
News Release

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NATIONAL MARINE MANUFACTURERS ASSOCIATION RECOGNIZES SUZUKI MARINE FOR OUTSTANDING CUSTOMER SATISFACTION

Latest Award Marks Consecutive Wins For Leading Manufacturer of 4-Stroke Outboards

Complete customer satisfaction and continuous improvement have always been important goals for Suzuki Marine, the outboard motor division of American Suzuki Motor Corp. A recently bestowed Customer Satisfaction Index (CSI) Award from the National Marine Manufacturers Association (NMMA) proves that Suzuki Marine is making great strides towards achieving these goals. More importantly, this latest award makes two consecutive CSI awards for Suzuki's all 4-stroke outboard line up.

To earn this prestigious honor, boat and motor manufacturers must achieve and maintain an independently measured standard of excellence. In measurable terms, this means a 90-percent or higher rating in customer satisfaction for the previous year, based on information provided by more than 50,000 consumers. The Marine Industry CSI Awards program was formed to recognize those companies actively measuring customer satisfaction to pursue continuous improvement.

"Consumers today expect a trouble-free, satisfying boating experience every time they hit the water," said Larry Vandiver, Marketing Director for Suzuki Marine. "We've made a commitment to deliver this experience, whether a customer's boat is powered by a portable 4-stroke or one of our powerful V6 4-stroke outboard motors for high-performance fresh and saltwater boats. This recognition from the NMMA confirms that we're on the right track. While we certainly appreciate this honor from the industry, Suzuki will continue to work harder to improve product quality and customer satisfaction in all segments of the boating market," added Vandiver.

Suzuki Marine manufactures a full line of 4-stroke outboard motors from 2.5 to 300 horsepower, covering every boating application from canoe to canyon fishing machine. Over the years, Suzuki 4-stroke outboards have earned an unprecedented four NMMA Innovation Awards for advanced technology and features that improve performance, efficiency and reliability.

For more information about Suzuki's world leading line of 4-strokes, from 2.5 to 300 horsepower, contact American Suzuki Motor Corporation, 3251 E. Imperial Highway, Brea, CA 92821 • Telephone: (714) 996-7040. Or visit Suzuki's informative website at www.suzuki.com.