

The History of Suzuki – Update August 2016

Formed in 1909, Suzuki is now one of the world's most successful automotive brands and ranks currently as the 9th largest car manufacturer. As well as their award-winning cars, they have a strong and successful heritage in Motorcycles, are at the forefront of Marine outboard engine technology and were the first manufacturers of the All-Terrain Vehicle (ATV). Suzuki brand symbolises outstanding quality and value for its millions of customers throughout the world. The UK product range is vast and consists of six different car models, 41 on and off road motorcycles, nine ATV's and 26 different types of Marine outboard engines.

Globally, Suzuki produced 3.04 million cars and 2.1 million motorcycles for full year 2015. It has 35 production facilities around the Globe and sells its products in 192 countries. In mid 2015 Suzuki launched the Vitara model which is a compact SUV model that embodies a new automotive idea- the personal compact SUV. It's set apart by its powerful exterior design, which taps into the tradition of Suzuki's compact SUVs and it's every bit as tough and rugged as an SUV should be. The Vitara S model with 1.4-litre turbo charged engine followed in January 2016.

Suzuki is well known as the 'Small Car Experts' and two of their most successful models are the Celerio City Car and Swift Compact Super Mini. Celerio is available with a Dualjet engine that lowers CO₂ emissions to just 84g/km.

Global sales of the Swift exceeded five million units earlier in 2016 (since 2005) and the Swift range also includes an even more economical Dualjet model which is VED Road tax exempt producing just 99g/km of CO₂ emissions.

Suzuki launched its new Baleno hatchback in June 2016, which will be followed by a Facelifted version of its S-Cross Crossover model this October and will then introduce the Ignis Mini Crossover early in 2017.

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