



TOGETHER TOWARDS TOMORROW

MISSION

"Suzuki, the trusted car brand
for those who are proud to
be different."



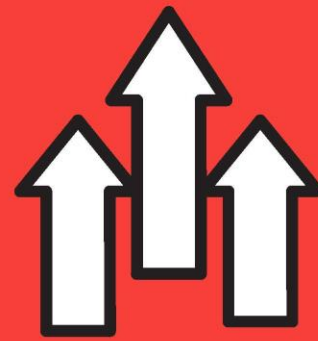
OBJECTIVE

3, 2, 1

3% ROS

2% Market Share

#1 Trust



STRATEGY

1 Grow Our Brand



2 Focus On Our Customer

3 One Team, One Dream



TACTICS



1 Browsers Into Buyers



2 Customers Into Advocates



3 'Act As If' -
Our Mindset

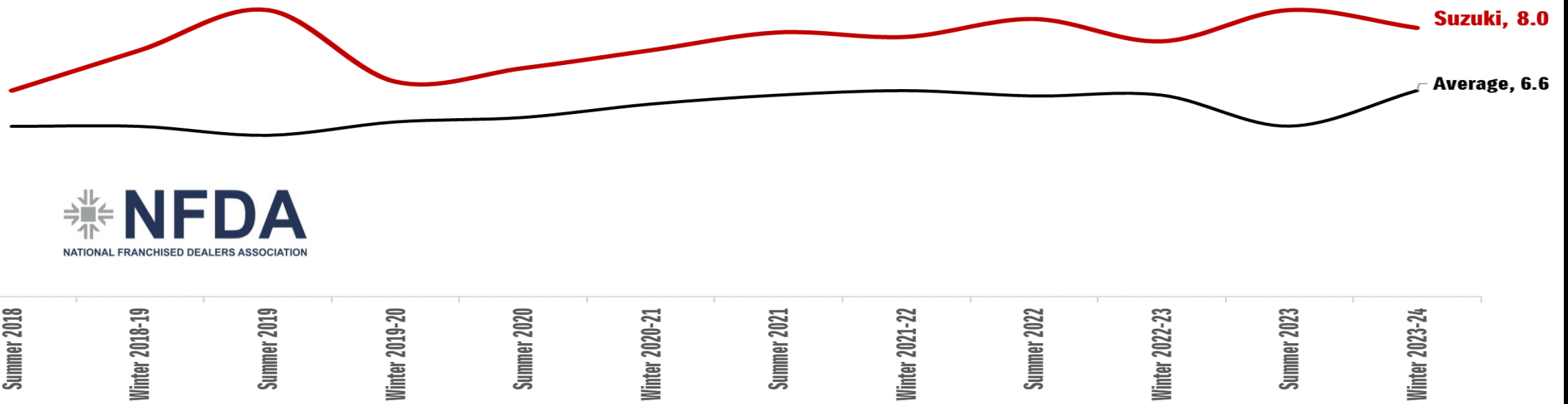


4 80/20 - 'Don't Kick Stones,
Move Mountains'



**I don't like
to brag but....**





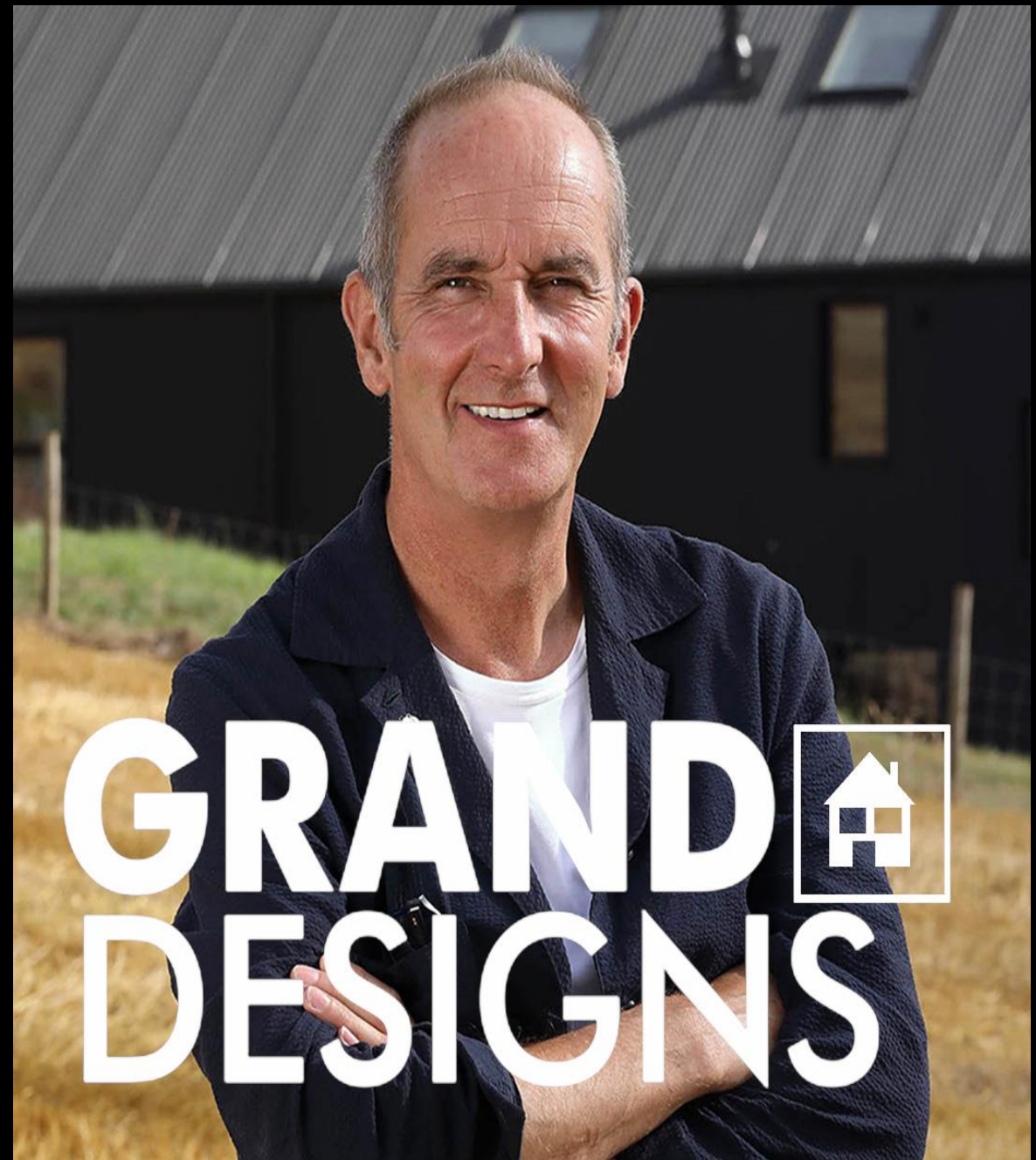
Automotive Results



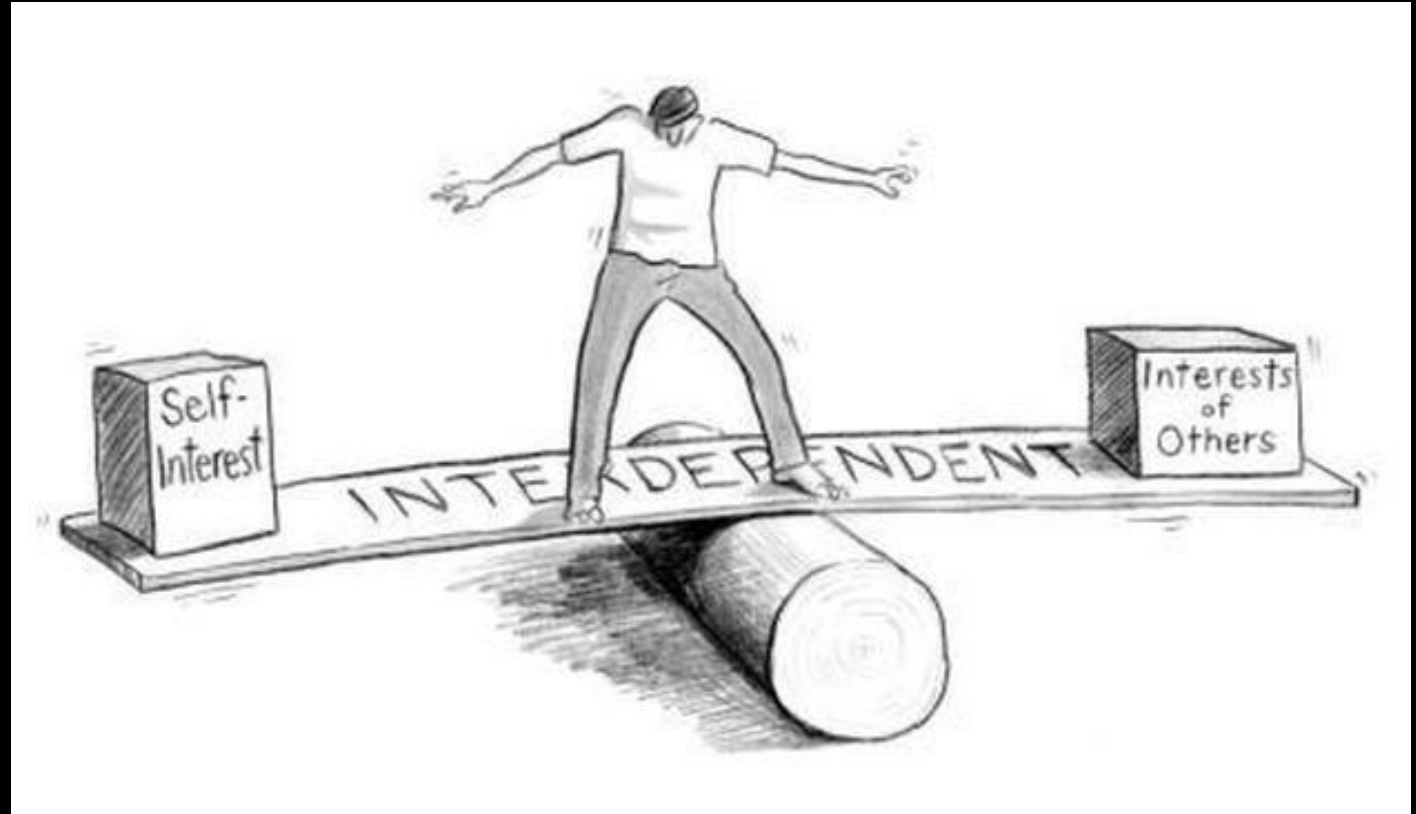
“ITS ALL ABOUT TRUST
AND UNDERSTANDING”

MOTIVE
+
RELIABILITY
+
CAPABILITY
=
TRUST





“When 2 or more groups
need
each other in order for
something to work”



**“A BRAND IS A
PROMISE”**

**WHO DO YOU TRUST TO
DELIVER ON YOUR PROMISE?**

**“THE FRONTLINE
DETERMINES THE
BOTTOM LINE”**

<u>Values</u>	We do	We don't
A true partnership	✓ Understand each other's concerns, challenges and opportunities ✓ Put the customer first and do what's right ✓ Support and trust each other and work on our partnership ✓ Easy to do business with – clear, concise, timely information communication always	- x Slow NOs - x Make life difficult, dominate or dictate
Trust and integrity	✓ Do what we say we will do ✓ Fair decision/bias/prejudice ✓ Run an ethical business ✓ Be transparent with each other & customers	- x Unsupportive, unreasonable, unrealistic - x Shy away from dealing with difficult situations
Friendly and approachable	✓ Take time to understand individual beliefs ✓ Work as a team player ✓ Openly praise when praise is due ✓ Be business friends (the rest will follow) ✓ Available and easy to make contact with	- x Act in a superior way with each other and our customers - x Assume no response = agreement or understanding - x Let business get in the way of our friendship
Win and succeed	✓ Profit for all parties ✓ Proud/positive and proactive ✓ Clear goals and targets ✓ Tenacious with the basics ✓ KISS – keep it simple/speedy/Suzuki	- x Dismiss each other's ideas - x Blame external factors for lack of success





TOGETHER TOWARDS TOMORROW

VISION

"The **trusted** car brand
for those who are
proud to be **different**."



OBJECTIVE

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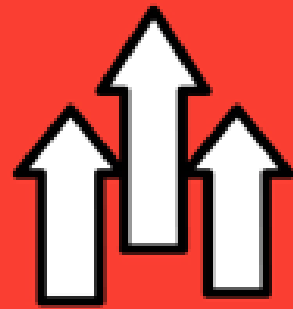
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2% Market Share

#1 Trust



STRATEGY



1

Grow Our Brand



2

Focus On Our Customer

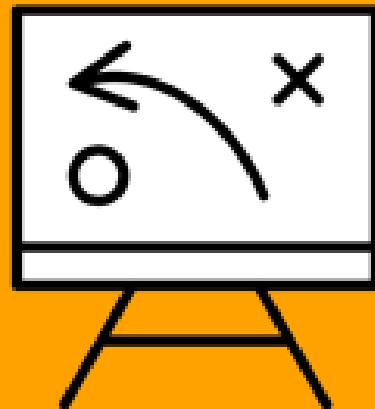


3

One Team, One Dream



TACTICS: GOOD DIFFERENT



1

Browsers Into Buyers



2

Customers Into Advocates



3

Good Different -
Our Mindset



4

80/20 - 'Don't Kick
Stones, Move Mountains'

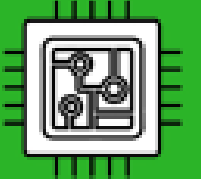


ATTRACT / CONVERT / RETAIN

OUR PRODUCT PILLARS

ALL THE TECH YOU NEED

More kit but without
having to pay more
for it.



HYBRID AS STANDARD



No hidden cost to the
customer - unlike the
competition.

UNEXPECTED QUALITY

Quality that surpasses
expectations of Suzuki
and the price point.



#1 FOR TRUST



A brand and dealer
network our
customers can trust.