

# Suzuki's Second Clean Up the World Campaign for More "Excitement and Satisfaction"

Suzuki Marine always aims to provide "Excitement and Satisfaction" and give our customers a great day on the water, in a clean, healthy environment. To do our part, Suzuki Marine organized the second "Clean up the World Campaign" from November 2012 to April 2013, welcoming Suzuki Distributors, Dealers and the general public to a variety of waterside locations where people enjoy boating for cleanup activities.

Positive feedback from local people and organizations showed that the cleanup projects strengthen the Suzuki brand. Suzuki Marine will continue to promote this Clean Up the World Campaign among our colleagues around the world, working together for a brighter future.

## SWEDEN 55 participants

### KGK MOTOR AB

Suzuki Distributor in Sweden, KGK, participated actively in a National Recycling campaign supported by the Swedish government. The 55 employees collected 152 kg of used recyclable electronics during the week of 24 September 2012.

## SRI LANKA 100 participants



### NEIL MARINE LTD.

On 8 December 2012, the activities sponsored by NEIL MARINE LTD. at Negombo Beach in Sri Lanka attracted 100 members for their cleanup project!

## RUSSIA 10 participants



### 1000 SIZE CO., LTD

Employees of 1000 Size Co., Ltd. on 28 November 2012 cleaned up Zmeinika beach, near the marina on the coast near Vladivostok. The activity surprised boat owners and other people in the area, many of whom decided to help.

## MALAYSIA, SIBU 50 participants



### KTS TRADING SDN. BHD.

At Belawai Beach, Sibiu in Malaysia 24 January 2013, the project sponsored by KTS TRADING SDN.BHD. attracted participation of 50 staff members and family, who managed to collect 20 bags of waste and rubbish weighing 370kg.

## NEW CALEDONIA 20 participants



### AUTOCAL SAS

On 21 December 2012, the team sponsored by AUTOCAL SAS cooperated with the local Caledo Clean youth green group on a big cleanup of beaches 3km from the city center of Noumea. Two teams of 10 worked two beaches, collecting a total of 22 bags with: 50kg of non-recyclable waste, 1 battery, 55kg of glass, 85kg of aluminum and 60kg of plastic. Participants remarked that the activities raised local awareness of marine pollution, while the uniforms with Suzuki logo promoted good communication and raised the Suzuki image.

## MALAYSIA, KUCHING 50 participants



### KTS TRADING SDN. BHD.

The cleanup sponsored by KTS TRADING SDN. BHD. 26 January 2013, at Pandan beach in Kuching Malaysia, collected about 2 tons of garbage.

## ITALY 50 participants



### SUZUKI ITALIA S.P.A.

Saturday 6 April in Turin, the second edition of "Suzuki & Save the Green" involved volunteers from dealers in Piedmonte and Suzuki Italia's employees, their families and friends in the project "Clean Up the Stura" on the shore of the Stura River. The Province of Turin promoted the event in cooperation with an environmental association, intending to raise awareness of residents and local authorities about the problems of dumped garbage and erosion of the shore. Suzuki cleared an area of 950 square metres in the town of Turin, where 50 adults collected 110 bags of unclassifiable trash, 25 bags of plastics, 50 bags of glass, 4 vehicle tires and 4 cubic metres of oversized refuse.

## BELGIUM 3 participants



### SUZUKI MARINE EUROPEAN LIAISON OFFICE

Despite bad weather, Suzuki Marine European Liaison office representatives spent 16 December 2012 cleaning up the lakeshore at Parc Malou, 1200 Woulve Saint Lambert in Belgium. Residents out for walks were intrigued by the team with Suzuki logos on their jackets and stopped to talk, helping make the project understood by the community.

## COLOMBIA 70 participants



### SUZUKI MOTOR DE COLOMBIA S.A.

In Colombia, a large team of local residents, police, environmental activists, and commercial staff of Suzuki Motor de Colombia OBM met on 15 December 2012 to clean up the shores of Calima Lake, Valle del Cauca. The activity was very positive for the Suzuki image, demonstrating the appreciation people feel for companies that promote clean environment events.

## U.K. 10 participants



### SUZUKI GB PLC

On 6 December 2012 - at Chesil Beach, Weymouth and Portland in Dorset, England - members of Suzuki GB Team, Dorset Coastal Ranger Team and MindWorks Marketing cleaned up the beach that was the venue for the London 2012 Olympic and Paralympic Games Sailing Regatta. The 10 workers collected a full bag of rubbish each, so the beach was noticeably cleaner at the end of the day.

## TAHITI 30 participants



### NIPPON AUTOMOTO

In front of the city hall of Punaauia in Tahiti on 12 May 2012, team members undertook the beach and shallows cleanup sponsored by NIPPON AUTOMOTO. The event, which included a paddleboard race, coincided with the Le Pack Nautisport traditional canoe races in order to reach maximum numbers of watersport enthusiasts. The cleanup was covered by television news and the Tahiti daily paper, which published a photograph.

## EL SALVADOR 35 participants



### TRADER S.A. de C.V.

All of the employees of TRADER S.A. de C.V. -SUZUKI OF EL SALVADOR joined together on 1 December 2012 to clean up the severely littered El Majahual Beach. This team effort created a cleaner and healthier environment and set an example for corporate responsibility in the community. The activity was introduced in El Salvador's leading newspaper.

## FIJI 14 participants



### NIRANJANS AUTOPORT LTD.

Staff members of NIRANJANS AUTOPORT LTD. on 15 December 2012 cleaned up the Suva City shoreline in Fiji, working along day, from 6 am to 8 am.

## JAPAN 50 participants



### SUZUKI MOTOR CORPORATION

On 19 January 2013 employees of Suzuki's Global Marine & Power Products Division and their families collected debris from Megaura beach on the west shore of Lake Hamana. The hard work kept workers warm despite the cold weather, as did the warm thanks expressed to the team by local residents.