

SUZUKI

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Way of Life!



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HIGH EXPECTATIONS

Magyar Suzuki Corporation produced 147,000 cars in 2014. Whilst sales of locally produced cars decreased by 4.5 % to 150,578 units, domestic sales grew by 16 % to 4,652 units. With a total of 4,735 Suzukis registered in Hungary last year, the company's market share was above 7 %. Motorcycle sales secured a 8.8 % market share and 4th position for Suzuki among competitors.

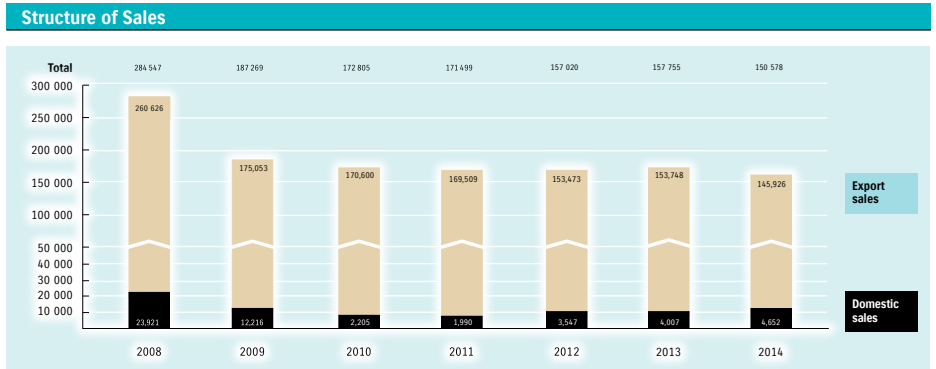
With their life cycles coming to an end, the SX4 and the Splash went out of production in summer 2014. The second half of the year was dedicated to the final preparations for the serial production of the new Vitara. Manufacturing and marketing of the model started in early March 2015. Vitaras manufactured in Esztergom are sold worldwide by Suzuki Motor Corporation's global distribution network. Magyar Suzuki Corporation has high expectations of this state-of-the-art SUV, featuring the AllGrip 4WD technology. The model is expected to boost the plant's output to 165,000 units in 2015.

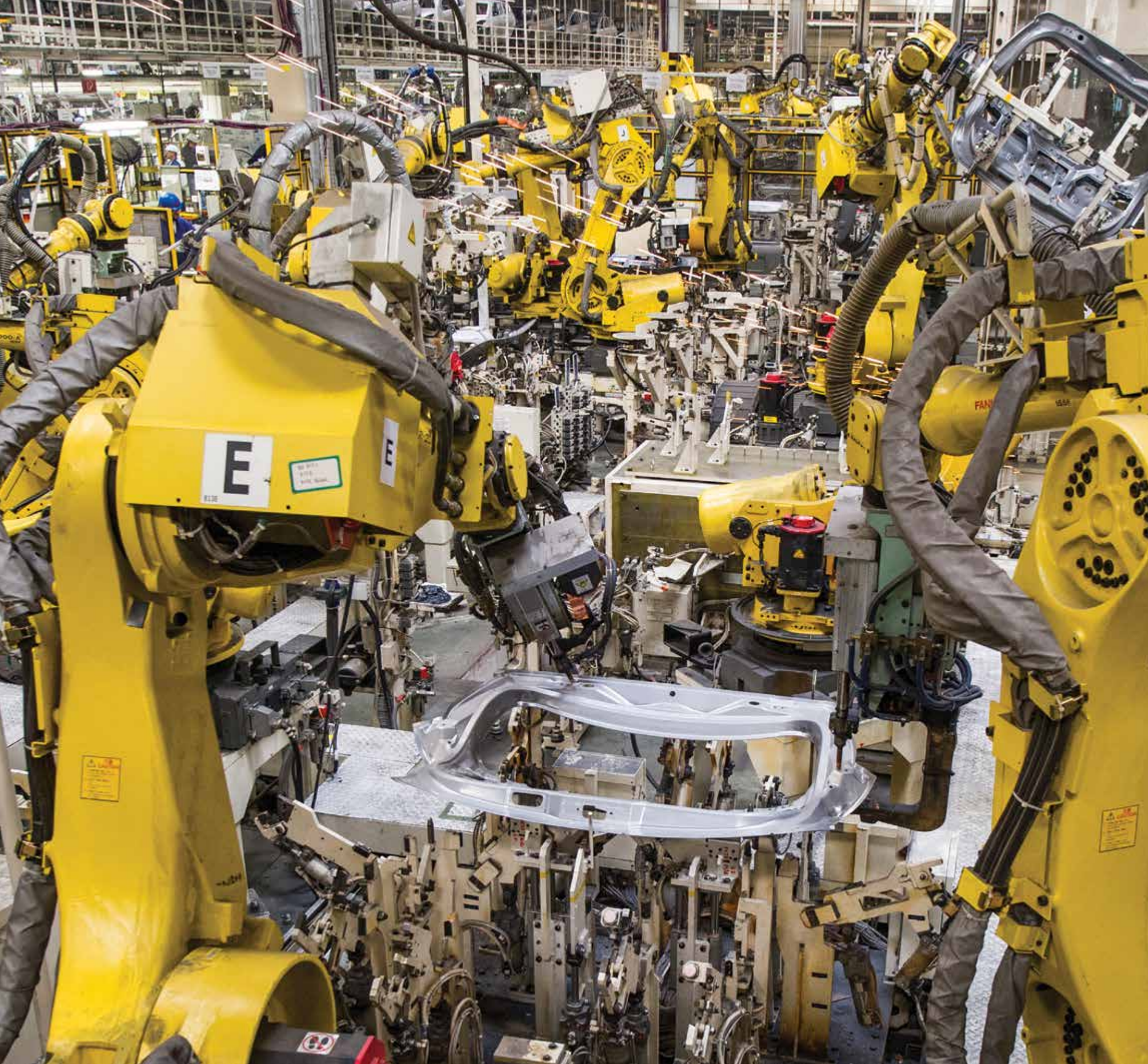
In addition to the 3,100 workers employed directly in Esztergom, Magyar Suzuki provides tens of thousands of jobs throughout its extended network of dealers and suppliers. The company is continuously working to increase the number of local suppliers as well as the total purchase from them.

Company Data	
ISSUED CAPITAL (AS OF DECEMBER 31, 2014)	EUR 302.9 million
NUMBER OF EMPLOYEES (AS OF DECEMBER 31, 2014)	3,100
NET SALES REVENUE FROM TOTAL SALES (2014)	EUR 1,539.3 million
NET SALES REVENUE FROM DOMESTIC SALES (2014)	EUR 81.4 million
NET SALES REVENUE FROM EXPORT SALES (2014)	EUR 1,457.9 million
ACQUISITION BASED INVESTMENT (2014)	EUR 76.5 million

Ownership Structure	
Suzuki Motor Corporation	97.52 %
ITOCHU Corporation	2.46 %
Hungarian shareholders	0.02 %

Production and Sales			
Cars produced in Esztergom (2014)	146,704	Splash (Opel Agila)	10,959
Car sales (2014)	151,705	Cars registered in Hungary (2014)	4,735
of which produced in Esztergom	150,578	of which produced in Esztergom	4,670
Export sales	145,926	Swift	1,743
of which Swift	47,138	SX4 S-CROSS	1,197
SX4 S-CROSS	61,102	SX4	1,088
SX4 (Fiat Sedici)	2,152	Splash	642





MILESTONES



1991 ■ Suzuki Japan, the Hungarian Government, Itochu and the World Bank establish Magyar Suzuki Corporation with a HUF 5.5 billion initial capital.



1992 ■ Serial production of the five-door Swift starts in October.

1993 ■ Production of four-door Swift sedan launched.

1994 ■ Exports of Hungarian Suzuki begin.



1996 ■ 100,000th Suzuki produced in Hungary.

2000 ■ Serial production of Wagon R+ launched.

2003 ■ Serial production of Ignis begins.



2004 ■ Manufacturing of diesel Wagon R+ and Ignis started.

■ Production of Ignis Super 1600 launched in Esztergom.

2005 ■ New Swift model unveiled on February 4. The new model is the flagship of Suzuki's Way of Life! philosophy.



2006 ■ On February 27, the first SX4 family leisure vehicle rolls off the assembly line.

■ One millionth car produced at Magyar Suzuki Corporation's Esztergom plant in October.



2008 ■ Spring starts with Splash rolling off the production line.

■ Magyar Suzuki Corporation founds Puskás-Suzuki U17 football tournament jointly with Ferenc Puskás Football Academy.

■ 1.5 millionth Suzuki manufactured in September.



2010 ■ New Swift rolls off the Esztergom assembly line in June. This is the third generation of Suzuki's global strategy model produced in Hungary.



2011 ■ 2 millionth car produced in Esztergom.

■ In autumn, Swift Sport, the sporty flagship of the Swift series is renewed.



2012 ■ Splash model refreshed.

2013 ■ In September, serial production of Suzuki's new C-segment crossover car, the SX4 S-CROSS starts.

2014 ■ Swift newly revamped; manufacturing of the face-lifted model starts.

■ In July, 2.5 millionth car produced in Esztergom.

2015 ■ New Vitara rolls off the assembly line March 5.



PEOPLE DRIVE SUZUKI

Magyar Suzuki Corporation has been at the forefront of car manufacturing in Hungary for 23 years. The quality and reliability of the over 2.5 million cars produced here over those years secures the company's place among Hungary's key vehicle manufacturers. Besides Japanese technology, specific production methods and outstanding efficiency, the company's success can equally be attributed to its Hungarian employees' loyalty and industriousness, as well as to Hungarian engineers' excellent professional skills and hard work.

The main values the Suzuki Group stands for globally are superior quality tailored to customers' needs; an atmosphere encouraging permanent innovation; the importance of teamwork; and continuous improvement of the individual.

Fresh approach, innovative thinking, and dynamic teamwork are essential for the permanent development of our cars. Suzuki, therefore, is constantly open to be approached by young engineers at the start of their career, who wish to contribute to the development of Suzuki's European and global model range.

In order to find the best young experts, Magyar Suzuki cooperates with the machine and vehicle industry faculties of several technical universities and colleges, providing the opportunity for prospective engineers to gain real-life experience with the processes and technologies of car manufacturing.

Magyar Suzuki is fully aware that the key to success is for its cars to be made by the best professionals, as "people drive Suzuki".





GRABBING THE FIELD

Magyar Suzuki Corporation plays a significant role as the Group's European production center. The launch of the new SX4 S-CROSS in 2013 marked the start of an expansion program in which Magyar Suzuki is extending its exports to more countries, establishing itself as a key manufacturing base in Suzuki's global strategy.

With the introduction of the new Vitara in the spring of 2015, MSC can evolve to take an even more significant role in Suzuki's global strategy. Cars manufactured in Esztergom are presently exported to over 90 countries worldwide.

Developed under the "Grab your field" concept, the new Vitara is Suzuki's latest flagship model. The car's development took more than four years, based on the Vitara's long heritage, with a brand new platform and novel features. Heralding a new era in Suzuki's model history, Vitara has the instantly recognizable appearance of a Suzuki SUV, but lets customers personalize their car to their needs and tastes.

The main features of the new Vitara

- Superior fuel efficiency achieved by way of weight reduction, reduction of mechanical energy loss and a shape optimized for better aerodynamic performance
- Advanced navigation and safety features
- Four-mode AllGrip AWD technology
- Engine Auto Stop Start system
- Radar Brake Support, preventing or mitigating collision
- Adaptive Cruise Control, which measures the distance to the preceding vehicle

The serial production of the new Vitara model was officially launched in Esztergom on March 5, 2015. Sales at European dealerships started on the same date. MSC plans to produce 70,000 new Vitaras in its first year of manufacturing, with contribution from 74 Hungarian suppliers.





THE IDEAL FLEET PARTNER

With their state-of-the-art technology combined with an innovative and exciting design, Suzuki models have gained recognition among fleet customers too. With a growing weight in the fleet segment, MSC boasts a considerable circle of references, meeting customer needs successfully. This is also shown in sales figures: between April 1 2014 and March 31 2015, 65 % of the total sales went to business customers, compared to 35 % to private buyers.

Buying a new Suzuki is a reasonable decision. Suzuki cars are known for their excellent fuel economy, low maintenance needs and cost-efficient operation. Outstanding value for money, innovative technology and highly favorable financing solutions make Suzuki models a smart choice for company cars as well. A further argument for Suzuki is that it is manufactured in Hungary, and has a wide dealership and servicing network here, which makes not only buying new cars, but also spare-parts, fast and simple.

Thanks to its wide model range, Suzuki can offer cars to a large variety of companies and associations. A legendary off-roader, the Jimny is popular with hunting associations and forestries, while in February 2015, the National Police chose the Swift as its daily official service model. Its dimensions, flexibility and large luggage space make the SX4 S-CROSS suitable for a wide variety of functions.

Suzuki's latest model is the Vitara. Its innovative features, excellent off-road performance and personalized look may make the new model ideal for a broad scope of new customers as well.





NO LIMITS TO DEVELOPMENT

The Japanese philosophy of production, consistency in designing and expertise play an essential part in the permanent improvement and continued success of Suzuki motorcycles. Besides meeting the highest quality standards, satisfying customers' ever-changing needs and requirements make Suzuki one of the world's leading motorcycle makers.

The 2015 season will see three new bikes join Suzuki's model range, as well as four models upgraded.

New models

The great hits of the year will be the new GSX-S1000 and GSX-S1000F naked-sport bikes, which will open a new dimension in the street sport roadster with their 145 horsepowers. The model has inherited the world-conqueror GSX-R1000's DNA, and features STCS traction control system and ABS.

The new Address 110 is a stylish scooter: with over 20-liter luggage space under its seat and 1.96-liter fuel consumption, it gives new sense to using scooters in cities.



Upgraded models

The latest version of the deservedly popular Bandit tourer bikes, the Suzuki Bandit 1250S ABS has become even more stylish and comfortable. Featuring ABS, the latest GSX-R1000 ABS is more than perfect. Unique in its category, the V-Strom 650XT ABS enduro has been upgraded and looks even better now, and the Inazuma 250F now looks even more sporty.



Suzuki in motorsports

After three years of absence, 2015 will see Suzuki return to the MotoGP series with the "Suzuki Ecstar" team. After successful testing of the GSX-RR, the two promising racers, Aleix Espargaro and Maverick Viñales will use the model in real contests. We look to have a highly exciting season ahead! The 13-time champion Suzuki Endurance Racing Team came second in the 2014 FIM Endurance World Championship.



50 YEARS ON WATER

S Suzuki made its first boat engine in 1965. The company's Marine division celebrates its 50th anniversary this year.

Outboard engine manufacturing has come a long way over the past 50 years. Suzuki's engines have evolved to become unique on the market. Enthusiastic mariners themselves, our engineers devote all of their time to improving outboards, based on the most cutting-edge and fuel-efficient technology, to perfection. Their ultimate aim is to allow for the owners of Suzuki outboards to be out on the waters as long as possible, enjoying pleasure and safety.



Thanks to the constant improvement of the outboards and to the use of unique innovative solutions, Suzuki's outboard engines represent an unparalleled combination of environmental consciousness, efficiency and performance, securing Suzuki a firm position among the leaders in the industry.

From the light-weight portable DF2.5 to the strongest DF300AP, Suzuki's model range offers the ideal engine for all needs and styles. The Marine Division sold its 3 millionth engine in 2014. The company also won its 8th innovation award last year, in recognition of its excellence in engine design. This achievement also demonstrates Suzuki's global leading position among manufacturers.

At the service of customers and the lovers of maritime activities on Hungary's lakes and rivers, Suzuki Marine's Hungarian brand dealers represent this outstanding professional standard.

