





MAGYAR SUZUKI CORPORATION LTD.



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Way of Life!



25 YEARS OF MAGYAR SUZUKI

Magyar Suzuki Corporation was founded by Suzuki Motor Corporation as the majority owner twenty-five years ago, in 1991. In the past two and a half decades, the company has grown steadily, and today it plays an important role in car manufacturing both locally and in Europe as the producer of the brand's global models. During the course of its everyday activities, Magyar Suzuki follows the philosophy of the Suzuki Group: it develops and manufactures high-value products focusing on the needs of customers.

In 2015, the company gained new impetus from the resounding success of its new SUV model, the Vitara. During that year, 185,000 Swift, Vitara and S-CROSS cars rolled off the assembly lines of the Esztergom plant. The increase affected not only car sales but also the sales of motorcycles and outboard engines.

In 2016, production numbers may rise to over 200,000, as, in addition to successful domestic sales, Suzuki also supplies more than 100 countries in global export markets. This is how Suzuki S-CROSS and Vitara cars can even be seen in such distant parts of the world as Vanuatu, Guatemala or the Dominican Republic.

This year, the quarter-century anniversary of the company is being jointly celebrated by managers and employees, more than three thousand people. Without their devotion, Magyar Suzuki could not have become what it is today: one of Hungary's leading industrial companies.

Company Data

REGISTERED CAPITAL (AS OF DECEMBER 31, 2015)	EUR 212.8 million
NUMBER OF EMPLOYEES (AS OF DECEMBER 31, 2015)	3,100
NET SALES REVENUE FROM TOTAL SALES (2015)	EUR 1,975.5 million
NET SALES REVENUE FROM DOMESTIC SALES (2015)	EUR 121.1 million
NET SALES REVENUE FROM EXPORT SALES (2015)	EUR 1,854.4 million
ACQUISITION-BASED INVESTMENT (2015)	EUR 86.1 million

Production and Sales

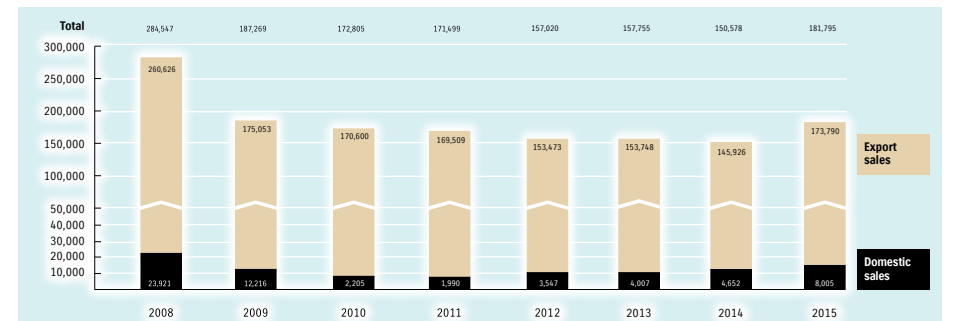
Cars produced in Esztergom (2015)	185,533
Car sales (2015)	181,795
of which produced in Esztergom	181,115
Export sales	174,173
of which locally produced	173,790
Vitara	80,923
Swift	51,281
SX4 S-CROSS	41,501
Other (SX4/Fiat Sedici, Splash)	85
Cars registered in Hungary (2015)	7,622
of which produced in Esztergom	7,325
Vitara	3,917
Swift	1,902
SX4 S-CROSS	1,426
SX4	80

Ownership Structure

Suzuki Motor Corporation	97.53 %
ITOCHU Corporation	2.46 %
Hungarian shareholders	0.01 %



Sales Structure





MILESTONES



1991 ■ Magyar Suzuki Corporation is established by Suzuki Japan, the Hungarian government, the ITOCHU Corporation and the World Bank, with an initial capital of HUF 5.5 billion.



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

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 starts.
■ Production of Ignis Super 1600 launched in Esztergom.

2005 ■ The new Swift model is unveiled, the flagship of Suzuki's Way of Life! philosophy.



2006 ■ The first SX4 family leisure vehicle rolls off the assembly line.
■ One millionth car produced at Magyar Suzuki Corporation's Esztergom plant.



2008 ■ The first Splash rolls off the production line.
■ Magyar Suzuki Corporation and Puskás Ferenc Football Academy jointly found the Puskás-Suzuki Cup.
■ 1.5 millionth Suzuki manufactured.



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



2011 ■ Two millionth car produced in Esztergom.
■ The Swift Sport, the high-performance flagship of the Swift series, is renewed.



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



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

■ In July, 2.5 millionth car produced in Esztergom.

2015 ■ The new Vitara rolls off the assembly line.

2016 ■ The distribution of the Vitara S, the first turbo engine model produced in Esztergom, starts.

■ The renewed SX4 S-CROSS is available from the autumn.



PEOPLE DRIVE SUZUKI

Magyar Suzuki Corporation has been at the forefront of car manufacturing in Hungary for a quarter of a century. 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 that 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.

A fresh approach, innovative thinking, and dynamic teamwork are essential for the permanent development of our cars. Suzuki, therefore, is constantly open to being 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 experts, Magyar Suzuki has signed a cooperation agreement with Óbuda University, and it also cooperates with other technical universities and secondary schools, 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".





ADVANTAGES ON HOME GROUND

By the end of 2015, Suzuki had significantly increased its market share for passenger cars in Hungary. The new Vitara took the lion's share in this success. Although the production and distribution of the compact SUV only began in March, by the end of the year almost four thousand had been sold, with the sales momentum still unbroken: today, the Vitara has become a favorite of



BOOSTERJET

Hungarian customers. The release in early 2016 of the Vitara S is another milestone in the life of Magyar Suzuki, this being the Esztergom factory's first turbo-powered vehicle.

The novelty for 2016 is the Baleno. The European distribution of this compact hatchback model, manufactured in India, started in April. As part of the company's medium-term economic plan, called SUZUKI NEXT 100, this car offers customers a number of technical innovations: a new generation platform, the direct-injection BOOSTERJET turbo engine, and a smart hybrid system.

After three years, the renewed SX4 S-CROSS will appear on the market, with a friendlier look, in the autumn. One significant change is that, in addition to the existing choice of engines, the new cross-over model will also be available with a 1.4-liter turbo engine.

This upward path is lined with new car dealerships. Following Tatabánya, Eger, Budapest, Fót, Esztergom and Szolnok, in February 2016 Keszthely saw the opening of a Suzuki dealership—as the 76th member of the national sales network.

In line with the new strategy of the company, cars produced in Esztergom and imported models have recently been displayed at exhibitions and events together with other products, such as motorcycles or boat engines. The motto of the strategy, "We are Suzuki", has been turned into Hungarian, indicating the special role that the Suzuki brand and Magyar Suzuki Corporation play in Hungary, and highlighting something that is especially true for us: "Every terrain is home ground".





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.

Buying a new Suzuki is a rational and sensible 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 finding spare parts quick and easy.

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 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. It is very popular among car rental companies: Hertz Hungary, for example, has over a hundred cars of this model in its fleet.

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

In the 2013-2015 rural development tenders, more than half a thousand four-wheel-drive S-CROSS and Vitara models were purchased. In connection with the tenders, a close cooperation has developed between Magyar Suzuki Corp. and the National Civil Guard.





RENEWING THE MODEL RANGE

In 2015, Suzuki took second position in the domestic market of new motorcycles. The success was mainly due to the brand's new models and favorable financing conditions, as well as the over thirty successful "We are Suzuki" events organized.

New models

SV650

One of the most anticipated novelties of 2016 has been the new SV650. The first generation of this motorcycle was released in 1999, and today it is still an ideal choice for beginners. Engineers have significantly modified the block and the frame, giving the motorcycle a cleaner look.



GSX-S1000 and GSX-S1000F



The new, comfortable sports roadster siblings have inherited legendary genes: their power is supplied by the 2005 GSX-R. They are comfortable sports bikes with considerable performance and impressive driving dynamics, spiced with Suzuki's technological innovations.

VanVan200

The VanVan has so far only existed in its 125cc variant in Europe, but from this year, version 200 will also be available from this fun, retro-style street bike.



RM-Z250

The RM-Z is a breakthrough in the cross motorbike market. It is amazingly easy to handle, and there are no invincible obstacles for the new 250cc version, due to its higher performance and more balanced torque curve.

Concept motorcycle

GSX-R1000

The GSX-R1000 concept was first introduced to the world in Milan at the end of 2015. Apart from a few technical details, the only certainty about the super sports study model is that it will have a block with variable valve timing and a performance in excess of 200 horsepower. Its planned arrival at the beginning of 2017 will create at least the same sensation as the debut of the GSX-R thirty-one years ago.





AT THE FOREFRONT OF THE SHIPPING INDUSTRY

Suzuki outboard manufacturing has come a long way over the past half-century, with the brand's engines remaining unmatched and unrivaled in the market. Enthusiastic mariners themselves, our engineers devote all their time to improving outboards, based on the most cutting-edge and fuel-efficient technology, and bringing them to perfection. Their ultimate aim is to allow the owners of Suzuki outboards to stay 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 lightweight portable DF2.5 to the strongest DF300AP, Suzuki's model range offers the ideal engine for all needs and styles.



Suzuki's Marine Division sold its three millionth engine in 2014. The company also won its eighth innovation award; 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.

