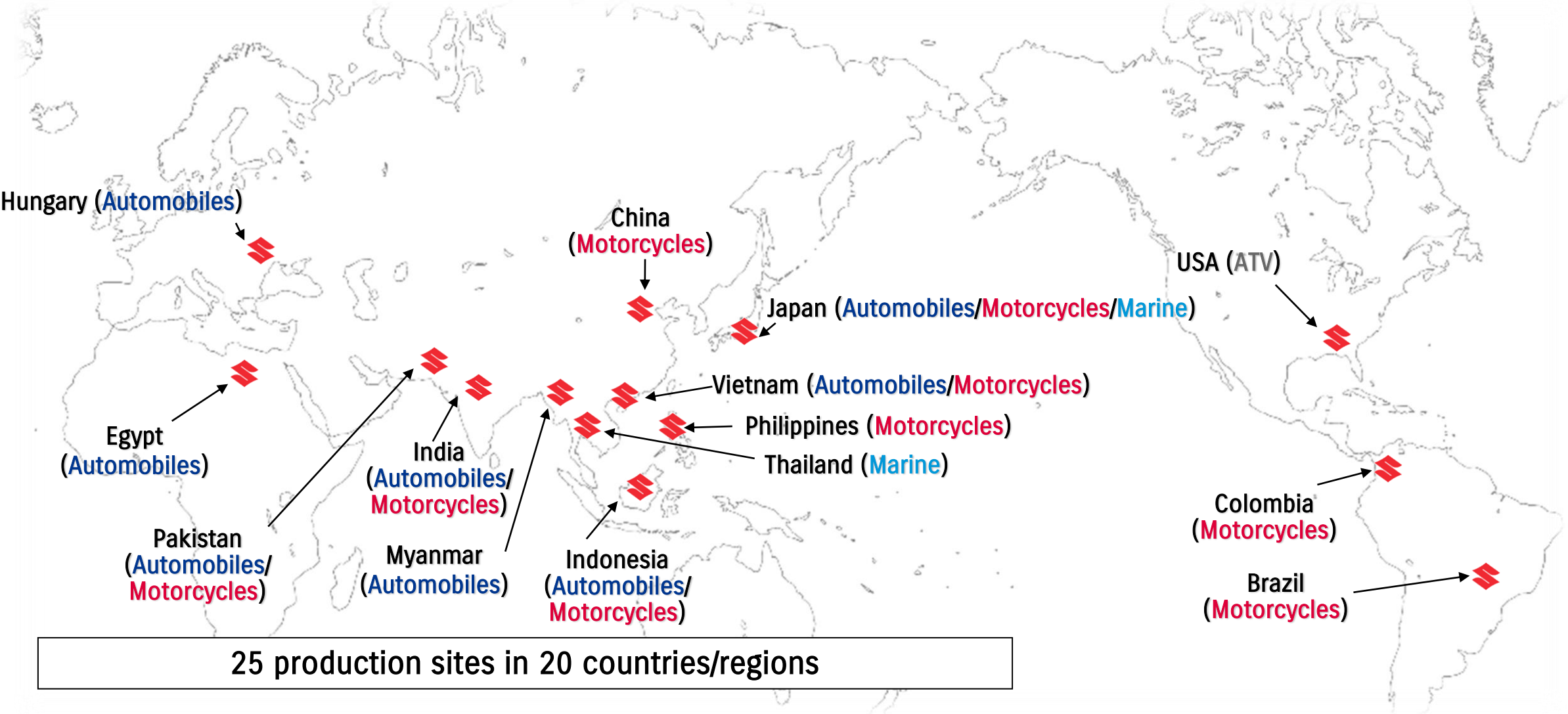
Note : FY2024 results, based on Suzuki research

• India and Hungary: Passenger vehicle shares • Pakistan: Excludes imported vehicles

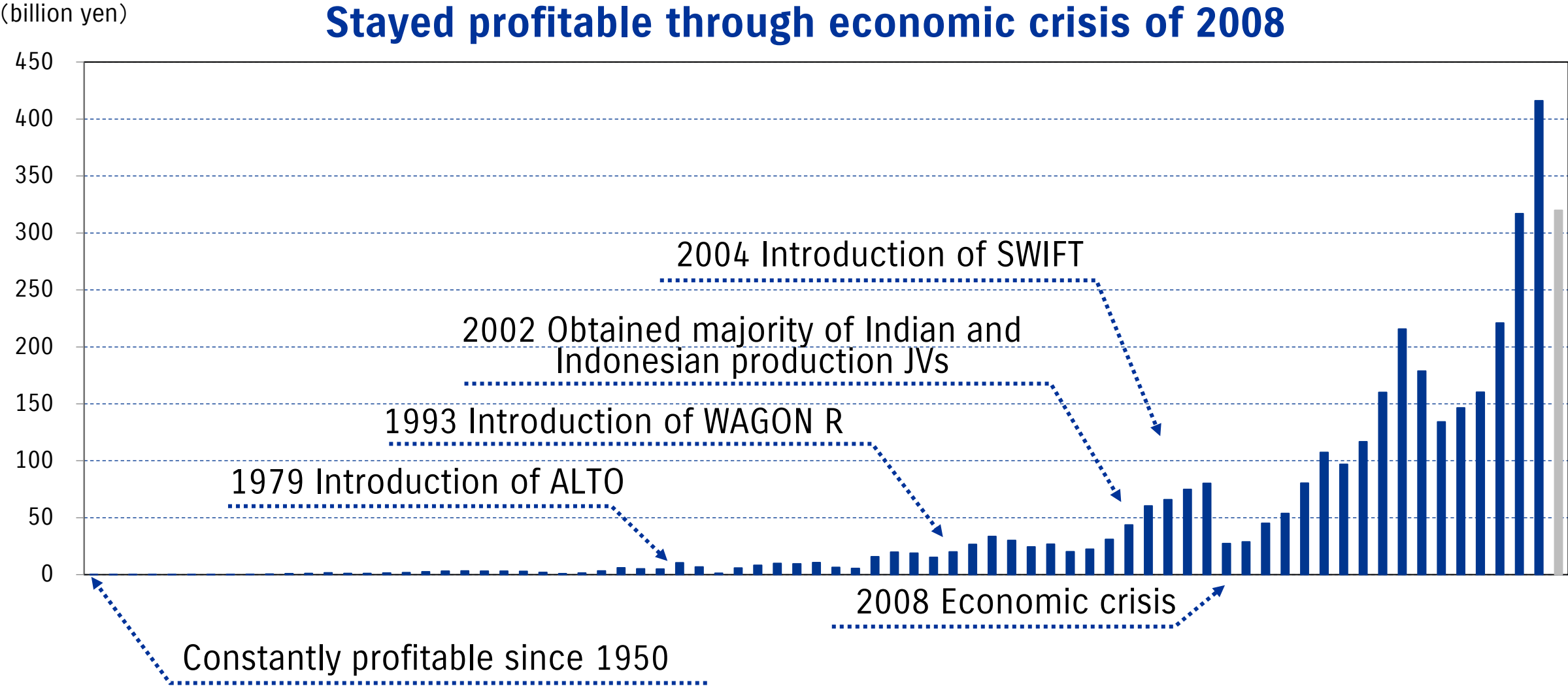
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Major Production Facilities

Production in 20 countries/regions outside Japan, mainly in Asia



Constant profit for over 70 years
Stayed profitable through economic crisis of 2008



Progress of global car sales

3,324 thousand units are expected for FY2025, up 2.6% YoY

