

November 5, 2012

To Our U.S. Motorcycles/ATV and Marine Consumers,

We greatly value our relationship with you and accordingly, we want you to hear directly from us about important developments at American Suzuki Motor Corporation (“ASMC”).

Today we announced that we will realign our U.S. business to focus on the long-term growth of our Motorcycles/ATV and Marine divisions. We will wind down and discontinue new automobile sales in the continental U.S., and we have determined the best path to achieve this realignment in an efficient and orderly manner is to restructure our operations under chapter 11.

The most important thing for you to know is that we intend to continue to operate our Motorcycles/ATV and Marine businesses as usual. We firmly believe the actions we are taking will allow us to continue to deliver the exciting and innovative motorcycle, ATV and marine products that have made Suzuki one of the most famous and reliable names in the industry. And of course, all warranties will continue to be honored – just as they have for the past four decades. Further, parts and service will continue uninterrupted.

We remain very proud of our high quality motorcycles, ATV and marine products, and we will continue to bring to the U.S. market more of the products that you have come to know and expect, including our full lineup of sportbike, cruiser, touring, scooter, dualsport, motocross, off-road motorcycles and KingQuad ATV line, as well as our flagship DF300AP, state-of-the-art DF20A, and DF15A, among other models. Suzuki will also continue to have a strong presence as a sponsor of teams in supercross, outdoor motocross and road racing.

We have provided information on this webpage to explain the key steps we are taking throughout this realignment process and what you can expect from us in the months ahead. We remain grateful to you for your loyalty and shared passion for our products throughout the years.

Sincerely,



Takashi Iwatsuki, Chairman
American Suzuki Motor Corporation