



# RANGE UPDATE



2024 QUARTER 1

# 2023-24 YEAR END



3.14m sales (forecast)

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50% volume growth

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5% year-on-year volume growth

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1.4% market share – up 0.2%

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32% volume growth in Europe

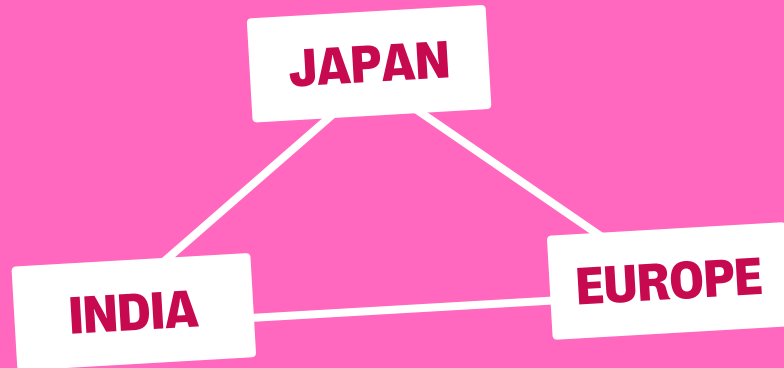
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S-Cross doubled SUV market share

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# Growth Strategy



**Contribution to a carbon neutral society**

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**Contributing to the growth of emerging countries ( India, ASEAN, Africa)**

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## Suzuki Unique Solutions

**Developing products and services  
focused on the customer**

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**Achieve growth by working closely  
with each country / region**

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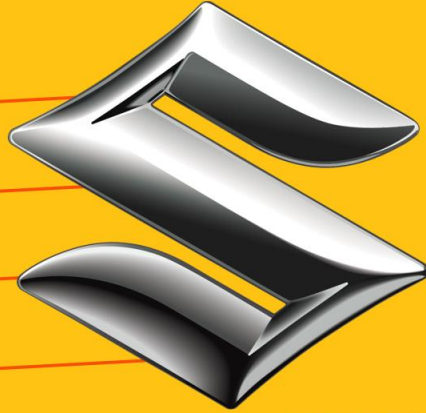
# GOALS BY MAJOR BUSINESS LOCATIONS

Neutrality Goals

Europe - 2050

Japan - 2050

India - 2070



# ELECTRIFICATION INVESTMENT FY2023 TO 2030

Investment in electrification  
- ¥2 trillion\* (£12.4 billion)

\*battery technology - ¥0.5 trillion / £3.2 billion

# AUTOMOBILE BUSINESS: MULTI-PATHWAY

EV

HEV

CNG

Biofuel

Electrification

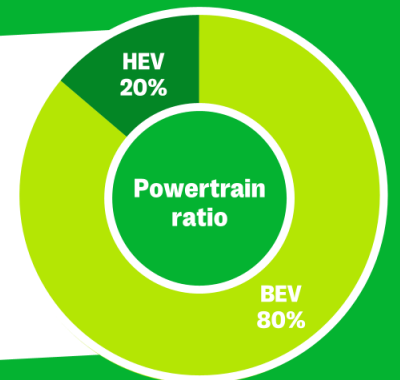


# AUTOMOBILE PRODUCT PLAN UP TO FY2030 (EUROPE)

Introduction of first battery EV in 2025



Battery EV lineup: introduce 5 models



# MODEL RANGE



**100% Hybrid, authentic value**

# FUNDAMENTAL PILLARS



**THE TECH  
YOU NEED,  
AS STANDARD**

**HYBRID AS  
STANDARD**

**UNEXPECTED  
QUALITY**

**#1  
FOR TRUST**

# ALL-NEW SWIFT



# MARKET SECTOR **CONTEXT**



**Competitors withdrawing to focus on SUVs and EVs**

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**Most new small cars being launched are EV**

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**New market size is declining through less choice**

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**Drivers won't compromise – ICE superminis**

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# 40 YEARS OF SWIFT

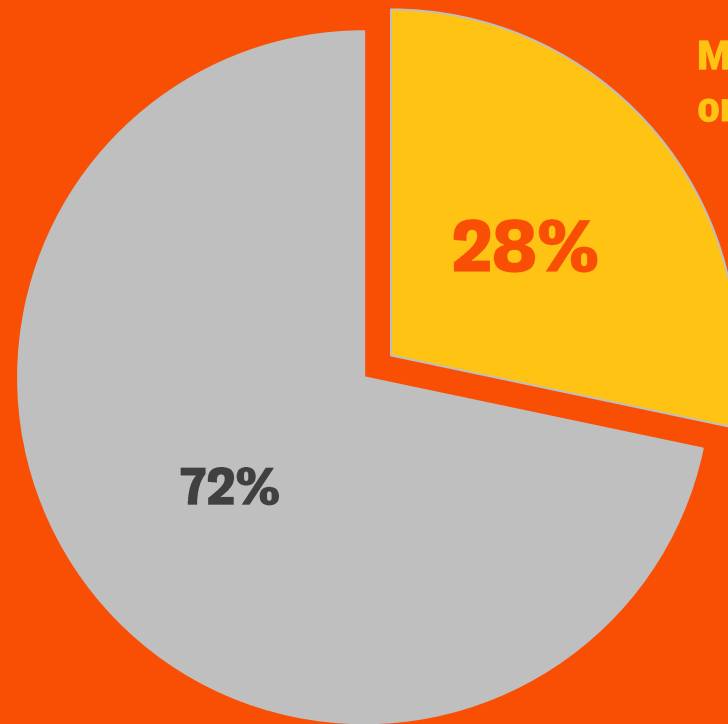


# CUSTOMER OPPORTUNITY

250k

customers who will  
need to switch  
product or brand

Last 3 Years' Supermini Volume by Model



Models being discontinued  
or becoming EV only soon:

- Ford Fiesta
- Kia Rio
- Nissan Micra
- ...and more...

# NEW SWIFT **IN BRIEF**

Exterior design evolution – the concept our customers love, updated

Compact size and dynamic hatchback styling

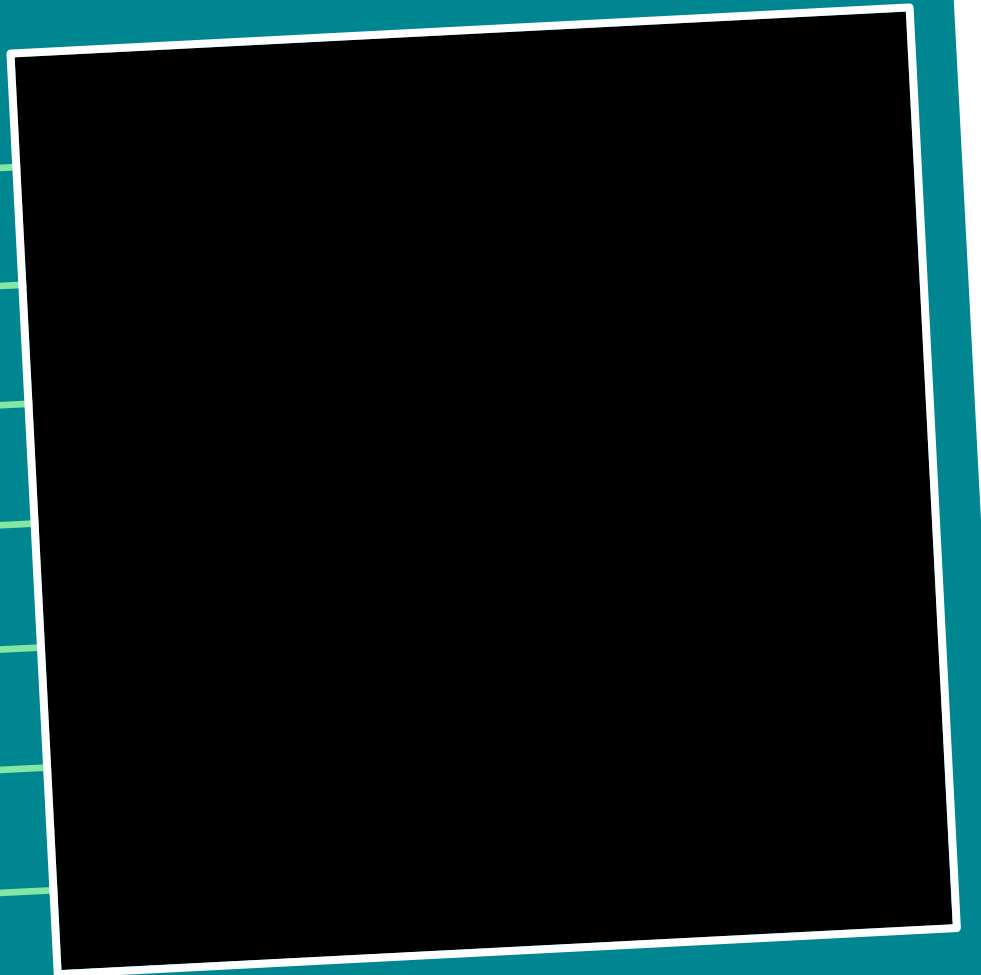
Interior design revolution – all new style, oriented around the driver

Enhanced technology as standard – safety and convenience

All-new petrol engine with mild hybrid as standard, manual & CVT

More responsive performance and 7% efficiency improvement

Simple 2-model line-up with high standard equipment level



# NEW SWIFT MODEL LINE-UP

## Motion

Available with: 1.2 Mild Hybrid manual  
1.2 Mild Hybrid CVT

### Standard equipment highlights:

- 16-inch painted alloy wheels
- LED headlamps
- LED rear combination lamps
- LED daytime running lights
- Rear upper spoiler
- Adaptive Cruise Control
- Rear view camera
- Rear parking sensors
- Navigation
- Heated front seats
- Wireless smartphone link with Android Auto and Apple CarPlay
- 9-inch infotainment display
- Full colour driver info display
- Lane Keeping Assist
- Driver Monitoring System
- Dual Sensor Brake Support 2
- Lane Departure Warning
- Lane Departure Prevention
- Weaving alert
- Traffic Sign Recognition
- Blind Spot Monitor
- Rear Cross Traffic Alert
- Suzuki Connect connected services with 3-years free subscription
- eCall
- Electric rear windows
- Keyless entry and start
- Rear privacy glass

## Ultra

Available with:

1.2 Mild Hybrid manual  
1.2 Mild Hybrid CVT  
1.2 Mild Hybrid ALLGRIP 4WD manual

### Equipment additional to Motion:

- 16-inch painted → polished alloy wheels
- Rear assist grips x 2
- Automatic air conditioning
- Rear heater outlet
- Indicator integrated in door mirror
- Electrically folding door mirrors
- Painted door trim ornament



# EQUIPMENT COMPARISON



## New Swift Motion

- ✓ Reversing camera and sensors
- ✓ Heated front seats
- ✓ Keyless entry & engine start
- ✓ Adaptive cruise control
- ✓ Blind spot monitor

## Competitor advertised model:



i20 Advance

- ✓ Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor



Fabia SE Comfort

- × Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor



Ibiza FR

- × Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor



MG3 Hybrid+ SE

- ✓ Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- ✓ Adaptive cruise control
- × Blind spot monitor



Expression

- ✓ Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor



Clio Techno

- ✓ Reversing camera and sensors
- × Heated front seats
- ✓ Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor



208 Active

- × Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor



Corsa Design

- × Reversing camera and sensors
- × Heated front seats
- × Keyless entry and engine start
- × Adaptive cruise control
- × Blind spot monitor

# FUEL COST SAVINGS

Combined fuel economy  
Fuel cost per 1,000 miles

64.2mpg  
£103



Most efficient manual transmission option from competitors:

  
HYUNDAI 53.2mpg  
+£21

  
SKODA 55.8mpg  
+£15

  
SEAT 55.0mpg  
+£17

  
64.2mpg  
+£0

  
DACIA 44.0mpg  
+£47

  
RENAULT 54.3mpg  
+£19

  
PEUGEOT 55.3mpg  
+£17

  
VAUXHALL 54.3mpg  
+£19

Based on WLTP Combined fuel consumption and average fuel price £1.453 per litre (AA National Fuel Price Report March 2024)

## What the press say

### **Autocar**            4/5

“Likeable new Swift is still one of the lighter, more willing and compact cars in the class. Well equipped and frugal, too... with its eager engine and terrific gearbox, plus the general narrowness, means there’s a lot to like here and decent fun to be had.”

### **Auto Express**        4/5

“A supermini value champion. If you’re not yet ready to go electric, this car provides an affordable, familiar and honest entry into the new small-car market.”

### **WhatCar?**            4/5

“Frugal, fun to drive and, if you’re signing up to a finance agreement, great value.”

### **The Telegraph**        4/5

“Reliable, phenomenal value and generally slick to drive”

### **Car**                    4/5

“Cheap, well-equipped and is more efficient than ever. Crucially, it feels like a light, nimble thing that reminds us that you don’t even need 100bhp to have a jolly good time.”

# STRONG RESIDUAL VALUES

**New Swift Motion  
Manual**  
**£10,625**  
**57%**



**Previous Swift SZ-L  
Manual**  
**£7,975**  
**47%**



## Competitor advertised model:



i20 1.0 T-GDi  
Advance  
**£10,675**  
**52%**



Fabia 1.0 TSI  
SE Comfort  
**£9,350**  
**48%**



Ibiza 1.0 TSI 95  
FR  
**£10,975**  
**50%**



Mazda2 1.5 Skyactive G  
Centre-line  
**£9,200**  
**50%**



Sandero 1.0 TCe  
Expression  
**£7,625**  
**53%**



Clio 1.0 TCe  
Techno  
**£9,575**  
**50%**



208 1.2 Puretech 100  
Active  
**£10,325**  
**49%**



Corsa 1.2  
Design  
**£8,125**  
**42%**

CAP HPI 3-years, 30k miles RV forecast, May 2024

# INTRODUCTION PHASING

## Since April

Start of customer order take  
Dealer showroom exclusive  
preview launch events  
Dealer demonstrator cars  
available for test drive



## Now

Start of customer  
deliveries  
Building customer  
engagement through  
digital & direct comms



## July onwards

Commencement of high  
awareness product and  
brand communication  
campaigns



# REMARKETING & USED CAR STRATEGY



# USED PARC FORECAST





# STRATEGIC DEVELOPMENT

## ELECTRONIC PLATFORM

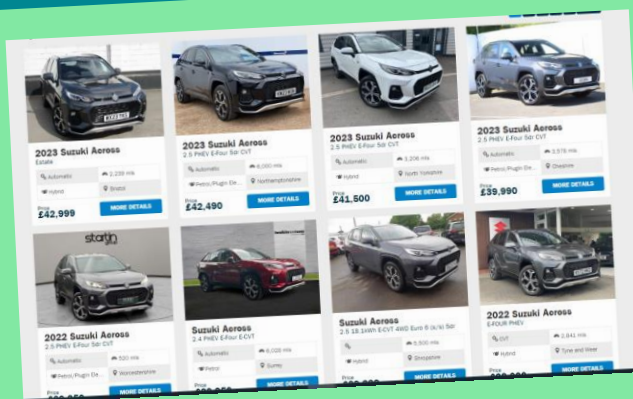
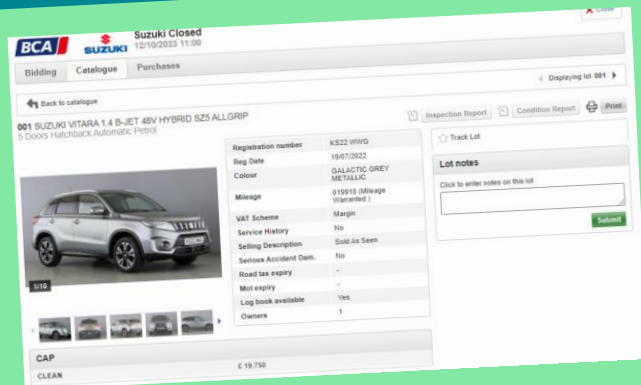
Source internal vehicles, returning lease, PCP

## USED CAR PROGRAMME

Compares favorably with other OEMs

## RESIDUAL VALUE IMPROVEMENT

Comprehensive Cost of Ownership process



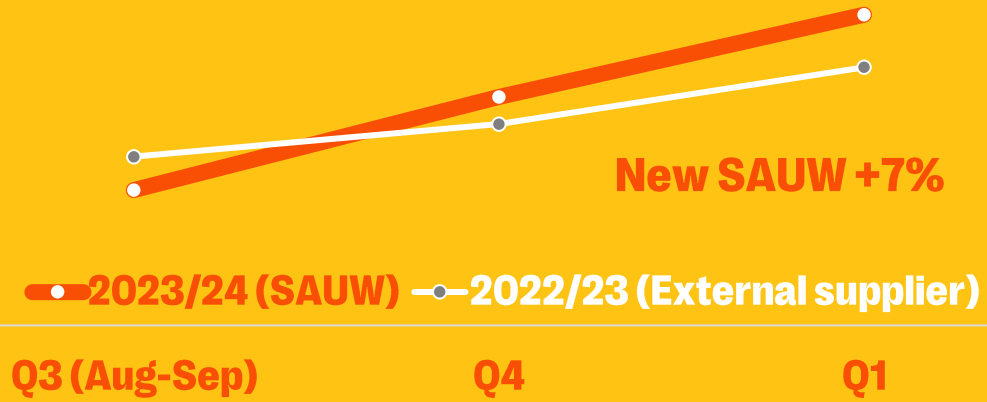
# SUZUKI APPROVED USED CAR PROGRAMME



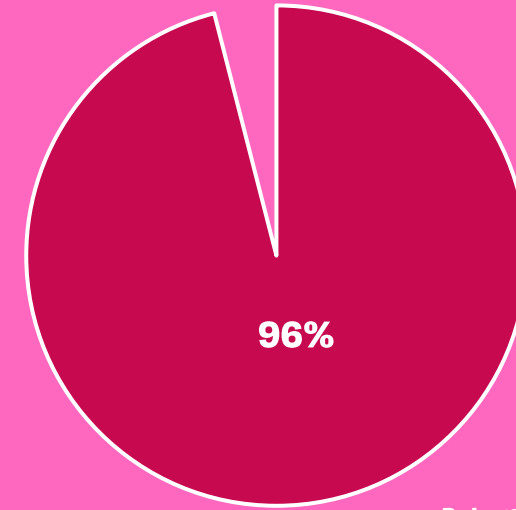
| Component               | Detail                                     |
|-------------------------|--|
| Warranty                | Minimum 12 months including RSA            |
| Multi-Point checks      | 86-point check                             |
| Provenance checks       | No outstanding finance or accident damage  |
| Vehicle Service history | In line with manufacturer schedule         |
| Finance / Service plans | Flexible Finance & Service plans available |

**A competitive programme compared to OEM's operating  
in the same price position**

## Suzuki Approved Used Warranty Growth

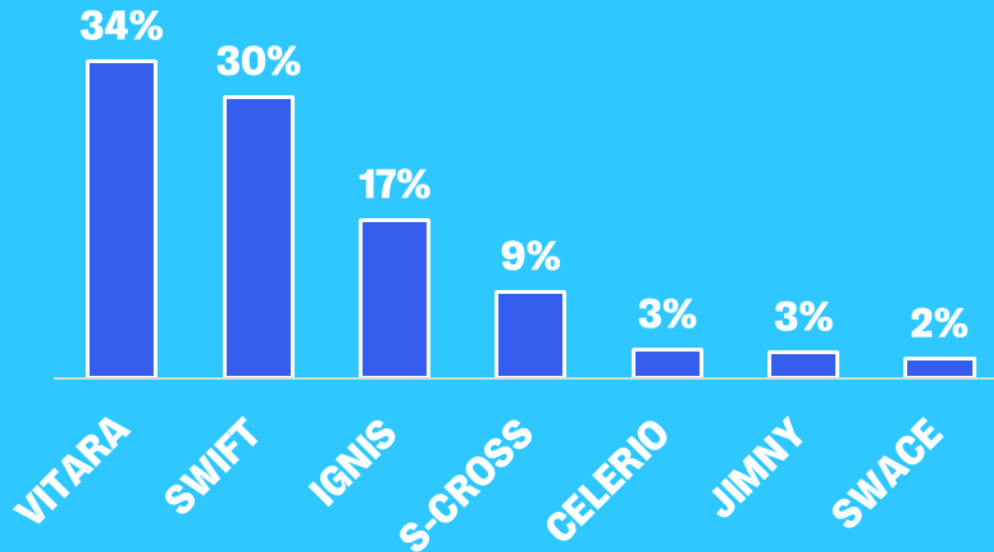


## Dealer Participation



Data retrieved as of 30<sup>th</sup> April 2024

## Model Mix



Average Mileage



21,700

Average Age



43 months

More than 70% of policies are Full warranty & Full RSA

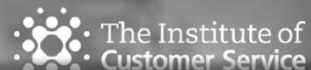
# CUSTOMER MESSAGE

How Approved Used  
Is 'Good Different'

Buy with confidence

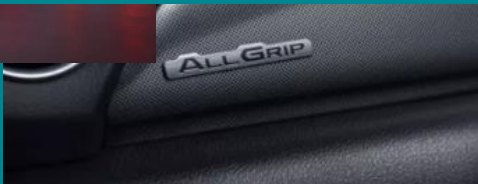
Trusted  
Dealer Network

Award winning  
reliability



The Institute of  
Customer Service

The confidence and reassurance that comes from knowing the people who built and know your car best have given it their seal of approval.



# 2024 OBJECTIVES

| Remarketing  | Used Cars  | Cost of Ownership                       | Repatriation   |
|--|--|---|--|
| <p>“Achieve profit targets on sale of company owned stock“</p> | <p>“100% network engagement in Suzuki Approved Used Car Programme”</p> | <p>“Residual values + &amp; SMR – ”</p> | <p>“Maximise repatriation of eligible Motability vehicles to Suzuki dealers”</p> |
| <p><b>TARGET: CAP CLEAN ++</b></p>                             | <p><b>TARGET: 100% SAUCP</b></p>                                       | <p><b>TARGET: RV ↑ SMR ↓</b></p>        | <p><b>TARGET: REPATRIATION ➤</b></p>   |

**QUESTIONS**

