

SUZUKI

MAGYAR SUZUKI CORPORATION LTD.



Way of Life!





WHEN A DREAM BECOMES REALITY



Chief Executive Officer Hisashi Takeuchi

In the early summer of 2013, in the extreme situation of the flood on the Danube, literally in deep water, we saw how strongly the Hungarian people can unite and fight the flood to protect their towns and villages. This amply

demonstrated how under such hardships, Hungarians can join forces in taking action to display exemplary strength.

At Magyar Suzuki, this special Hungarian talent met with the technology and expertise imported from Suzuki Japan to blend in a unique fusion is what enables us to manufacture high quality products. During the past 22 years of our history here in Hungary, more than 2.3 million cars have rolled off the assembly lines of the Esztergom plant.

The summer of 2013 saw yet more fruit of this collaboration between the two different cultures: the all-new SX4 S-CROSS. This is the 8th new model introduced by Magyar Suzuki since we launched production in 1992.

We are planning to produce 100,000 units of the SX4 S-CROSS in the first 12 months of its lifecycle, pushing our total production volume up to 200,000 cars a year.

We are fully convinced that the all-new SX4 S-CROSS, with its attractive exterior design, spacious interior, powerful yet economical engine, and unique 4WD system, the first ever C-segment crossover from Suzuki, will become a new “Dream and Reality” car in Hungary. Suzuki’s world strategic model manufactured in Hungary, the SX4 S-CROSS, will not only be sold in European markets, but nearly 60 countries worldwide.

We will continue investing in our factory, and by doing so, in our future, as we firmly believe that great results can only be achieved where there’s strong will, effort and faith. The upcoming new model is already included in our development plan and we have already started working on it.

We are determined to continue producing unique and cutting-edge technological products and remain the leading player in Hungary’s automobile industry thanks to the successful combination of two different cultures, the Hungarian and the Japanese—just as we have done at Magyar Suzuki for more than two decades now.



ACHIEVEMENTS



1991 ■ Magyar Suzuki Corporation established with an initial capital of HUF5.5 billion by Suzuki Japan, the Hungarian Government, Itochu and the World Bank.

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

1993 ■ Production of four-door Swift sedan launched.

1994 ■ Exports of Hungarian Suzukis begins.

1996 ■ 100,000th Suzuki produced in Hungary.

2000 ■ Mass production of Wagon R+ launched.

2003 ■ Mass production of Ignis begins.

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

■ 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 on June 10. This is the third generation of Suzuki's world strategy model produced in Hungary.

2011 ■ The 2 millionth car is produced in Esztergom.

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

2012 ■ The Splash model is refreshed.

■ In October, Magyar Suzuki celebrates 'twenty years of serial production'.

■ The company enters into a strategic partnership with the Hungarian Government.

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



Company Data

ISSUED CAPITAL (AS OF APRIL 30, 2013)	EUR 303 million
NUMBER OF EMPLOYEES (AS OF APRIL 30, 2013)	2,930
NET SALES REVENUE FROM TOTAL SALES (2012)	EUR 1,405 million
NET SALES REVENUE FROM DOMESTIC SALES (2012)	EUR 119 million
NET SALES REVENUE FROM EXPORT SALES (2012)	EUR 1,286 million
ACQUISITION BASED INVESTMENT (2012)	EUR 78 million

Ownership Structure

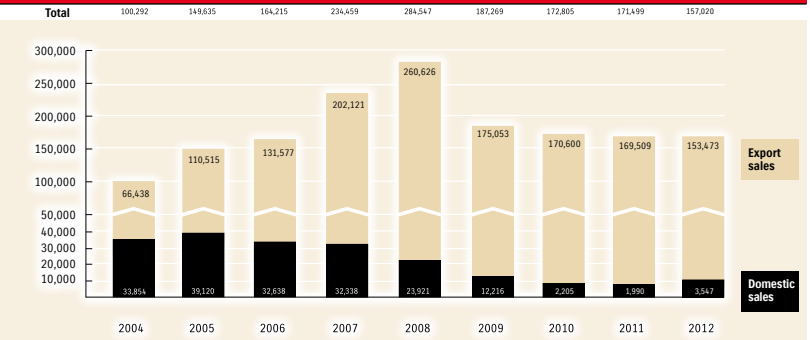
Suzuki Motor Corporation	97.52 %
ITOCHU Corporation	2.46 %
Hungarian Shareholders	0.02 %



Production and Sales

Cars produced in Esztergom (2012)	156,070
Car sales (2012)	157,020
of which produced in Esztergom	156,214
Export sales	153,473
of which:	
Swift	54,420
SX4 (Fiat Sedici)	55,932
Splash (Opel Agila)	42,385
Cars registered in Hungary (2012)	3,300
of which produced in Esztergom	3,232
Swift	1,743
SX4	1,108
Splash	381
Planned production for 2013	162,000

Structure of Sales





“TRUE HUNGARIAN. AND JAPANESE.”

Major player in the Hungarian economy

In addition to the 3,000 workers employed directly in Esztergom, Magyar Suzuki provides tens of thousands of jobs through its extended network of dealers and suppliers, which makes the company a major stakeholder in the automotive sector and a supporting pillar for the economy of Hungary.

Strategic partner of the Hungarian Government

Continuing over twenty years of co-operation, Magyar Suzuki Corporation (MSC) signed a strategic partnership agreement for co-operation with the Hungarian Government to strengthen the existing economic bonds and promote sustainable and steady operation. The agreement establishes the framework for the further expansion of MSC's manufacturing and developing activities in Hungary, which also enables MSC to maintain its competitiveness in the European market.



Committed to the environment

We at MSC feel that it is our responsibility to produce fuel efficient and eco-friendly cars. In addition to manufacturing excellent quality products, the company is also committed to operating in an environmentally friendly way. Environmental protection is a priority throughout the phases of production, including pressing, welding, painting the vehicles and vehicle parts, as well as the entire assembly process. Furthermore, we use an environmentally conscious approach, when developing new technology.

In order to pass on to the next generation a clean environment and bountiful society, Suzuki Motor Corporation has instituted the Suzuki Environmental Plan 2015, an effort towards environmental preservation, and the Suzuki Biodiversity Protection Guideline—a guideline for efforts of protection and sustainable utilization of “biodiversity” under Suzuki’s business activities, both of which are based on the Suzuki Global Environment Charter.

Innovative company

Magyar Suzuki is proud to be one of the front-runners among Hungary-located businesses with respect to innovation. The company's innovation-related expenditures totaled HUF1.8 billion in 2012, and MSC won HUF207.7 million non-refundable EU financing for its research, development and innovation umbrella project.



THE NEW SX4 S-CROSS



Magyar Suzuki plays an important role as the Group's European production centre. The launch of the new SX4 S-CROSS marks the start of an expansion program in which Magyar Suzuki will extend its exports to more countries, increase its production volume, and establish itself as an important manufacturing base for Suzuki's global strategy.

The official serial production launch of the new model took place in Esztergom on September 6, 2013.



The main features of the new model

■ Next-generation 4WD with ALLGRIP technology

A new 4WD system has four driver-selectable driving modes for better performance and safety under diverse conditions.

■ No compromises in economy

Engine refinements, superior aerodynamics, and weight savings make the SX4 S-CROSS unusually fuel-efficient for a C-segment crossover, with remarkably low CO₂ emissions.

■ Superior safety performance

Extensive use of high-tensile steel makes the body outstandingly crashworthy while being lightweight. Supplemented by various active and passive safety features, the SX4 S-CROSS gives drivers and passengers peace of mind in everyday motoring.

■ Panoramic sunroof

A double sliding glass panoramic sunroof—the first of its kind—has one of the largest opening areas in this category.

■ More space for people and luggage

The C-segment dimensions benefit families by making the SX4 S-CROSS a class leader in terms of passenger space and luggage capacity.

■ New colors

A range of ten attractive exterior colors include two new options, which highlight the car's urban credentials: Crystal Lime Metallic and Amethyst Gray Pearl Metallic.

Suzuki's designers and engineers began developing the new model as a successor to the current SX4. However, striving to respond to customer expectations with regard to crossovers in Europe and other parts of the world, we realized that we needed to "think bigger".

While moving into the C-segment with its increased size, the new model inherits the name SX4, with the sub-name S-CROSS added.



Team
SUZUKI

SUZUKI
MOTUL

B
25

BATAI

BATAI
RK
NGK

MAKING WHAT IS GOOD EVEN BETTER

In 2013, Magyar Suzuki Corporation's motorcycle division has doubled its sales not only in Hungary, but also in the East European region under its direction.

We have benefited greatly from our iconic models. Our category setting hyper-touring bike, which stands out for speed and performance, has been equipped with an antilock braking system (ABS), which makes the 2013 Hayabusa even safer than any of its predecessors. Another category-first, the Burgman 650 luxury scooter has also undergone a thorough model upgrade by 2013. More slender and elegantly sporty in its design, the new model is even more graceful than its predecessors.



2013 has seen the arrival of all-new cross motors: the RM-Z450 and the RM-Z250 now feature new technology, helping these models maintain their position among the world's elite.

Suzuki has entered a new category with the Inazuma 250 this year. The model has become a successful and organic part of our European model range. Another new item in the product range is the C1500BT cruiser. With its spacious factory-fitted side cases and large windscreen, the model has been developed for bagger type bikers.

The models that have not been changed for this year are also very successful. The V-Strom 650 is as popular as before, and so is the GSR750. The same is true of the Gladius, which comes in exciting new colors this year.



Permanent development

As can be expected, new connoisseurs' items are in the making for 2014 too. Fully redesigned and re-engineered, the large V-Strom will return to the European market. Besides a 1-liter, V2 engine, this adventure touring bike will feature a wide range of new electronic equipment including ABS, and, for the first time in a serial Suzuki bike, traction control system. The new model is an ideal combination of size, weight, maneuverability and performance, making long tours an outstanding experience.

After the large Burgman, Suzuki's other scooters are also expected to be upgraded for 2014.



Victory is our tradition

To ensure permanent development and high technical standards, motor-racing has traditionally been one of Suzuki's areas of focus.

Our flagship GSX-R1000 superbike performs excellently in the 2013 FIM Endurance long distance world championship. After dozens of international trophies in this category, including those in 2011 and 2012, we may win the title again this year.

The RM-Z450 is among the leaders in the Motocross World Championship's MX1 category. In each of the past three years, this bike finished second in the World Championship series.

After a few years of absence, Suzuki is ready to return to MotoGP. The all-new grand prix bike has already been introduced in several official tests, and is expected to compete for the World Trophy in 2015.



SUZUKI

Magyar Suzuki Corporation Ltd.

H-2500 Esztergom, Schweidel J. u. 52.

Telephone +36 33 541 100

Fax +36 33 412 014

www.suzuki.hu

Way of Life!