A SUZUKI TIMELINE HISTORY

SUZUKI Way of Life!

1900s to 1950s

1909:
Michio Suzuki opens the Suzuki Loom Works in the small coastal village of Hamamatsu, Shizuoka Prefecture, Japan. The new factory makes weaving looms for Japan's massive cotton industry and Michio's intention is simple: to build better, more ergonomic looms than anything that is currently available.

1920:
The growing factory is re-organised, incorporated, and re-named Suzuki Loom Manufacturing Co., with Michio Suzuki taking the role of company president. This is the beginning of Suzuki Motor Corporation.

1939:
Realising the need for his company to diversify, Michio Suzuki oversees the building of several compact prototype cars. These first Suzuki motor vehicles use innovative 750cc, liquid-cooled, four-stroke, four-cylinder engines which produce 13 horsepower.

1945:
After the World War II, Suzuki once again focuses all its efforts on loom-building. The business is given a huge boost when America approves the export of cotton to Japan.

1952:
Suzuki builds its first motorised bicycle, the 'Power Free'. Designed to be inexpensive and easy to maintain, it uses a 36cc, two-stroke engine clipped to the frame of a conventional bicycle. The Power Free's unique double sprocket gear system allows riders to pedal without engine assistance, with engine assistance, or to travel completely under the engine's own power.

1950s to 1960s

1953:
Suzuki produces its second motorised bicycle. The much improved 'Diamond Free' utilises a larger 60cc engine and takes the first of Suzuki's countless race victories when it wins its class in the 1953 Mount Fuji Hill Climb.

1954:
The company changes its name to Suzuki Motor Co., Ltd and builds its first complete motorcycle. The Colleda is a 90cc, four-stroke single and its name, translated, means 'This is it!' or 'This is the one!' Suzuki enters its new bike in the Mount Fuji Hill Climb and triumphs over 86 rivals.

1955:
Colleda 125cc, 2-cycle motorcycle debuts.

1958:
The now famous Suzuki 'S' makes its first appearance.

1960:
Suzuki enters the Isle of Man TT for the first time. All three of its 125cc machines manage to finish the world's most gruelling road race.

1962:
Champions of the world! East German rider, Ernst Degner, takes Suzuki's first TT victory by winning the 50cc race. He goes on to win the 50cc world championship in the same year giving Suzuki its first world title. Five more 50cc titles will follow in the next six years.

1960s to 1970s

1963:
New Zealand's Hugh Anderson wins the 50cc and 125cc world titles - Suzuki's first double.
Mitsuo Itoh wins the 50cc TT on a Suzuki. He remains the only Japanese rider to ever win a TT race.

1964:
Hugh Anderson wins the 50cc world title.

1965:
Hugh Anderson wins his fourth world title, this time in the 125cc class.
The sensational T20 Super Six really puts Suzuki on the international map. A 250cc, two-stroke twin with six-speed gear box and a claimed top speed of 160km/h, the T20 is a huge sales success.

1966:
Germany's Hans-Georg Anscheidt wins the 50cc world title for Suzuki.

1967:
Stuart Graham wins 50cc TT while Hans-Georg Anscheidt wins the second consecutive 50cc world title.

1968:
Hans-Georg Anscheidt retains the third consecutive 50cc world title.
Suzuki enters the big bike market for the first time with the T500 parallel twin. It produces 47PS, has a top speed of 181km/h, and is so popular it remains in production for the next ten years.

1970:
Belgium's Joel Robert wins a first world motocross championship (250cc) for Suzuki.

1970s

1971:
Suzuki's first true Superbike breaks cover. The GT750 is a liquid-cooled, three-cylinder, two-stroke which quickly achieves legendary status. The GT750's reliability and all-round capabilities make it one of the most popular bikes of the 1970s.

Joel Robert retains the world 250cc motocross crown. Roger De Coster becomes the World Motocross Champion 500cc class on his Suzuki RN71.

1972:
Joel Robert takes a third motocross world title for Suzuki.

1974:
The iconic RG500 square-four race bike makes its debut. It will eventually win four 500cc world titles and be the privateer's weapon of choice for the next decade.

1975:
The RM125 is introduced as a production version of the works machine RA75.

1976:
Barry Sheene wins his, and Suzuki's, first 500cc world title on the RG500. The legendary bike took the top six places in the championship.

Meanwhile, the GS750 - Suzuki's first big four-cylinder bike - is released.

1977:
Sheene retains the 500cc world title for Suzuki.

1970s to 1980s

1978:
The Suzuki GS1000 is launched to universal acclaim. At last, a four-cylinder, 1000cc motorcycle that has handling to match its power. The GS1000 sets new standards for Superbikes.

American riders Wes Cooley and Mike Baldwin ride the bike to victory in the inaugural Suzuka 8 Hour race - regarded amongst the Japanese manufacturers as the single most important race on the calendar.

1979:
Mike Hailwood wins Isle of Man TT race - the Senior - on an RG500 Suzuki.

1980:
Belgium's Georges Jobe wins the world motocross title for Suzuki.

1981:
Italy's Marco Lucchinelli wins the 500cc world championship on an RG500.

Suzuki stuns the biking world with its futuristic GSX1100S Katana. The bike's aggressive styling and superb performance make it a huge sales success.

Suzuki also enters the scooter market with the 'Gemma' 50cc model.

1982:
Franco Uncini becomes the champion, winning five rounds out of the total 12. Suzuki wins a record 7th-consecutive manufacturer's title.

1983:
The world's first four-wheeled ATV, the QuadRunner 125 is released.

Frenchman Herve Moineau and Belgium's Richard Hubin win the Suzuka 8 Hour race on a Suzuki GS1000R.

1984:
Michele Rinaldi wins World Motocross Championship GP125 class title. Suzuki retains champion title in this class for ten consecutive years.

1980s to 1990s

1985:
The bike that is to change the face of motorcycling arrives. Suzuki's GSX-R750 will always be remembered as the first true race replica machine. Delivering 100 horsepower and weighing in at 176kg, it created a whole new category of performance bikes.
The GSX-R750 achieves a 1-2 finish in its World Endurance Championship debut race, the Le Mans 24-hours Endurance Race.

Suzuki also becomes the first manufacturer to release an ATV specifically built for racing - the LT250 Quad Racer.

1986:
Bigger, faster, bolder: GSX-R750 gets a big brother in the shape of the stunning GSX-R1100. Once again, Suzuki ups the bar and dares the competition to follow.

1988:
Full-fledged restart of World GP works action. A new Suzuki star, Kevin Schwantz, takes the first of 500cc GP wins at Suzuka in his first full year of GP racing.
Suzuki introduced DR-BIG.

1989:
Suzuki launches the iconic RGV250, one of the most popular two-stroke race replicas of all time.

1990:
Company name changes to Suzuki Motor Corporation.
Italy's Alessandro Puzar wins the world Motocross title for Suzuki.

1993:
Kevin Schwantz wins the 500cc world championship on the RGV-γ500 and ensures his name will always be remembered amongst the all-time greats.

1990s to 2000s

1994:
Greg Albertyn of South Africa wins the 250cc world motocross championship on a Suzuki.

1995:
Total aggregate motorcycle exports reach 20 million units.
Bandit 1200 debuts. The 16-valve 1156cc air/oil-cooled engine, based on the proven GSX-R1100, mounted on a double-cradle frame.

1996:
Suzuki re-invented GSX-R750 in 1996 model with all-new engine and chassis.

1997:
Suzuki wins World Endurance Championship series title with GSX-R750.

1998:
Burgman 400 debuts.

1999:
Suzuki breaks the mould once again with the unveiling of the GSX1300R Hayabusa. The bike sets new standards in the hyper sports category.

Total aggregate motorcycle production reach 40 million units.
Mat Mladin becomes AMA Superbike series champion aboard GSX-R750.
Suzuki takes World Endurance Championship titles with GSX-R750.

2000:
Kenny Roberts Junior wins the 500cc world title on an RGV500-γ
Suzuki wins World Endurance Championship titles 2 years in a row.

2000s

2001:
An unforgettable year which saw the launch of the ultimate sports bike - the Suzuki GSX-R1000. The newest addition to the GSX-R family had the same impact as the original upon its release in 1985 and re-wrote the rule books on performance, weight, handling and styling. It would soon be dominating race tracks and awards ceremonies around the world.

Suzuki France team becomes FIM Endurance World Cup series champion. French rider Mickael Pichon wins the 250cc world motocross title for Suzuki.

2002:
The world's largest capacity scooter, the Burgman 650, is launched. The 638cc maxi-scooter creates a new class of high performance twist-and-go scooters capable of long distance touring.

Mickael Pichon takes 2-year consecutive FIM World Championship Motocross 250cc class title while setting a world record of nine consecutive-round victories.

2003:
Suzuki introduces QuadSport Z400, Sport ATV.

2004:
John Reynolds takes the British Superbike title on the Rizla Suzuki GSX-R1000. In the U.S.A., Yoshimura Suzuki rider Mat Mladin on a GSX-R1000 wins his fifth AMA Superbike series title.

2005:
Australian riders Troy Corser and Matt Mladin complete a superb year for the GSX-R1000. Corser secures the World Superbike championship while Mladin takes an unprecedented sixth AMA Superbike title.

2000s

2005:
Suzuki introduces 3rd generation GSX-R1000.

Suzuki introduces RM-Z450, Suzuki's first 4-stroke motocross bike.

Ricky Carmichael rides his RM250 to AMA Supercross Championship title, and his RM-Z450 to U.S. National Motocross title.

2006:
SUZUKI BOULEVARD M109R (INTRUDER M1800R) debuts.

Suzuki Castrol (Suzuki Endurance Racing Team) and GSX-R1000 earns its second consecutive championship of the year.

Team Makita Suzuki's Ricky Carmichael wins AMA Supercross and AMA Motocross Championship aboard RM-Z450.

2000s

2007:
Australia's Chris Vermeulen scores Suzuki's first win of the four-stroke MotoGP era with victory at the French Grand Prix at Le Mans. Yukio Kagayama and Kosuke Akiyoshi take a GSX-R1000 to victory in the Suzuka 8 Hour race and Belgium's Steve Ramon wins the MX1 world motocross championship.

Vincent Philippe, Matthieu Lagrive and Julien da Costa also win the world endurance championship on a GSX-R1000 - it's the sixth world endurance title for Suzuki's flagship sports bike.

2008:
The Suzuki B-King, a naked muscle bike with attitude, first shown as a concept model in 2001, arrives. Suzuki launches the Worlds first production fuel injected motocross bike - the RM-Z450. In the same year, Suzuki launches the new GSX-R600 and 750 models - the thinking mans sportsbikes. Suzuki introduces 2nd generation Hayabusa 1300.

In the World Endurance Racing, Suzuki France's SERT captures the championship for four consecutive years on the GSX-R1000.

2009:
The all new GSX-R1000 is launched. In the United States, Rockstar Makita Suzuki's Mat Mladin clinches his seventh AMA Superbike Championship riding GSX-R1000.

100 YEARS of INNOVATION

2000s to 2010s

2010:
25 Years of the GSX-R. In the World Endurance Championship, Suzuki Endurance Racing Team won the championship on the GSX-R1000.
Fuel injection comes to MX2 with the RM-Z250 and a return to enduro with the RMX450Z.

50 SUZUKI Years of Racing 1960 - 2010

2011:
Suzuki launches the GSR750 to critical acclaim, winning MCN All-Rounder of the year (under 750cc).

The lightest, best performing, best ever GSX-R750 and GSX-R600 also go to market, boasting Showa BPF forks and Brembo brakes. The GSX-R600 proves to have the highest power-to-weight ratio in its class and wins MCN Best Sports Bike of the year (under 600cc).
Suzuki France's Suzuki Endurance Racing Team (SERT) captures the championship for two consecutive years on the GSX-R1000.

The 2012 V-Strom 650 ABS is launched to rave reviews. With upgrades throughout for even better comfort, performance and economy.

2010s

2012:
GSX-R series total production reaches 1 million units.

The Inazuma is launched. With user-friendly performance, and fuel efficiency, without compromising on styling features and finish quality.

2013:
The Suzuki Endurance Racing Team (SERT) takes its 4th consecutive Endurance World Championship and its 13th title overall.

The V-Strom 1000 ABS is launched.