



CORPORATE BACKGROUNDER

SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED

Suzuki Motorcycle India Private Limited (SMIPL) is a subsidiary of Suzuki Motor Corporation, Japan with the manufacturing philosophy aligned to VALUE PACKED PRODUCTS right from the inception. Suzuki Motorcycle entered the Indian market in 2006. SMIPL manufactures two wheelers best suited for the value-conscious Indian customers.

SMIPL vision and philosophy:

SUZUKI believes that “VALUE-PACKED PRODUCTS” come from the efforts to carry out Product development from customer needs in mind. This policy has been in effect since the Company’s inception and thus has helped the company to meet growing customer needs. As a result, SUZUKI’s products today have been well received throughout the World. SUZUKI is fully committed to develop products that meet customer’s demand by utilizing its dynamic, long-nurtured technological advantage coupled with its fresh and active human resources.

True leaders in the two-wheeler industry SMIPL follows the process of continuous improvement where in systems and process are evaluated and improved on a continuous basis to stay one step ahead of the competition.

Manufacturing and distribution:

SMIPL has its India manufacturing plant at Gurgaon (Haryana) with an annual plant capacity of 5,40,000 units. Total land area of the facility at Gurgaon is 37 acres.

In a span of eight years, today SMIPL can boast of a robust and expanding network of over 625 touch points across India. Exclusive Suzuki dealers cater to the Indian consumers from North to South and East to West.

Products from SMIPL:

SMIPL plans to provide the Indian consumers a refreshing new motorcycling experience in every segment and category. SMIPL will be adding new models every one year to cater to the needs of the Indian customers.

The current range of products in production is as follows:

Suzuki Gixxer

Experience Suzuki's flagship new 155 cc motorcycle which is packed with style and performance!

GIXXER is India's first Street Sport bike which comes with a powerful 155cc engine powered by cutting edge SEP technology, unmatched features, unique styling and a chassis developed by the engineers who designed the legendary GSX-R series for great riding performance.

The Suzuki GIXXER is a sporty motorcycle with functional beauty combining edgy styling and performance with an exhilarating and sporty ride. The GIXXER is a machine that Suzuki's engineers have tuned to produce broad low-end torque and dynamic mid-range power for strong acceleration and sporty handling. Loaded with exciting – equipment, power, handling and trusted Suzuki quality, the GIXXER is an invitation to ride!

The Gixxer will be available in five interesting colours – Metallic Triton Blue, Candy Antares Red, Pearl Mirage White, Glass Sparkle Black & Metallic Oort Grey

Suzuki Let's

Experience freedom with the new stylish Suzuki Let's, which is practical, light and fast!

Live every moment with energy and a promise of something special every corner. Powered by a light, compact, fuel efficient 110cc engine with cutting edge SEP technology – delivering a class leading 63 Kmpl* and pick up. It has stylish looks for riders seeking fun from a two-wheeler, while also giving a healthy dose of practicality like the cut away floor boards for easy handling, the versatility and convenience from the twist and go engine makes it a stylish scooter for work or pleasure!

*(*Under Suzuki test conditions)*

The Let's is available in five interesting colours – Pearl Mira Red, Metallic Triton Blue, Pearl Mirage White, Glass Sparkle Black & Metallic Sonic Silver

Suzuki Access 125

The New Suzuki Access 125 is here to fulfill your wishes. With its world-class features and exciting colour options, it is ready to take your lifestyle to a brand-new level of excitement. This wonderful blend of power and style will surely leave you surprised.

Powered by a 125cc air cooled, 4-stroke engine, Suzuki Access 125 is equipped with automatic transmission for convenience in city riding conditions. In addition to its sporty, stunning and stylish design, Access 125 is equipped with many other attractive features such as telescopic front suspension for excellent ride quality, Maintenance Free battery, tubeless tyres, central locking system & unique shutter mechanism for a single control point convenience & safety. The Access 125 is equipped with unique multi-reflector headlamp with focused and brighter vision for safe night riding.

The Access125 is available in five attractive colours – Metallic Matte Fibroin Grey, Candy Antares Red, Glass Sparkle Black, Metallic Sonic Silver, Pearl Mirage White.

Suzuki Swish 125

SWISH 125 is a complete power-packed offering for modern young adults of Urban India. Trendy and attractive tail lights, smart built-in turn signal and stylish silencer cover makes it a perfect choice for discerning young couples. The 4-stroke 125cc engine ensures a great start to a powerful ride. The sleek, aerodynamic design lowers the coefficient of drag, guaranteeing less air resistance and a smooth drive.

The scooter uses a CVT transmission, telescopic front fork suspension and drum brakes at either ends for comfortable riding. The multi-reflector lights ensure better visibility. SWISH 125 comes with a large under seat storage capacity of 20 litres and a fuel tank of 6 litres.

The Swish 125 is available in four attractive colours – Candy Antares Red / Glass Sparkle Black, Glass Sparkle Black, Pearl Glacier White, Metallic Sonic Silver / Glass Sparkle Black.

Suzuki Hayate

Hayate is a Japanese word meaning “Fresh Breeze” or “Swift wind”. Embellished with stunning graphics, special features and engineered with Suzuki’s technological expertise, it packs in superior quality and unmatched performance with very high fuel efficiency that will surely give customers, a riding experience like never before.

The 4-stroke, air-cooled, 112 cc engine makes for a peppy ride. Its 10.5 liter fuel tank and unbeatable mileage cuts down trips to the petrol bunk even for daily commuters. The bike comes with Maintenance Free Battery, Tubless Tyres, 5-Step adjustable rear shock absorber, aluminum cast wheels and front and rear drum brakes. The aggressive headlight, new-age fender and stylish rear lights give the Hayate a sleek and contemporary look.

Hayate is available in five attractive colour options – Glass Sparkle Black- Red Graphic, Glass Sparkle Black- Blue Graphic, Pearl Mirage White, Pearl Mira Red-Glass Sparkle Black, and Pearl Moon Stone Grey.

Suzuki GS150R

GS150R marked SMIPL's entry in the 150cc Indian motorcycle market segment. The bike is equipped with 150cc, 4-stroke air-cooled engine that delivers robust acceleration performance in the low to mid range. The engine is specially deigned to fulfill the conflicting demands of acceleration and fuel efficiency.

The bike has unique GSX-R-derived engine rpm indicator lights which gives an indication to the rider about the optimum up-shift timing. Furthermore, the sporty style headlight inspired from Suzuki international super bike, GSX-R, gives GS150R a very distinct and muscular look. The bike also boasts of a super sleek, streamlined aerodynamic shaped LED Tail Lamp and Integrated Rear Turn Signals based on GSX-R styling, which takes the style quotient to the next level.

The dynamic GS150R is available in three attractive colours – Pearl Mirage White, Glass Sparkle Black & Candy Antares Red.

Suzuki SlingShot Plus

The Suzuki SlingShot Plus offers a complete package in terms of Style, Comfort, Performance and Practicality – all combined in a 125 cc bike. The product is available at a price that not only makes it affordable but also meets all requirements.

Inspired by its bigger siblings from the GSX-R series, the Suzuki SlingShot Plus boasts of sharp edge head lamps, stylishly designed visor, an all new front fender design and a convenient gear position indicator for ease in riding in city traffic. The newly designed sturdy upswept frame constructed with a longer swingarm coupled with an adjustable rear suspension and a race inspired light weight alloy

provide the Suzuki SlingShot Plus with the perfect balance and agility for varied road conditions without compromising on comfort and ergonomics.

The SlingShot is available in four attractive colours – Glass Sparkle Black-Red Graphics, Glass Sparkle Black-Blue Graphics, Candy Antares Red and Pearl Mirage White.

Inazuma

Big bike looks, stylish design, easy-to-master power delivery, the new Suzuki Inazuma has them all and more. When designed well and with care, a motorcycle can define the times as much as a rider – this was the basic philosophy when the motorcycle was designed. In Japanese, 'Inazuma' means the lightening that strikes in a thunderstorm. The Inazuma delivers both electrifying style and substance for a world that demands both.

Its punchy 250cc engine gives an enjoyable ride in all surroundings and provides a spontaneous feel of fun and excitement from its gutsy low-end and mid-range power output. The Inazuma's engineering package complements the naked chassis appeal of the bike, with its innovative design around the cylinder heads, dual chromed exhausts and a distinctively shaped headlight, the Inazuma is a machine aimed at giving motorcyclists more than they expected.

The Inazuma is available in two attractive colours – Pearl Nebular Black & Candy Cardinal Red.

Hayabusa – GSX1300RA

The Hayabusa is a sporting motorcycle that has become a performance legend in its own time. An aerodynamic machine, the Hayabusa is inspired by and named after a Japanese Peregrine falcon known for cutting through the wind with incredible ease, a machine so unique, that when it was introduced it required its own new classification: 'Ultimate Sports'.

Powered by a 1340CC, 4 Stroke, 4 Cylinder, liquid cooled, DOHC engine packed with the world's latest cutting edge technology, the Hayabusa is known for setting its own benchmark! The Hayabusa combines effortless acceleration, wind cheating aerodynamics sporty handling, timeless style, and long distance comfort, unlimited excitement. Plus, the Hayabusa's high-quality finish and attention to detail betray unequalled pride of craftsmanship that will become your pride of ownership.

The new Hayabusa is equipped with Brembo Monobloc high-performance calipers and an **Antilock Brake System**. These features are sure to appeal to lone riders cruising the highway as well as touring couples. Built to deliver balanced performance.

The Hayabusa is available in four colors – Metallic Thunder Grey / Glass Sparkle Black, Pearl Mirage Red / Pearl Glacier White, Pearl Vigor Blue/ Pearl Glacier White.

Intruder – M1800R/ M800

Suzuki's award-winning Intruder M1800R is an incredible combination of cruiser styling and renowned Suzuki power and handling.

The Intruder M1800R is the world's most modern Cruiser. It delivers the classic look of a cruiser without sacrificing the power and torque that motorcyclists crave for. It's built for effortless cruising across town or across state lines.

By injecting the Intruder M1800R with a potent shot of race-proven technology developed for the championship-winning GSX-R sport bikes, Suzuki has literally redefined the concept of a cruiser. The Intruder M1800R's exhilarating performance begins with its 1783CC, Fuel injected V-twin engine. Like Suzuki's sport bikes, the Intruder M1800R balances extraordinary performance with crisp handling, thanks to a technically advanced chassis and suspension, matched by world-class brakes. And when it comes to wrapping that performance package in cruiser styling, the picture is worth a thousand words!

The Intruder M1800R is available in two colors – Glass Sparkle Black.

The Intruder M800 is also available in two colours – Pearl Mira Red & Glass Sparkle Black.

GSX-R1000

25 years of Supersports know-how. A perfect blend of track engineering and road ready design. A feeling of raw, blood pumping power that comes with every twist of the throttle. The latest GSX-R1000 nails it once again.

The all new chassis with shorter wheelbase, allows you to maintain speed when taking on corners, while a longer swingarm delivers greater traction when powering out of them. A slipper clutch provides an even smoother downshift and greater stability when approaching trickier bends. Ride quality is improved thanks to big piston forks. In fact this is the first 1000cc production bike to be fitted with them. Three separate performance settings give instant control over the power delivery to suit the

specific road types and conditions, while monoblock front brake calipers increase overall stopping power. In one word, GSX-R1000 is legendary.

The GSX-R1000 is available in –Metallic Triton Blue/Pearl Glacier White

Bandit 1250SA

The “real” motorcycle lives on. All the character and attitude of the original Bandit is crammed into this bike along with a 1255cc high-tech liquid cooled engine that produces even more torque from lower down, achieving massive performance figures, but from a bike that loves going for many miles.

The GSF1250S has a fuel injected double overhead camshaft (DOHC) powerplant with 1255cc of torque at your service. Delivering a wide spread of power, starting low down in the rev range, the six gear ratios takes full advantage of this torque resulting in extra smooth acceleration and inspiring power delivery, perfect for long distance rides. A sports tourer made for turning any spot on the map into a precious memory!

The BANDIT 1250SA is available in two colours – Glass Splash White & Glass Sparkle Black

V-Strom 1000 ABS

More than a decade ago, Suzuki developed the V-Strom 650. The motorcycle offered incredible versatility, comfort, and a fun-to-ride character. The well-balanced package included an incredibly versatile V-twin engine and lightweight aluminum chassis. Sharing the spirit of the globally successful V-Strom 650 ABS, the all-new, V-Strom 1000 will deliver fun, excitement and versatility to the open class rider who seeks a new world of motorcycling adventure.

The V-Strom 1000 Concept is a Sport Enduro Tourer equipped with a newly designed V-twin engine, aluminum chassis, radial mount front brake caliper, ABS, traction control, and specially designed side and top cases. The styling design of the V-Strom 1000 concept is inspired by the 1988 DR750S, Suzuki’s first big on/off-road machine.

When size, weight, power, and maneuverability come into balance, you find yourself in a zone where time just disappears. Stay the course because there is no road the all-new V-Strom 1000 ABS was not made to conquer. This motorcycle makes the journey of life seamless. Conquer city traffic as easily you scale mountains. Roar down new highways. Explore your taste for discovery on roads long untraveled. Starting now, the planet is your neighborhood!

The V-Strom 1000 is available in two attractive colours – Candy Daring Red & Pearl Glacier White

Corporate Social responsibility at SMIPL:


SMIPL has associated with actor Salman Khan by joining hands with the 'Being Human Foundation'. The proceeds from Salman Khan's activities for the foundation go towards education and healthcare for the underprivileged. The collaboration is rooted in Suzuki's philosophy of making positive social contributions as a corporate citizen. Suzuki dealerships will act as outlets for Being Human apparel and merchandize. Revenues earned from this will be directed towards causes such as education of the underprivileged and for healthcare programs.

At Suzuki, the philosophy of keeping "environment first" is properly percolated downwards. To comply with all applicable legislations and setting standards thereof remains only a beginning. SMIPL thrives to discover and invent mechanisms for better environment management systems. A continuous process, it is managed by a separate wing of experts and specialist in the field.

The biggest testimony of Suzuki's commitments towards "environment first" is seen in the new plant of Suzuki two wheelers at Gurgaon which is built to be a Zero Discharge plant.

SMIPL has embraced Natural Light Optimization system and water harvesting systems besides several other measures to create a better and cleaner environment. All packaging material used by Suzuki is re-cycleable. A constant internal awareness drive for the employees at its Gurgaon plant on environment related issues not only creates awareness but also helps in inculcating an environment friendly value system within the organization.

Suzuki Globally:

Suzuki is amongst the leading automobile manufacturers in the world with successful footprints across 193 countries. Constantly going forward to meet changing lifestyles, the SUZUKI name is seen on a full range of motorcycles, automobiles, outboard motors and related products such as generators and motorized wheelchairs. The trademark is recognized by people throughout the  world as a brand of quality products that offer both reliability and originality.

For further information please visit www.suzukimotorcycle.co.in and <http://www.globalsuzuki.com/>

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