



## **Pak Suzuki Motor Company Limited**

Suzuki Motor Corporation designs and manufactures passenger cars, commercial vehicles, motorcycles, all terrain vehicles (ATVs), outboard motors and other products. The company continuously and vigorously promotes technical cooperation through numerous joint ventures overseas, and its main production facilities are currently located in 23 countries and regions overseas. The established network enables Suzuki to operate as a global organization serving 196 countries and regions.

Pak Suzuki Motor Company Limited (PSMCL) was established, as a joint venture between Pakistan Automobile Corporation (PACO) and Suzuki Motor Corporation (SMC) - Japan. The Company was incorporated as a public limited company in August 1983 and started commercial operations in January 1984. Pak Suzuki is engaged in progressive manufacturing, assembling and marketing of Suzuki brand vehicles and motorcycles in Pakistan, under license from SMC-Japan.

The initial share holding of SMC-Japan in PSMCL was 12.5%. The company was privatized in 1992. SMC-Japan after acquiring additional shares from PACO enhanced its shareholding to 40% and took over the management. SMC-Japan gradually increased its shareholding in the company to 73.09%. After privatization Pak Suzuki invested heavily in plant expansion and up-gradation. The Company progressively enhanced its production capacity from 50,000 units per annum in the year 1992 to 150,000 units per annum in year 2007, making it the largest Automobile Production facility in Pakistan.

Pak Suzuki is considered pioneer of Automobile Business in Pakistan. The vehicles produced by the company include Cars, Small Vans, Pickups and Motorcycle. The company has played an important role in the development of vendor base in Pakistan. Following the aggressive policy of Indigenization, Suzuki vehicles have achieved a healthy local content of upto 72%. This was made possible by providing strong support and technical assistance to the vendor industry of Pakistan. The company has also provided land to some of its vendors in the vicinity of Pak Suzuki plant for better coordination and support.

Pak Suzuki has the largest Dealers network offering 3S (Sales, Service and Spare Parts) facilities in Pakistan. The company currently has 77 dealerships spread across 27 cities. The company enjoys a dominant position in small & medium size cars and light commercial vehicles market in Pakistan. Pak Suzuki was able to hold and maintain around 50% market share in Cars and Light Commercial Vehicles segment. Pak Suzuki

maintains its lead by controlling its costs, offering wide range of vehicles as per requirement of Customers, providing high quality products and maintaining production efficiency.

Pak Suzuki has registered a rapid growth during 2002 to 2007. The Company sales increased from 29,000 units in 2002 to 124,000 units in 2007. To catch-up with the increasing demand, Pak Suzuki heavily invested in plant facilities and product range up gradation. The average capital expenditure remained over Rs. 1 Billion per year during this period. The current Investment of Pak Suzuki in plant and facilities stands at Rs.12.7 Billion. The company's production and number of employees have multiplied in line with increasing investments.

Pak Suzuki is also exporting Suzuki Ravi pickup, Liana car to Bangladesh and components to Europe and Japan since 1997, thus earning precious foreign exchange for the country. Pak Suzuki's accumulated exports to date totaled USD 12.6 million.

Pak Suzuki is built on philosophy of Corporate Citizenship and has committed itself to improve Environment. Pak Suzuki is pioneer in introduction of environment friendly factory fitted CNG vehicles. The Company continuously monitors the waste generated from its activities and wherever required has Environmental Control Equipment and facilities in place. The company has also installed state of the art waste water treatment plants to ensure safe disposal of water in to the environment.

Pak Suzuki Motor Company is committed to conducting business as a socially responsible citizen and continuously makes contributions in the area of corporate social responsibility. The company considers its duty to help the nation in difficult times, whether it is floods of July 2010 or earthquake of October 2005, the company has always made its valuable contribution to support the nation. The Company remains committed to continue its support in this important area.

Pak Suzuki always endeavors to go aggressively for the sound development of the society by increasing motorization, industrialization and creating job opportunities thus improving the people's living standards with the combined efforts of all the dealers, vendors and Pak Suzuki employees.