

SF

Global Communication Magazine

SUZUKI FAMILY

September 2014

140

CELERIO

Small on the Outside, Big on the Inside

Three Million Outboard Motors Produced

Suzuki Marine Achieved Accumulated Global Production of
3 Million Units of Outboard Motors

and more...

Suzuka 8 Hours

Again, Suzuki Makes a Podium Finish



Way of Life!

Small on the Outside, Big on the Inside

The CELERIO is a totally new compact car developed to exceed the expectations of all A-segment car owners.

The new CELERIO delivers the ease of driving for which compact cars are known while also providing outstanding interior space and luggage capacity. The newly developed engine and transmissions combine excellent fuel economy with a lively and enjoyable driving experience. All of this is delivered in a package that features high quality styling.

What's Goin' On?
SHOWTIME

**Suzuki Impresses People
All Over the World**

New CELERIO attracting attention in Europe and Asia



Delhi



Bangkok



Geneva

CELERIO World Premiere at the Delhi Auto Expo Show



In February, CELERIO made its world debut at the 12th Auto Expo 2014 in India. Unveiling the CELERIO at the event, Kenichi Ayukawa, Managing Director & CEO of Maruti Suzuki India Limited, said, "The CELERIO is the latest example, bringing its innovative Auto Gear Shift technology (Suzuki's newly developed automated manual transmission) to the country for the first time. This car promises a new, convenient and fun to drive experience that combines excellent fuel efficiency, a highly attractive price and low maintenance costs."

The Suzuki CELERIO an immediate hit with Indian customers

Customers placed orders for more than 35,000 CELERIOs within weeks of its launch at Auto Expo 2014 and by the end of June, more than 32,000 units had been delivered. The CELERIO is attracting family men in their 30s and 40s who want to try new products and technologies and also see this model as the best choice for a family car. Close to 47 percent opted for the Auto Gear Shift.

CELERIO at the 35th Bangkok International Motor Show



Suzuki Motor Corporation introduced the CELERIO at the Bangkok International Motor Show in March 2014 as a new global compact

car, and as the second Suzuki product for the market that meets Thailand's eco-car standards to qualify for eco-car tax privilege. Local sales began in May 2014.

Thai customers share their satisfaction

Impromptu interviews conducted with CELERIO purchasers soon after the product launch in Thailand revealed that married men who were buying the vehicle for their wife or child found the CELERIO's minimum turning radius, fuel economy, exterior design and ease of handling appealing. Unmarried buyers credited the attractive design, compact body size and economical performance as primary motivators for their purchase decision.

CELERIO at the 84th Geneva International Motor Show



The European specification CELERIO, a new type of A-segment vehicle developed under Suzuki's "A+" concept was unveiled at the Geneva International Motor Show in March 2014. The CELERIO is easy to drive and features a roomy interior and spacious luggage compartment that surpass the category's standards. It includes a newly developed K10C DUALJET engine with an Engine Auto Stop Start system that achieves class-leading low CO₂ emissions. Sales of the CELERIO in Europe are scheduled to begin in the latter half of 2014.



Product features

Spacious, comfortable interior

Part of the new CELERIO's attraction lies in providing a spacious interior that defies typical A-segment dimensions. Use of this space is maximised to realise roomy comfort with ample headroom and legroom for all cabin occupants. The large side door openings and high seating position promote easy cabin entry and exit.



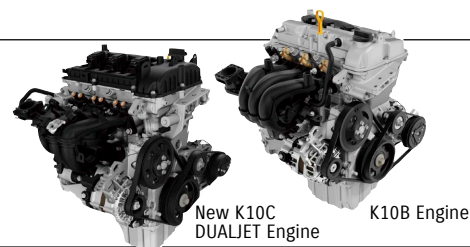
Spacious luggage compartment

Extra effort was devoted to providing luggage capacity that is among the best in the class. The rear flattened-end torsion beam suspension structure also contributed to realising a lower luggage compartment floor and overall storage capacity of 254 litres*. In addition, a large tailgate opening and low tailgate height from the ground contribute to easy loading and unloading of luggage.

*This figure may vary depending on the market. Measured using the German Association of Automotive Industry (VDA) Method.

Outstanding fuel efficiency and dynamic performance

The engine and transmission options for the new CELERIO were developed expressly for the purpose of delivering excellent fuel economy as well as dynamic performance. In order to enhance those, Suzuki introduced comprehensive measures to reduce weight wherever possible and to raise aerodynamic performance.



New K10C
DUALJET Engine

K10B Engine



Superb driving ease

The new CELERIO's compact body makes it easy to manoeuvre, even in tight places. In addition, the high-mount shift position and its smooth operation combine with a high seating position to help ensure clear visibility and ease of driving. Drivers will quickly come to appreciate its small turning radius and ease of handling, which lends greater confidence and enhances driving pleasure when negotiating narrow side streets and tight parking spaces.

Thai Suzuki Motor Demonstrates Market Potential for Suzuki Big Bikes



At the 35th Bangkok International Motor Show 2014, Thai Suzuki Motor Co., Ltd. on 25th March unveiled the elegant Suzuki BURGMAN 200 ABS luxury scooter and introduced the Suzuki V-Strom 1000 ABS. The exhibit's innovative Suzuki Big Bike Showroom offered three zones displaying motorcycles, accessories and souvenirs.

The company began offering the full line of Suzuki Big Bike products in Thailand during the fourth quarter of last the year. Among them, the featured BURGMAN 200 ABS premium scooter is manufactured in Thailand for both domestic sale and export to Japan, Europe, North America and Oceania. The flagship Suzuki V-Strom 1000 ABS touring adventure model - boasting a compact lightweight chassis, powerful engine and convenient equipment is sure to please experienced riders in the fast-growing domestic luxury market.



Kuwait Boat Show Highlights Suzuki Products in Growing Market



At the Kuwait Boat Show in February, the display booth of Suzuki OBM distributor in Kuwait - Mustafa Karam & Sons Co - exhibited a wide range of Suzuki Marine motors. Suzuki Marine outboards enjoy growing popularity and increased market share in Kuwait in recent years.

MK & Sons supports and backs up Suzuki Marine with mobile Marine Service Technicians, who cover almost the entire Kuwait region. Suzuki Marine & Mustafa Karam & Sons will continue to work closely together to serve and satisfy Suzuki OBM customers and ensure their maximum enjoyment of Suzuki Marine products during their time spent on the water.



Suzuki Marine Display Impresses Visitors of All Ages to Swiss Outdoor Show



Switzerland's popular 11th FISCHEN JAGEN SCHIESSEN (FISHING HUNTING SHOOTING) Trade Fair 2014 in February proved a complete success, hosting 30,000 or so visitors and 230 exhibitors for the four-day presentation.

Suzuki Marine Switzerland presented an impeccable display for an audience that included 30 classes of school pupils and many families. Among the highlights were exhibits of dual controls for Suzuki outboard motors on fishing boats and the unique 'Sergio Cellano' range of inflatable dinghies, which made a featured premiere at the trade fair.



Dual Mounted DF300AP RIB on the Menu at Amsterdam Boat Show



Under the slogan "Herman only chooses the best ingredients", Dutch celebrity TV chef Herman den Blijker's 10 metre RIB was a hit at the HIWSA Amsterdam Boat Show. Prepared by Netherlands distributor B.V. NIMAG the display featured dual white DF300AP engines, the world's first outboard that combines standard and counter-rotation operation in the same lower unit. This industry first is made possible by a unified design of gears, shaft and bearings in the lower unit to make operation reliable and efficient in either regular or counter-rotation directions.



Suzuki's Innovative Automobile Technologies

New Technologies

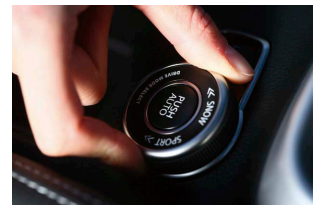
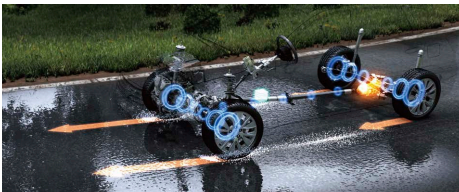
ALLGRIP

– more fun and greater reassurance wherever you drive



Suzuki has been developing 4WD vehicles for nearly half a century. ALLGRIP leverages this experience to mark a further evolution of our renowned 4WD technologies and deliver the following three key values that are so much in demand today. Firstly, it must be "Fun to drive". In addition to expanding the driver's range of activities, ALLGRIP enhances driving pleasure with better cornering performance in everyday driving. Secondly, it must provide "Peace of mind". ALLGRIP heightens stability and provides a more reassuring driving experience when the weather turns bad and the road surface changes unexpectedly. Thirdly, it must deliver "High fuel-efficiency". Although 4WDs are sometimes associated with low fuel efficiency, weight-saving technologies and advanced control systems provide fuel efficiency and low CO₂ emissions.

The first ALLGRIP model is the SX4 S-CROSS. The SX4 S-CROSS's 4WD system has a four-mode select function which delivers the ALLGRIP's three values. SPORT mode is for pure driving pleasure, SNOW/LOCK modes ensure driving confidence, while AUTO mode supports efficient driving. Plans are to demonstrate to users and the market that 4WD can become a reliable partner for all people under all driving conditions by offering the three values in future models.



DUALJET ENGINE

– striking the right balance between dynamic performance and outstanding fuel efficiency



Suzuki's new DUALJET engine increases thermal efficiency to convert more thermal energy into motive power by incorporating a number of innovations.

One such innovation is the adoption of two fuel injectors per cylinder. The two injectors deliver a fine spray of atomised fuel into the combustion chamber, which makes the fuel more readily combustible and helps increase thermal efficiency. Each of the injectors is positioned close to the combustion chamber for efficient filling of fuel. These combine with an optimally shaped piston crown and compact chamber design to promote more efficient combustion.

Boosting the engine's compression ratio is another method for effectively increasing combustion efficiency. The downside of this approach is the increased likelihood that detonation (knocking or pre-ignition) occurs. Technologies implemented on the DUALJET engine to suppress detonation and further increase thermal efficiency include new piston-cooling oil jets and a water-cooled EGR system that returns some of the exhaust gas to the combustion chamber to reduce combustion temperature.



AUTO GEAR SHIFT

– makes driving more fun and more economical



Auto Gear Shift combines the fuel economy, cost efficiency and fun-to-drive direct feel of a manual transmission with the easy-to-drive characteristics of an automatic transmission.

Auto Gear Shift marks a departure from conventional automated manual transmissions by mounting Suzuki's "Intelligent Shift Control Actuator" directly to the transmission. Integrating the controller into its electronic hydraulic actuator helps realise a compact and lightweight transmission that produces faster, smoother shift timing.

The driver can freely select between the automated Drive mode and Manual mode. In Drive mode, the driver simply operates the accelerator and brake pedals without shifting gears, thereby enjoying the easy driving style of an automatic transmission. Manual mode enhances driving pleasure by enabling the driver to freely and easily change gears at will.



Suzuki Marine: A Remarkable Past, An Exciting Future

Suzuki Marine Fans to Participate in 50th Anniversary Photo Contest

To mark our 50th anniversary of making and marketing outstanding outboard motors in 2015, this year Suzuki Marine is staging an exciting amateur photo contest. All Suzuki customers, and fans are encouraged to participate.

Under the theme "Suzuki Global Adventure: Illustrating The Marine Way of Life!", anyone can enter their previously unpublished photos of a Suzuki outboard motor into the contest. Entries must be submitted from 1st June through 30th November. For submission guidelines on how to enter photos through your distributor, please see the contest website at: <http://www.globalsuzuki.com/marine/photocontest/index.html>

About 35 local Suzuki distributors will be accepting photo entries through their websites, e-mail, or SNS. Each participating distributor will choose two local winners whose names will be posted on the Global Suzuki website in December. Head office will choose the Grand Prize winner and three Excel-



lence Awards winners – to be announced at the Japan International Boat Show in Yokohama in March 2015. Winners will also be posted on the Global Suzuki Marine website.

The top winning photo will be featured in Suzuki promotional materials, boat show displays and in the 50th anniversary publication.

50 Years Young and Still Growing

To celebrate its 50th anniversary, Suzuki Marine held an event in Hamamatsu on 8th August, where former and present employees gathered to discuss Suzuki's technological achievements and the company's remarkable expansion in domestic and overseas markets over the last half century. Suzuki members, past and present, shared their pride in being a part of this wonderful history and promised to continue to press for an even better future in the next 50 years.



Suzuki Marine Hits 3 Million Outboard Motors Total



Suzuki Marine this year achieved accumulated global production of three million units of outboard motors, 49 years after beginning manufacture in 1965.

Suzuki celebrated the milestone on 24th July at its Toyokawa Plant in Aichi, Japan, with a ceremony attended by Representative Director and Executive Vice President Toshihiro Suzuki.

Suzuki Marine has won the US National Marine Manufacturers Association (NMMA) Innovation Award seven times, thanks to high quality and durability backed by high technologies. Lightweight, compact and user-friendly, Suzuki outboard motors are favoured by customers in 144 countries and regions worldwide.

"Suzuki will be celebrating our 50th anniversary of outboard motor sales in 2015. We kindly ask for your support, so that our products would be continuously valued and loved by customers," Toshihiro Suzuki said.

The New DF200A

- Lightweight, Powerful, Efficient and Reliable

Suzuki's new DF200A inline four-cylinder outboard motor stands to redefine lightweight outboard performance and fuel economy by delivering advanced features, enhanced reliability and impressive power on par with a V6 engine.

At just 226kg, the new DF200A is more than 12% lighter than Suzuki's V6 DF200. Even so, it produces the same 147kW (200PS) of power to offer boaters the choice of a lighter, leaner, more compact solution that comes without any compromises.

Innovative features abound

The stylish new cowling is designed to maximise performance by delivering cooler air directly to the engine's tuned long-track intake manifold. Suzuki's proven Variable Valve Timing system and twin intake and exhaust valves allow the engine to breathe even more efficiently. A higher 10.2:1 compression ratio and the engine's 2,867cm³ big block performance also contribute to the new DF200A's impressive acceleration, powerful low-end torque and top speed potential.

Suzuki's Lean Burn Control Technology optimises the fuel-to-air mixture throughout the engine's operating range to help maximise performance and fuel economy. Advanced knock and oxygen sensors further enhance reliability and help keep the engine running smoothly under changing conditions, speeds and power demands. The DF200A also features a water detection sensor to warn of moisture in the fuel system.

Also scheduled for release is the new DF200AP model. It will be the first 147kW (200PS) outboard on the market available with Suzuki Precision Control, an advanced computer-based control system that replaces mechanical cables with electronic "drive-by-wire control" for silky smooth throttle and shift operation, and Suzuki Selective Rotation, which proves invaluable on multi-outboard installations. In addition, it features a keyless ignition system that uses a coded key-fob for added convenience.



Suzuka 8 hours 2014



Podium Finish for Yoshimura and Kagayama Suzukis



When the checkered flag was waved at Suzuka 8-Hours World Endurance Championship's second round on July 27, Yoshimura Suzuki and Team Kagayama on their GSX-R1000s finished in second and third place. Adding to the drama a heavy rainstorm forced postponement of the start and intermittent rain forced extra pit stops to change tyres and created challenging conditions on the Suzuka course.

The Yoshimura Suzuki Shell Advance team was within 60 seconds of victory. The Yoshimura Suzuki team included two Suzuki MotoGP Test riders, Randy De Puniet and Takuya Tsuda along with Tyco Suzuki's British Superbike rider Josh Waters who had won the Brands Hatch BSB round just the week before. Tsuda had the fastest qualifying lap at the Top Ten Trial the day before the race earning the pole position at the start for Yoshimura Suzuki Shell Advance completing the circuit in 2:06.703. After the race Tsuda said "I know we all did our best but I'm not satisfied with the result. I will do my best next year to win."



In third place was Team Kagayama with Yukio Kagayama joined by his 2013 Suzuka partner Noriyuki Haga and a new young Swiss team member Dominique Aegerter. The first three places, Honda, Yoshimura Suzuki and Team Kagayama were in exactly the same order of finish as last year. "I am really happy with the great support

from the fans we've had today. I planned to take Noriyuki to the podium and Dominique did a great job his first race here, and I'm pleased we invited him to join us. Thanks also to our great staff!"

Another thing that made this year's Suzuka 8-hours special was the participation of The Legend of Yoshimura Suzuki Shell Advance featuring former World 500cc Champion Kevin Schwantz, former All Japan Superbike Champion Satoshi Tsujimoto and Suzuki MotoGP Test rider Nobuatsu Aoki.

The Suzuka 8-hours is Japan's most prestigious motorcycle race, a grueling test of riders and machines. All of us can be proud of the designers, engineers and craftsmen who have built Suzuki's great motorcycles. And we are proud of the riders whose skill was on display this year at Suzuka. It's great to be part of the Suzuki Family!



Five Suzuki Teams Compete at Suzuka



This year five Suzuki teams are attracting attention on the Suzuka circuit. The teams creating all the excitement are:

#12 Legend of Yoshimura Suzuki Shell ADVANCE team

Kevin Schwantz
Satoshi Tsujimoto
Nobuatsu Aoki (MotoGP test rider)

#34 Yoshimura Suzuki Shell ADVANCE Racing Team

Takuya Tsuda (MotoGP test rider)
Josh Waters
Randy De Puniet (MotoGP test rider)

#17 Team KAGAYAMA & Verity

Yukio Kagayama
Noriyuki Haga
Dominique Aegerter

#1 Suzuki Endurance Racing Team (SERT)

Anthony Delhalle
Erwan Nigon
Damian Cudin

#21 Hamamatsu Team Titan

Yuki Shimizu
Tsubasa Inuki
Hikaru Ohshiro



What's Goin' On?
CHEQUERED FLAGS

SUZUKI

Our Spirits United as One to Challenge the Future

One Thousand Voices in One Team in Suzuki Blue

Waving Suzuki flags and dressed in Suzuki blue shirts and caps one thousand fans raised their voices as one to cheer on the Suzuki teams at Suzuka 8-hours. Led by the always enthusiastic Managing Director Motoo Murakami the fans yelled loudly when the six riders for Yoshimura Suzuki teams took the stage for their introduction. And when the race began, the thousand voices joined with the roar of the engines and the excited fans stood as one while the Suzuki teams jostled for position in the opening laps. Then as the daylight began to fade and the race entered its final hours one thousand hands waved one thousand blue pen lights. A great cheering team for a great riding team.

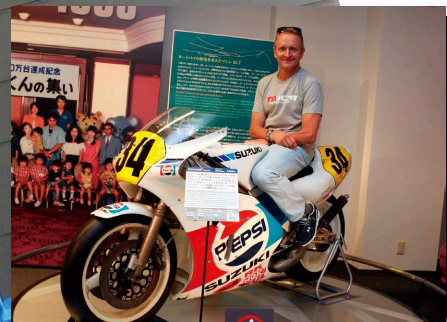
Suzuki Riders Share Their Thoughts

As excitement was building on the day before Suzuka 8-hours, the riders for the Suzuki teams appeared on a talk show to share their thoughts about the upcoming race. Suzuki fans enjoyed hearing the riders for S.E.R.T, Team Kagayama, the Yoshimura Suzuki Legend team, Yoshimura Suzuki Shell Advance and the Hamamatsu Team Titan made up of Suzuki employees.



Kevin Schwantz Visits Suzuki HQ

Former 500cc World Champion Kevin Schwantz visited Suzuki headquarters in Hamamatsu before the race. While he met with Representative Director and Executive Vice President, Yasuhito Harayama and the Suzuki MotoGP R&D team, Schwantz enjoyed climbing aboard the legendary Pepsi Suzuki bike on display at Suzuki Plaza. This is the motorcycle on which he rode to victory in the 1988 Japanese Grand Prix.





Suzuki MotoGP Test Riders Hit the Circuit



At this year's Suzuka 8-hours, fans were very excited to see that Suzuki's MotoGP test riders joined the race: Nobuatsu Aoki in Legend of Yoshimura Suzuki Shell ADVANCE, and Randy De Puniet and Takuya Tsuda with Yoshimura Suzuki ADVANCE. In another big treat for the fans, former All Japan Superbike Champion Satoshi Tsujimoto joined Schwantz and Aoki at Suzuka uniting past glory with hopes for the future.

Suzuki's history on the MotoGP circuit is now set to return to the starting line. It's been almost 40 years since Barry Sheene rode to a pole-to-finish victory at the Dutch TT for the Suzuki team in 1975. In the following years many of the sport's biggest names rode to fame aboard Suzuki's motorcycles. MotoGP World Champions for Suzuki's teams included Franco Uncini in 1982, Kevin

Schwantz, one of the most respected riders of his era was World Champion in 1993 and then in 2000 Kenny Roberts, Jr. became the first World Champion of the new millennium.

Suzuki has been working hard to prepare to return to MotoGP after bowing out of competition at the end of the 2011 season. Throughout this season and in events from Europe to America to down under in Australia, Suzuki team riders and development teams have been testing and adjusting Suzuki's challenger for the MotoGP of the future. Each test race provided engineers and riders with the information they needed to make adjustments to the electronics, to the chassis, the tyres or any other detail that will return Suzuki to the MotoGP podium.





AUTOMOBILES

Suzuki Tennis Grand Prix Switzerland Generates Public Interest

Das grösste Tennis-Turnier der Schweiz

08/2013-04/2014
www.tennis-grand-prix.ch

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Grand Tager au sort
1er Prix: 6 mois de conduite gratuite avec une Suzuki New Swift Sport!
2ème Prix: 3 motos à moteur Schach Schneekatzen avec moteur

Sponsors: HEAD, Wilson, Tretorn, Co-Sponsor: SWISSCOM, Mediensponsor: smash

For six years, Suzuki Switzerland has been title sponsor of the National Suzuki Tennis Grand Prix, the biggest tennis event in Switzerland with over 10,000 participants playing from September through April at 25 centres. At the centres, Suzuki carries out a variety of sales activities, offering brochures and posting banners and posters and exhibiting vehicles outside the entrances.

Public interest and attendance is high, since tennis is a very popular sport in Switzerland. Open to all age and ranking categories, the tournament allows any Swiss tennis player to compete for attractive prizes awarded to the best eight players in each category. This year, of the category winners, one lucky player was awarded a Swift Sport to drive for six months free of charge, while the second prize winner earned a Suzuki Marine package.



Suzuki Queensland in Top Gear for SX4 S-CROSS Launch



Fischer SX4 S-CROSS Sunset

Stunning sunset photo taken by Wade Fischer, husband of Eleanor Fischer, the competition's first interim winner

Suzuki in Queensland Australia's innovative launch strategy for the new SX4 S-CROSS centres on a search for a talented automotive writer/broadcaster. Listeners of a leading Australian radio station and Facebook fans are asked to prepare and submit a motoring report – written, voice-recorded or on video – as an audition to be uploaded to the Radio 4BC website.

The campaign provides six months of continuous promotional exposure from 12 different audition winners spreading across thousands of social media contacts. In the

end, the fan who delivers the best social media in terms of content, fun, relevance and audience reach wins the SX4 S-CROSS test car.

Suzuki Queensland General Manager Adam Le Fevre explained: "We have helped ordinary people on the street become motoring commentators and given them a way to achieve immediate fame for themselves and the new SX4 S-CROSS."

Suzuki SX4 S-CROSS Sponsors Sanremo Festival 2014



Demonstrating the belief of Suzuki Italy that "Car engines and music can communicate the same emotions: passion, happiness and freedom", the company proudly sponsored the 64th Festival di Sanremo. This most important singing contest in Italy was held from 18th to 22nd February and broadcast in Eurovision on RAI 1.

The sponsorship was an outstanding opportunity to promote the SX4 S-CROSS as the festival's universal appeal attracts a diverse audience composed mainly of families, the main target for SX4 S-CROSS.

Successful Wagon R Launch in Pakistan



This year Suzuki's Pakistani subsidiary, Pak Suzuki Motor Co. Ltd., started production of the Wagon R with 1.0 litre engine, which is based on the popular Japanese 660cc engine model, and successfully launched it on 18th April at a press conference in Lahore.

Media coverage was extensive, with representatives from 26 news organisations, plus invited guests, including more than 900 dealership owners and loyal customers. Reaction from journalists and the public was universally positive, with particular enthusiasm for the Wagon R's interior roominess in a compact body and its easy cabin access thanks to the high seating position.



MOTORCYCLES

Leading US Suzuki Dealers Visit COTA for Exclusive Event



Suzuki Motor of America, Inc. (SMAI) hosted nine leading Suzuki retail dealers for an exclusive Suzuki test team event at the Circuit of The Americas (COTA) Grand Prix facility near Austin, Texas, following round 2 of the MotoGP race series in April. This was the sole U.S. appearance this year of Suzuki's all new MotoGP race bike as Suzuki prepares to return to MotoGP in 2015.

Winning dealers with VIP status enjoyed a few days with members of the Yoshimura Suzuki Factory Racing team, including Martin Cardenas, Roger Hayden and Chris Clark as well as Suzuki MotoGP test riders Randy DePuniet, Nobuatsu Aoki and special guest rider Kevin Schwantz.

"It was awesome," said General Manager Tim Sifferle of Carol Stream (Illinois); "...a once-in-a-lifetime event," said Sales Manager Eric Knobel of Riva Motorsports Miami.



Press Welcomes Oceania Launch of the New V-Strom 1000



Suzuki Australia joined forces with New Zealand colleagues for the Oceania launch of the new V-Strom 1000 in March. They chose the adventure island capital to showcase Suzuki's latest adventure tourer, with nine leading journalists sampling the machine on a challenging route from Napier to Palmerston over the peaks of the Ruahine Forest Park. The route was perfectly suited to highlight the new torque characteristics and

redesigned chassis of the all-new V-Strom.

The launch drew a host of positive reviews: "one of the best value for money adventure tourers available on the market" and "this bike will be sitting in the garages of some very happy Aussie adventurers". A video of the launch including quotes from some of the media can be viewed at <http://www.youtube.com/watch?v=H9tqKVyXN58>

Historic Suzuki RG500 40th Anniversary Celebration at Spa Francorchamps



For three days in July, Suzuki Belgium and Suzuki International Europe cooperated as the leading partner in the 12th edition of the Bikers' Classics, one of Europe's largest Classic Race events, hosting some 120 guests at their hospitality unit for presentation of the XR-H1 Moto GP machine as a future classic.

The spectators at the Circuit de Spa in Francorchamps, Belgium enjoyed a wonderful entertainment programme, with a GP500 Parade and a unique line-up in the Sidecar class.

Classic bike and new Suzuki riders were invited to ride the old original circuit, where



Didier de Radiguès also rode several different historic Suzuki race-winning bikes. Finally, former Endurance World Champion Richard Hubin and his younger teammate Gregory Fastré won the 4-hour Spa Classic on a Suzuki!

MARINE PRODUCTS



Denmark Distributor Trains Suzuki Service Technicians in Greenland



The outboard market in Greenland, which is highly dependent on commercial fishing, is thriving. During two days on 23rd and 24th April,

Suzuki's Danish distributor Johs Thornam A/S had the pleasure of hosting a service seminar in Greenland - attended by more than 20 service technicians from six Greenland dealers - at the Mechanical training facilities in Nuuk.

The main focus of the event was to introduce Suzuki Precision Control (SPC) and develop a thorough understanding of the new DF25A/30A. In addition, there was time to train the technicians in the general set-up of the DF60. All participants were presented with customized Suzuki Marine winter jackets.

Suzuki's Dutch Marine Dealers Visit Japan



Last March, Suzuki distributor of the Netherlands, B.V. NIMAG, invited all of the company's marine dealers to join a unique dealer visit to Japan.

Organized to celebrate and reward dealers for five years of Suzuki's market leadership in the Netherlands, the trip also was designed to build long-term relationships and foster increased solidarity and cooperation. Among other activities, during the visit to the Toyokawa outboard plant, the Dutch dealers were able to observe and study the high-tech production facilities first-hand.

Suzuki Clean-up Campaigns Successful in Germany, Italy and Indonesia

In 2011, Suzuki Marine launched our first "Clean Up the World Campaign", asking the entire Suzuki Marine network worldwide to cooperate with their local communities on cleaning up around lake, river and marine beaches in order to create clean, healthy environments for boating recreation. The projects also demonstrate Suzuki's corporate commitment to environmental responsibility.

PT SUZUKI INDOMOBILE SALES (PT SIS), INDONESIA

On 29th March, PT SIS invited 65 people to join their third "Clean Up the World Campaign" at Tanjung Pasir Beach. The campaign was supported by Indonesian Navi from POSAL Tanjung Pasir, Tangerang in cooperation with 40 elementary school student volunteers. Besides improving the boating environment, the campaign helped educate young people about environmental responsibility.



SUZUKI ITALIA S.P.A., ITALY

Also, on the same day, about 25 employees of Suzuki Italy and their families cooperated with local volunteers of Turin to clean up the shore of the nearby Dora Baltea River. In three hours, the group - wearing uniforms with the Suzuki logo - collected from an area of approximately 7,000 square metres about 100 bags of waste. The project was well covered by the local newspapers and websites.



SUZUKI INTERNATIONAL EUROPE GMBH, GERMANY

On 18th June, Suzuki International Europe GmbH held their "Clean up the world" event on both sides of the Main River near Bensheim. The entire SIE Marine Department of 8 people joined 32 students, teachers and others affiliated with sports AG Georg Büchner School to collect nearly 200kg of trash along 60.4 kilometres of the river. Local residents praised the commitment of the blue-clad cleaners as well as Suzuki's environmental profile in Bensheim.



1 Suzuki Automobile Manufacturing Expansion in India

On 28th January, Suzuki Motor Corporation's Board of Directors voted to establish an automobile manufacturing subsidiary, to be named "Suzuki Motor Gujarat Private Limited (SMG)". The subsidiary will gradually expand production to meet growing domestic market demand and increase exports from that country. The automobile manufacturing plant in Gujarat State plans to start production within 2017.

2 Suzuki Distributor in China Adds Outboard Motor Sales

With the goal of expanding outboard motor sales in China, Suzuki Motor Corporation has named Suzuki Motor (China) Investment Co., Ltd. as sales distributor for Suzuki outboard motors.



Suzuki China – a subsidiary that already imports Suzuki automobiles and motorcycles – exhibited outboard motors at the 19th China International Boat Show held in Shanghai on 10th April. At the show, the subsidiary announced the commencement of operation as an outboard motor distributor for the Chinese market, importing outboard motors from Japan and Thailand and distributing them in the domestic China market (excluding Hong Kong).

Suzuki China offers a wide range of outboard motors from DF2.5 to DF300AP, intended for both the commercial fishing industry market and the promising pleasure boat market. By offering Suzuki automobiles, motorcycles and outboard motors, Suzuki China endeavors to build the Suzuki brand in China and expand sales of the product line.

3 The Future of Suzuki Green Technology

Suzuki held a press conference in Tokyo on 16th April, 2014 with presentation by Representative Director and Executive Vice President, Osamu Honda, to show our roadmap for future efforts on the following environmental technologies for automobiles.



Next Generation Lightweight Platform

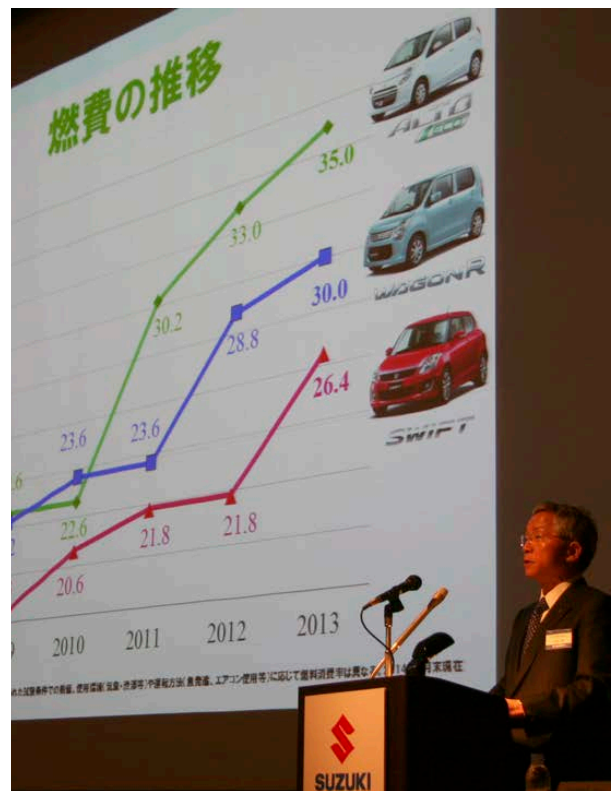
Suzuki's next-generation lightweight platforms are being developed with a focus on integrating them into three types: Mini, A-segment and B-segment. These will be as much as 15% lighter and 30% more rigid than current platforms, and Suzuki is also planning to modularize functional components to increase development efficiency. The new platforms will be rolled out as new models are launched and current models are updated.

Increased Powertrain Efficiency

Suzuki's goal for petrol engine development is to increase thermal efficiency to 40% by 2020 by refining the R06A engine for mini cars and offering a lineup of naturally-aspirated and direct-injection turbocharged engines for compact cars. Plans also include in-house development of an efficient two-cylinder diesel engine aimed primarily at the Indian market. Efforts to advance transmission development include Auto Gear Shift, Suzuki's new automated manual transmission.

Advanced Energy Management

Future plans include the development of advanced energy management technology that couples Suzuki's ENE-CHARGE system with an ISG (integrated starter generator). This new technology will increase electric regeneration efficiency and output by as much as 30% compared to a current ENE-CHARGE system while also providing a silent restart thanks to the belt drive. In addition, it will also feature a power assist function using an ISG as an electric motor.





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