

# XXVIII Assemblea Generale dell'Italy- Japan Business Group (IJ BG) a Milano November 25, 2016

**SUZUKI ITALIA S.p.A.**

**Hiroshi KAWAMURA – President**



## Hisotry:

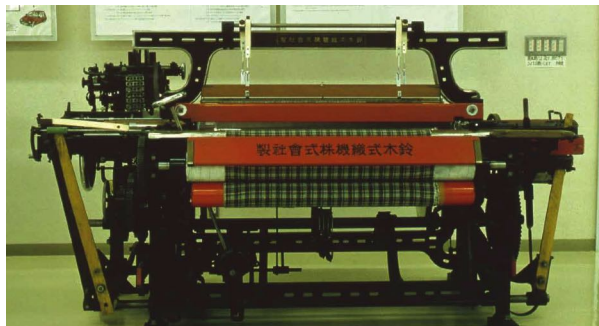
**1909 start business as Suzuki Loom Works**

**1920 Incorporated as Suzuki Loom Manufacturing Co.**

**1954 Produce first motorcycle (Colleda)**

**1955 Produce first automobile (Suzulight)**

**1965 Produce first outboard eingingine (D55)**



**Location: Hamamatsu Japan**

- **Global manufactures originated**
- **Spirit of «Yamaika» Don't think, just do it!**

**Full of natural resources:**

**river, lakes, ocean, mountains, plain field**

**Between Tokyo and Osaka**

**cultural exchanges and competitions**

## Mission Statement

1. Develop products of superior value by focusing on the customer
2. Establish a refreshing and innovative company through teamwork
3. Strive for individual excellence through continuous improvement

社是

一、消費者の立場になって

価値ある製品を作ろう

二、協力一致清新な会社を

建設しよう

三、自己の向上にとあ常に

意欲的に前進しよう

- **8th largest automobile make  
(3,016,710 units, production volume, 2014)**
- **Market leader in India and Pakistan**
- **Europe business is 17% of total turn over (2Q FY2016)**

- **100% subsidiary of Suzuki Motor Corporation**
  - **Importer and wholeseller in Italy**
- (Automobile, Motorcycle, Outboard engines)**

	Product sources	Number of dealers
<b>Automobile</b>	<b>Japan, Hungary, India, Thailandia</b>	<b>91</b>
<b>Motorcycle</b>	<b>Japan, Thailandia, Indonesia</b>	<b>123</b>
<b>Outboard engines</b>	<b>Japan, Thailandia</b>	<b>55</b>

**1968 Start to import motorcycle**

**1976 Establish Suzuki Italia S.p.A.**

**Start to import outboard engines**

**1982 Start to import automobile (Aut'Expo)**

**1984 Suzuki Motor Corporation acquire 75% share**

**1989 Suzuki Motor Corporation acquire 100% share**

**1995 Automobile business transferred to Suzuki Italia**

**2009 Establish design center**

# Activity of Suzuki Italia S.p.A.



Way of Life!

Logistic

Order  
Import  
Delivery

Sales - Dealer  
network

Dealer  
development  
Traning  
Activity  
planning and  
followup

Communication

Advertisement  
Event  
PR  
Brand  
SNS

After  
sales

Customer  
care  
Technical  
Service  
Spare part  
Accessory  
Used car

# Brand activities



Way of Life!



# Design Center



Way of Life!

