



# Enabling an Inclusive Tomorrow



# Built on Trust



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# Managing Director's Message

Mobility is a force that connects people to opportunity, strengthens businesses, and drives national progress. At Pak Suzuki, we take pride in the responsibility that comes with serving millions across Pakistan. For decades, we have remained by the side of our customers, delivering reliability, value, and peace of mind. As the automotive landscape evolves, we are focused on strengthening our core, enhancing operational excellence, and ensuring that every product and service reflects the trust placed in our name.

Our progress is powered by Team Suzuki, a unified network of employees, dealers, suppliers, and business partners whose dedication defines our performance. Together, we are building a more agile and future-ready organization through digital advancement, process optimization, and a relentless focus on customer satisfaction. We believe sustainable success is built not only on strong systems, but on strong relationships grounded in trust, collaboration, and customer centricity.

Beyond business, we recognize our broader responsibility to society and the environment. Through sustainable operations, community engagement, and responsible governance, we are committed to creating long-term value for Pakistan. With clarity of purpose and confidence in our people, we move forward with resilience and determination, continuing to serve as a dependable automobile partner in progress for generations to come.

## **Hiroshi Kawamura**

Managing Director  
Pak Suzuki Motor Company Limited





# Who We Are

Pak Suzuki Motor Company Limited is the pioneer automobile manufacturer in Pakistan and takes pride in being the first overseas production facility of Suzuki Motor Corporation. For over four decades, we have been a trusted name in mobility, delivering reliable, safe, and affordable vehicles tailored to needs of Pakistani customers. As part of Suzuki's global network spanning more than 190 countries, we combine international expertise with local insight to serve a rapidly evolving market.

Beyond manufacturing, Pak Suzuki has played a vital role in empowering individuals, families, and businesses through dependable transportation solutions that support economic progress and national development. Our commitment extends across entire mobility ecosystem; ensuring customer satisfaction, after sales excellence, digital innovation, and responsible business practices aligned with ESG principles and CSR commitments.

Through initiatives ranging from technical education support to environmental sustainability campaigns and serving community well-being, we actively invest in strengthening communities and creating long-term value. Being Team Suzuki consisting of employees, dealers, suppliers, and business partners, we do more than manufacturing vehicles; we build trust, enable opportunities, and drive journeys that move Pakistan forward.





## ► Vision

Trusted mobility partner for inclusive tomorrow



## ► Mission



### **Customers:**

We place customers at the heart of everything we do by anticipating evolving needs, ensuring exceptional experiences, and building lasting relationships based on trust.



### **Society:**

We contribute to society by driving sustainable growth, promoting green mobility, and enabling inclusive progress for future generations.



### **Stakeholders:**

We engage and empower our employees and business partners by fostering shared growth, building trust, and creating long-term value.



### **Products:**

We design and deliver mobility solutions that are safe, sustainable, and future-ready, constantly adapting to evolving needs through innovation, quality, services, and digital technologies.



## ► Core Values



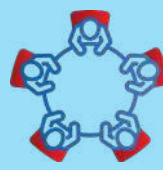
Respect



Trust



Customer  
Centricity



Collaboration



Innovation



# Product Range

**FRONX** (1500cc Hybrid)



**ALTO** (660cc)



**SWIFT** (1200cc)



**CULTUS** (1000cc)



**EVERY** (660cc)



**GD 110S**



**GS 150**



**GR 150**



**GSX 125**



**2 STROKE**  
9.9 HP ~ 40HP



**4 STROKE**  
2.5 HP ~ 350 HP



# Head Office & Plant

Address: DSU-13, Pakistan Steel Industrial Estate, Bin Qasim, Karachi.

Tel: +92-21-34723551-58

Total Area: 862,976.4m<sup>2</sup> (213.248 Acres)

## Covered Area

Automobile: 105,630.1m<sup>2</sup>  
Motorcycle: 7347.1m<sup>2</sup>

## Production Capacity

Automobile: 150,000 units  
Motorcycle: 44,000 units

## Paid-up Capital

Rs. 823 million

**Managing Director:** Mr. Hiroshi Kawamura

## Our Network

### Pak Suzuki Dealers Network

#### Automobile Dealerships & Outlets

| Province     | No. of Dealers | Cities    |
|--------------|----------------|-----------|
| Sindh        | 37             | 16        |
| Balochistan  | 5              | 4         |
| Punjab       | 109            | 62        |
| KPK          | 17             | 13        |
| AJK          | 4              | 4         |
| <b>Total</b> | <b>172</b>     | <b>99</b> |

#### MOTORCYCLE DEALERSHIPS & Company-Owned Networks

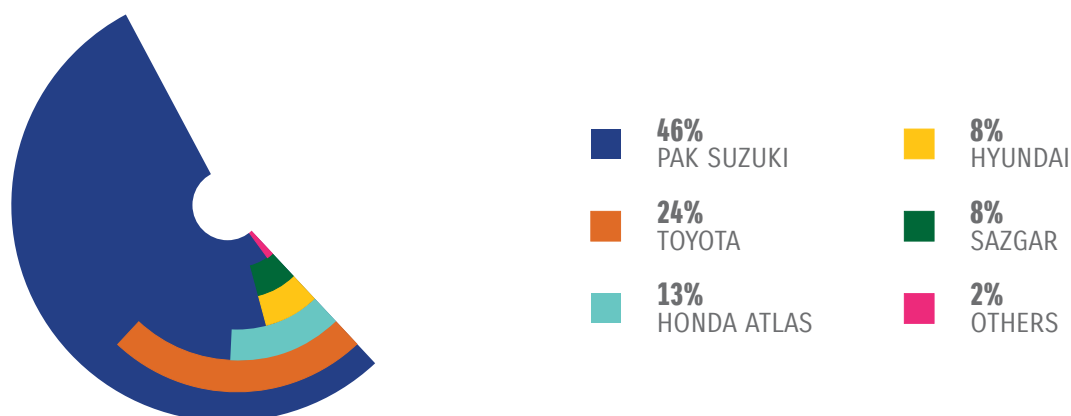
| Province     | No. of Company-Owned Networks | No. of Dealers | Cities    |
|--------------|-------------------------------|----------------|-----------|
| Sindh        | 11                            | 13             | 4         |
| Punjab       | 22                            | 36             | 30        |
| Balochistan  | 0                             | 0              | 0         |
| KPK          | 1                             | 2              | 4         |
| AJK          | 0                             | 1              | 1         |
| <b>Total</b> | <b>34</b>                     | <b>52</b>      | <b>39</b> |

### Pak Suzuki Local Parts Supplier Network

#### Automobile & Motorcycle

| Particulars                        | No. of Suppliers |
|------------------------------------|------------------|
| Suppliers (Automobile + Common)    | 76               |
| Suppliers (Specific to Motorcycle) | 10               |
| <b>Total</b>                       | <b>86</b>        |

## OEM-wise Market Share (Jan – Dec 2025)



Source: Pakistan Automotive Manufacturers Association (PAMA) Data

## Pak Suzuki Sales Results

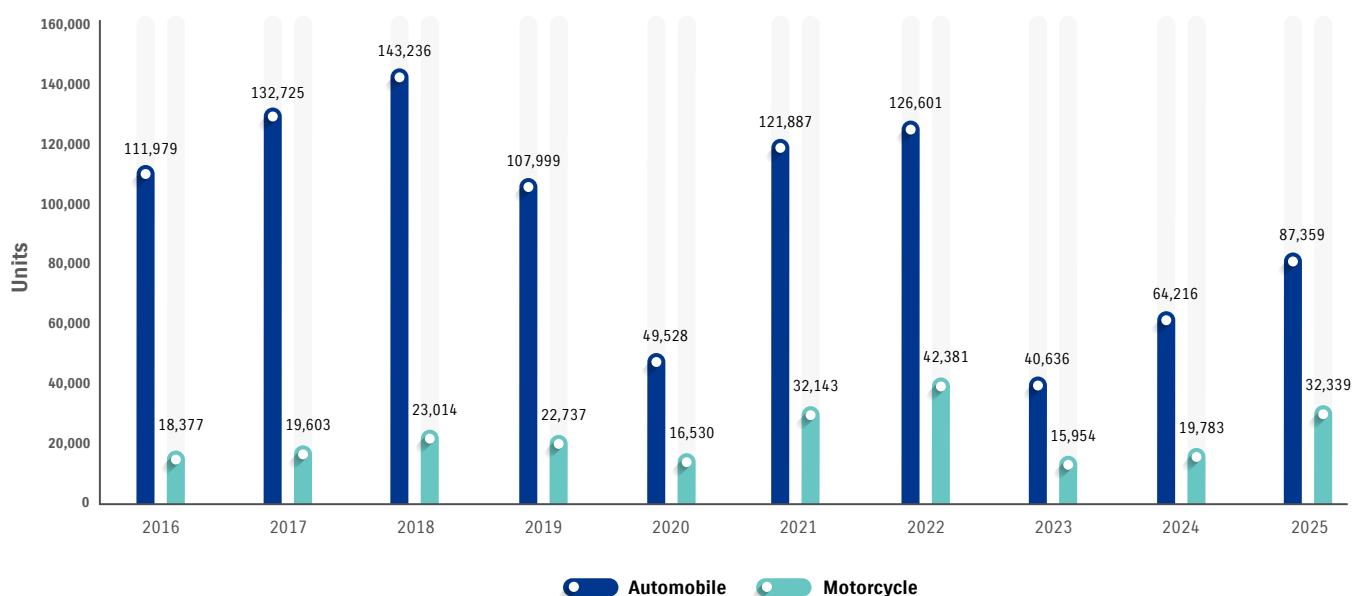
### Automobile

| Model        | 2023          | 2024          | 2025          |
|--------------|---------------|---------------|---------------|
| ALTO         | 21,172        | 42,072        | 50,973        |
| SWIFT        | 4,427         | 6,921         | 12,497        |
| CULTUS       | 3,721         | 3,100         | 4,243         |
| WAGONR       | 3,494         | 2,925         | 1,060         |
| EVERY        |               | 1,011         | 6,124         |
| BOLAN        | 3,190         | 4,608         | 155           |
| RAVI         | 2,982         | 3,622         | 6,184         |
| <b>Total</b> | <b>38,986</b> | <b>64,259</b> | <b>81,236</b> |

### Motorcycle

| Model        | 2023          | 2024          | 2025          |
|--------------|---------------|---------------|---------------|
| GD110S       | 10,935        | 13,414        | 18,543        |
| GS150        | 2,507         | 4,402         | 7,871         |
| GR150        | 1,517         | 2,228         | 3,928         |
| GSX125       | 782           | 961           | 1,277         |
| GW250        | 147           | 93            | 106           |
| <b>Total</b> | <b>15,888</b> | <b>21,098</b> | <b>31,725</b> |

## Pak Suzuki Production Results (2016 -2025)



# Innovation in Motion



# Brand Excellence

## Fronx Display

Pak Suzuki participated in PAPS 2025 at Expo Centre Karachi, attracting top OEMs and thousands of visitors. All-new Suzuki Fronx made a remarkable debut as Pakistan's first-ever XUV. Its grand unveiling captured widespread attention, offering attendees an unforgettable first look at this exciting new model.



# Awards & Recognitions

## Recognition of Team Suzuki's Social Contribution

Team Suzuki's social contribution was formally recognized by Indus Hospital, which presented a Special Appreciation Shield to Managing Director Hiroshi Kawamura in acknowledgment of company's commitment to community welfare.



Appreciation shield presented to MD  
Pak Suzuki - Hiroshi Kawamura



Shield of Appreciation

## Best Kaizen Activity Award 2025

Pak Suzuki has been recognized at the SMC Global Conference by winning the Warehouse Best Kaizen Activity Award 2025, securing first place in Group B.



Winners of SMC Best Kaizen Activity Award 2025

## Dragons of Asia Awards

Pak Suzuki has made its mark on the international stage by winning multiple accolades at the prestigious Dragons of Asia Awards.

These recognitions highlight our team's creativity, dedication, and commitment to building stronger connections with our customers.



## Digi Awards - My Suzuki My Story

Pak Suzuki won PDA Award for the best social media campaign (Instagram) for My Suzuki My Story, reinforcing our innovative approach to engaging with customers digitally.



## Recognition of Excellence – CIO Achievement

Divisional Head of IT & Digital Transformation was recognized among Pakistan's Top CIOs at the World CIO 200 Summit – Pakistan Edition 2025. Selected from over 500 nominations, only 60 technology leaders (CIOs and CISOs) received this distinction.



## Women Empowerment & Gender Equality Award 2025

Pak Suzuki has been awarded Silver Category Women Empowerment & Gender Equality Award by Employee Federation of Pakistan (EFP) on occasion of 5th EFP Women Empowerment and Gender Equality Award.



## Gender Diversity & Women Empowerment (2025–2030)

### Female Ratio

**8.5%**  
2025

**16%**  
2030

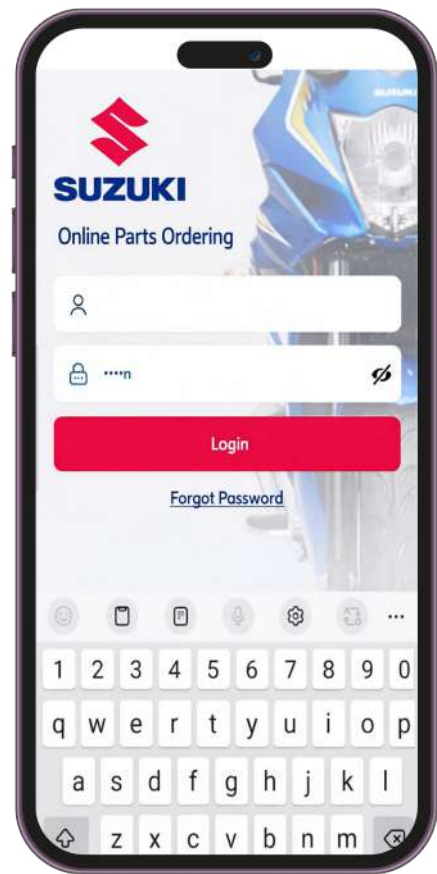
As of 2025, females constituted 8.5% of the workforce. With ongoing initiatives to promote diversity and inclusion, this is projected to increase to 16% by 2030.

## Digital Innovation, AI & Modern Workplace Transformation

### Digital Transformation [DX]

Pak Suzuki's DX journey focuses on enhancing customer experience and boosting business partner efficiency. By replacing manual processes with smart, automated systems, company delivered faster service, improved accessibility, and more reliable operations nationwide. These initiatives achieved a 70% reduction in paper usage in the first year, driving both sustainability and operational excellence.

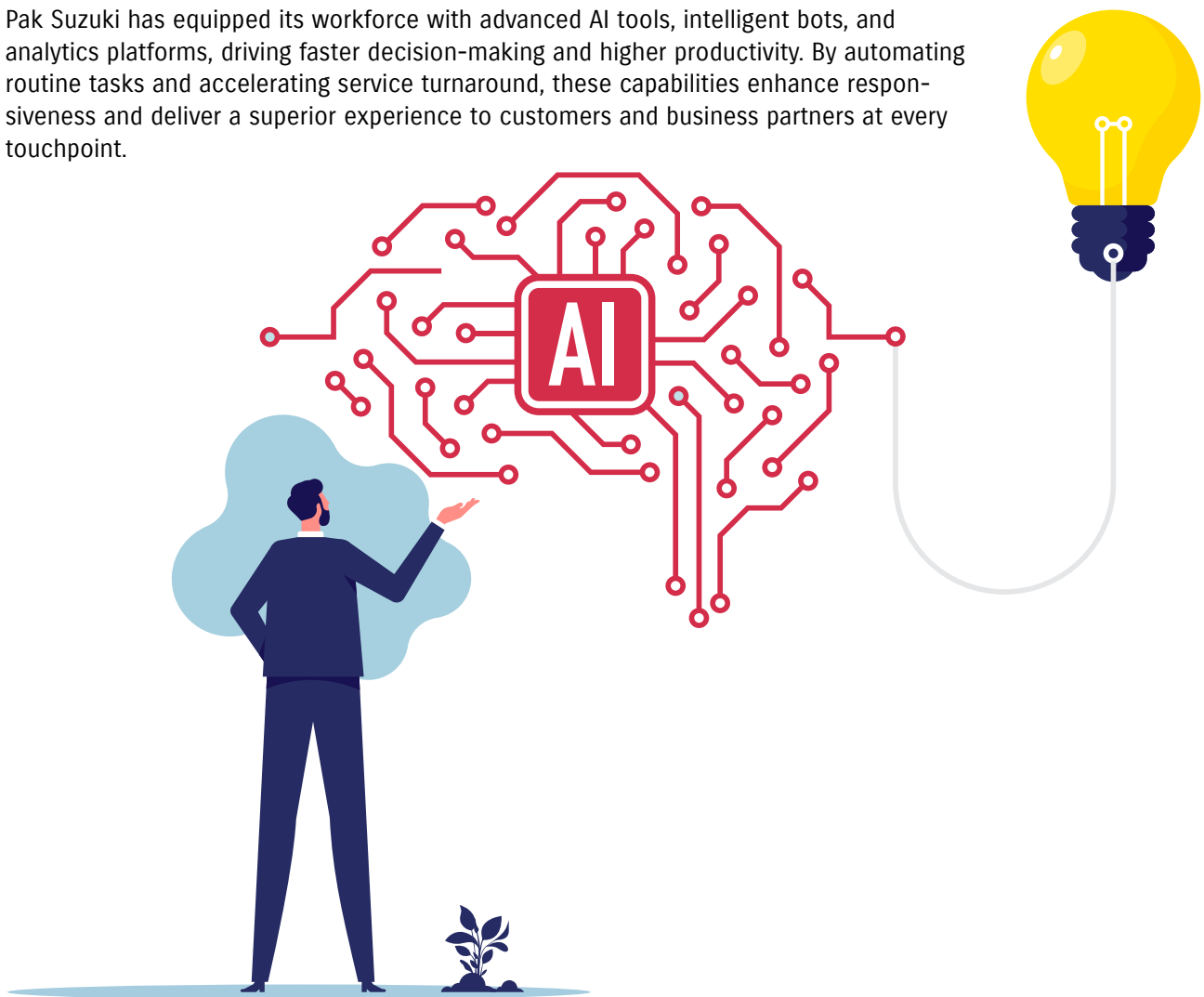
Key digitalization initiatives include 2W Dealers Parts Online Ordering, Dealership CRM, SAP integrated Regional Parts Distribution Centre (RPDC), and Online Payments at dealers and showrooms.



2W Dealers Parts Online Ordering

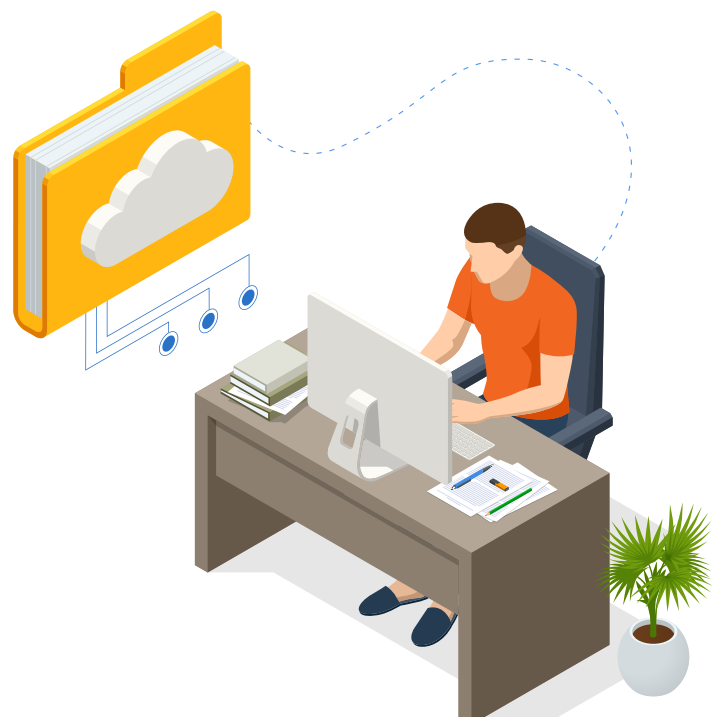
## Artificial Intelligence

Pak Suzuki has equipped its workforce with advanced AI tools, intelligent bots, and analytics platforms, driving faster decision-making and higher productivity. By automating routine tasks and accelerating service turnaround, these capabilities enhance responsiveness and deliver a superior experience to customers and business partners at every touchpoint.



## Secure Cloud-Enabled Workplace

Pak Suzuki has created a secure, cloud-enabled workplace that enables seamless collaboration and more effective customer service anytime, anywhere. With advanced communication tools and enterprise-grade security, employees and business partners enjoy a consistent, reliable, and protected digital environment.



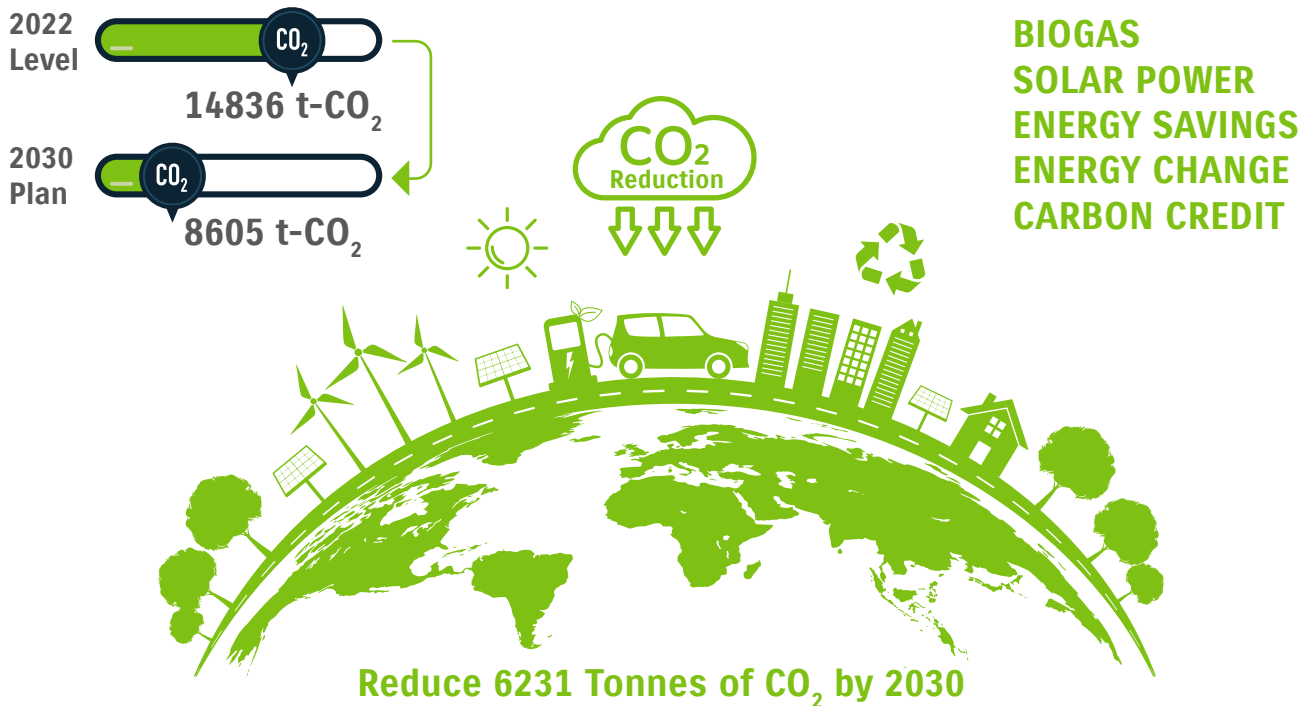
# Customer Centric Always



# ESG Initiatives

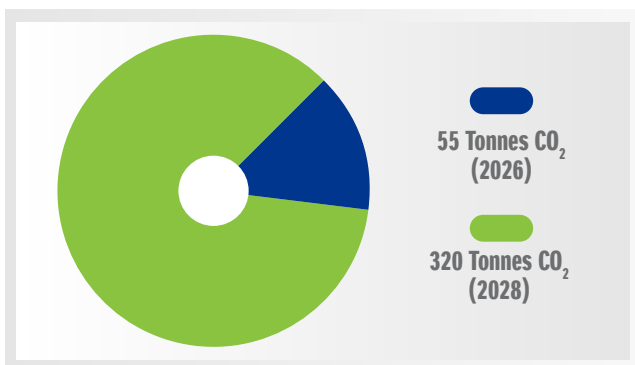
## Carbon Neutrality

### Reduce 42% CO<sub>2</sub> by 2030



## Biogas Plant

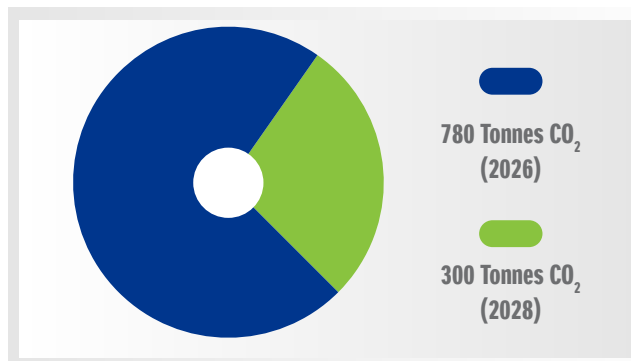
Pak Suzuki is promoting sustainable energy through its biogas initiative at Port Qasim, with a capacity of 1,300 m<sup>3</sup>. This project transforms waste into clean energy, reduces dependence on conventional fuels, lowers methane and greenhouse gas emissions, and reinforces the company's commitment to achieve carbon neutrality. By 2028, this initiative will contribute to a cumulative reduction of 375 tons of CO<sub>2</sub> emissions.



## Solar Power

In 2025, Pak Suzuki has committed to increase its energy consumption from renewable sources. A key initiative in this regard is the installation of solar power system, designed to reduce greenhouse gas emissions, the project aims to generate clean energy.

Pak Suzuki has installed 0.92 MW of solar panels which will reduce 780 tonnes of CO<sub>2</sub> emissions from 2026.



## Energy Savings

Pak Suzuki undertook a comprehensive lighting upgrade across the plant as part of its commitment to phase out fluorescent tube lights, replacing them with energy-efficient LED fixtures. The company also

maximized the use of natural daylight wherever feasible to further reduce CO<sub>2</sub> emission. This initiative cuts 50 tonnes of CO<sub>2</sub> annually in addition to already achieved reduction of 460 tonnes of CO<sub>2</sub>.



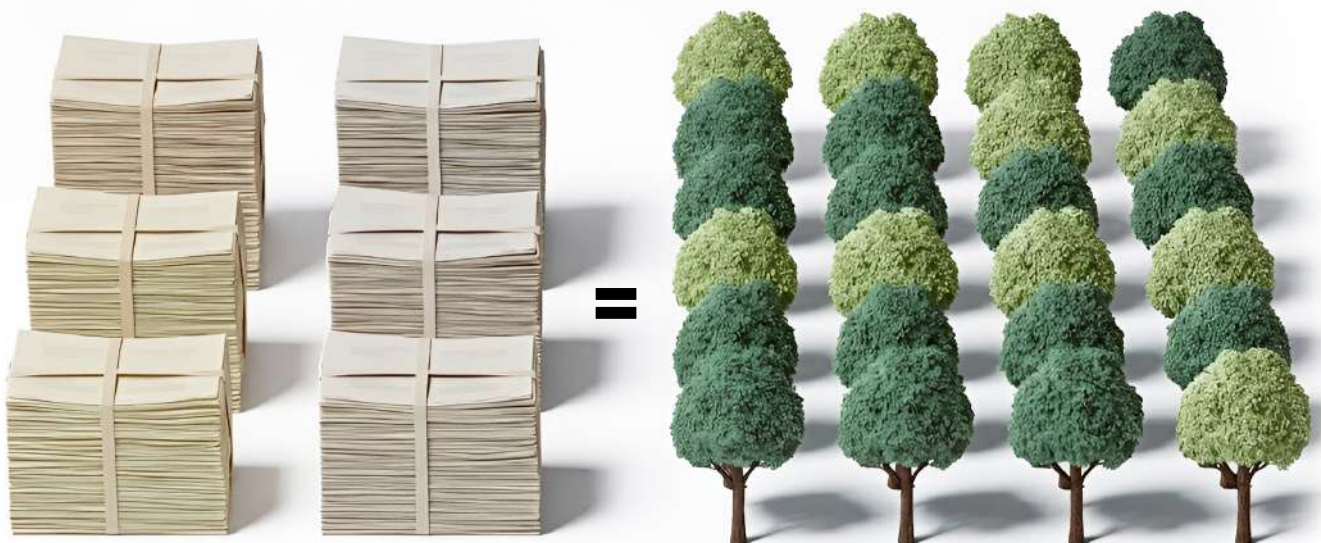
## Elimination of Asbestos Sheets

Asbestos poses significant risks to human health and environment. To comply with international standards, Pak Suzuki is removing hazardous asbestos materials from all factory sheds. With 19% removed in 2025 and the remaining 81% targeted for 2026, the company is on track to achieve a fully asbestos-free facility, ensuring a safer and healthier workplace for all.



## Digitalization for a Greener Future

Pak Suzuki took the initiative to transform into a paperless company by digitalizing processes. This shift resulted in a reduction of 1.2 million sheets in Pak Suzuki and the associated dealers, translating into the preservation of 1,728 trees per year, creating substantial environmental benefits and supporting the company's commitment to sustainability.



# Collaboration that Moves



# CSR Initiatives

## Anmol Zindagi

We have celebrated our 15th Anniversary of Voluntary Blood Donation Program under CSR initiative of Anmol Zindagi – Fueling Inclusive Tomorrow. To celebrate this mega event our leadership has announced CHALLENGE THOUSAND and our staff, leaders, dealers, suppliers and business partners collaborated to achieve this stretched target. The target was double the last year and so do the results. With dedication, compassion and care for society, Anmol Zindagi resulted in massive 1,205 pints of blood. To make this dream comes true multiple camps were organized at multiple locations across Pakistan.



MD Pak Suzuki, inspiring through leadership



DMD Pak Suzuki, demonstrating leadership and compassion



Driving Anmol Zindagi forward



Participation Glimpse: PSMCL Staff



Participation Glimpse: Regional Offices & Dealers



Participation Glimpse: Suppliers & Their Teams

## Mangroves Plantation Drive

Pak Suzuki has launched a mangrove plantation drive at Kharo Chan, Sindh, running from December 2025 to May 2027, with a target of planting 100,000 mangroves. The drive aims to support coastal ecosystem restoration, enhance carbon absorption, and provide natural protection against cyclones, while reinforcing the company's green CSR commitment.



Mangroves study visit with top management, authorities, and service providers.



Agreement Signing glimpse:  
Pak Suzuki Motors Co. Ltd. – IUCN Pakistan



Gemba visit to mangroves with authorities and service providers.

## Flood Relief Support

As part of its CSR commitment, Team Suzuki provided quick and timely support to the CM Punjab Flood Relief Fund, assisting communities impacted by the floods. This initiative strengthened rescue and relief efforts, showcasing Pak Suzuki's compassion, commitment, and impactful engagement with those in need.

**Rs. 30 million**  
Total



## Suzuki Nighebaan Trusted Mobility Partner (Vehicle Donation Initiative)

Under Suzuki Nighebaan initiative, Pak Suzuki supported Zaman Medical Complex in AJK Tara Khel by enhancing emergency healthcare mobility. This contribution strengthened community care and improved emergency response capabilities, earning appreciation from the CEO of Zaman Medical Complex for Pak Suzuki's commitment to supporting well-being in region.



Suzuki Nighebaan – Inauguration Ceremony



Suzuki Nighebaan – Ambulance Presentation

## Construction of Suzuki Block at Government Boys Primary School, Wagodar

Suzuki Block at GBPS Wagodar transformed school's learning environment by providing modern classrooms, principal's office, washroom facilities, furniture, solar power system and other essential amenities. This initiative created a sustainable and conducive space for students, earning appreciation from school administration, teachers, and wider educational community for its meaningful impact on learning infrastructure and student development.



Suzuki Block – Inauguration Ceremony (GBPS Wagodar)



Suzuki Block – Inauguration Ceremony (GBPS Wagodar)

## Donation of Suzuki Every Engines

Pak Suzuki has actively supported technical education across Pakistan by donating automotive engines and providing hands-on training to institutions. The program has reached TEVTA campuses in Sindh, Punjab, AJK, KPK, Baluchistan, and Gilgit-Baltistan, as well as various universities and technical institutes, fostering industry-ready skills and practical expertise in the automotive sector.

### Key Highlights:

# 107

Engines Allocated

# 49

Participating  
Dealerships

# 80

Institutes/Universities  
Benefited

# 1,735

Participants  
Trained



Sindh Technical Education & Vocational Training Authority (STEVTA)



Punjab Technical Education & Vocational Training Authority (PTEVTA)



Bahauddin Zakariya University, Multan (BZU)



University of Engineering & Technology, Lahore (UET)

### Glimpse of Dealers Training to the students



## MOU Signing – Pak Suzuki & NIC

Pak Suzuki and National Incubation Centre at NED University of Engineering & Technology signed a Memorandum of Understanding to enhance academia-industry collaboration. The partnership focuses on several key areas of collaboration including mentorship, enablement support for startups, innovation support and CSR/community engagement initiatives.



MOU Signing Glimpse – Pak Suzuki & NIC Karachi



MOU Signing Glimpse – Pak Suzuki & NIC Karachi

## Training, Awareness & Employee Engagement

### Rise & Shine (Women Wellbeing Program)

To support Pak Suzuki's vision and to foster diversity and inclusivity in the workplace, the "Rise & Shine – Women Wellbeing Program" was initiated. Under this program, the following series of sessions were conducted:

- Physical Wellbeing
- Mental & Social Wellbeing
- Financial Awareness



### Breast Cancer Awareness

October is celebrated as Breast Cancer Awareness Month worldwide. In this regard, the awareness session was also arranged at PSMCL to spread awareness regarding Early Detection and Cure of this disease.



## No Smoking Day

No Smoking Day was conducted across plant, offices, showrooms and dealerships. Awareness booklets were distributed, and a session at Head Office.



## Sessions on Safe Driving Techniques

Sessions conducted for students, teachers, university staff, Pak Suzuki car carrier owners, and drivers to foster responsible driving practices; Safety instruction booklets were distributed to all participants.



## Kaizen & 5S Management

A training program on Kaizen and 5S management was conducted at NED University for students and teachers, introducing Japanese workplace methodologies aimed to enhance operational efficiency, continuous improvement, and organized workplace practices.



# Company Milestones



Commenced Regional Parts Distribution Centre (RPDC) operations in Lahore, making PSMC the first OEM in Pakistan to establish a distribution hub of this scale.

**2025 SEP**

1,000,000th Suzuki Vehicle produced. The Prime Minister of Pakistan graced the occasion.

**2009 AUG**

Landmark of 2 million vehicles line-off achieved by Pak Suzuki. Chairman, SMC Japan and Advisor to Pakistan Prime Minister graced the ceremony.

**2018 NOV**

The joint venture agreement ended, PACO divested its entire share holding to SMC, raising SMC's equity to 72.8%.

**1996 JULY**

SMC acquired additional 15% shares from PACO enhancing its shareholding to 40% and taking over the management.

**1992 SEPT**

Suzuki Motor Corporation (SMC) Japan started assembly of 4x4 vehicle at Naya Daur Motors.

**1975**

Suzuki project was approved by ECNEC (Executive committee of National Economic Council) (Formal approval of the Government).

**1981 DEC**

Signing of contract to commence construction of the Biofuel and Organic Fertilizer Plant.

**2025 SEP**

Groundbreaking ceremony of Pak Suzuki's first private-sector Commercial Biofuel and Organic Fertilizer Plant at Manga Mandi, Lahore.

**2025 APR**

Implementation of SAP S/4 HANA under SG-ONE (Suzuki Global - One New Excellence)

**2023 JAN**

New Customer Relationship Management (CRM) System deployed in Suzuki Pakistan with the objective of one window solution to enhance productivity & efficiency of Sales Team and to equip our dealership in a competition segment.

**2024 SEP**

Foundation stone of Pak Suzuki, Bin Qasim Plant was laid by the Prime Minister of Pakistan.

**1989 MAR**

The Company started commercial operations.

**1984 JAN**

Joint Venture Agreement was signed between SMC and Pakistan Automobile Corporation (PACO).

**1982 JUN**

Pak Suzuki as a public limited company incorporated.

**1983 AUG**



# Driven by Respect

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