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# Suzuki enjoys a record year in 2023

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Coming very soon... Suzuki's new Swift, on sale in Britain from the spring of 2024.

## Suzuki's New Year News in Brief...

*They tell us:*



(Photograph and all words from Suzuki).

Suzuki is very pleased to report a record year for both Suzuki GB PLC and Suzuki Ireland. Despite ongoing challenging market conditions, Suzuki GB closed the year off at 27,928 units which equates to a very strong 57 per cent growth versus 2022 and its biggest annual volume since 2019. This proves once again the popularity of Suzuki's full range of Hybrid passenger cars with all the technology you need as standard together with low cost of ownership. Suzuki is also rated as the number one car brand for Trust by its customers \*based on the latest UKCSI survey.

This volume growth figure easily outperformed overall car industry for the year at 18 per cent and registrations of new Hybrid models are proving even more popular now. (Source: SMMT).

The most popular new car in the Suzuki Hybrid range was the S-Cross which accounted for 8,733 units which was double the volume sold during 2022. Vitara, Swift and Ignis models also performed very well throughout the year and represented around 16,000 units collectively.

The good news continued for Suzuki sales in Ireland too, 2023 was its biggest volume on recent record as the first year that Suzuki passed the 2,000 units milestone since 2008. This was achieved well in advance of year end and the 24 strong Irish dealer network worked even harder to finish the calendar year at 2,207 units. This represents a remarkable growth of 82 per cent versus 2022 and an overall Irish car market share of 1.7%. Also worthy of note is that overall industry growth in Ireland was 16%.

The most popular model in the range was the Vitara at 855 units, followed by S-Cross at 485 units. (Source: SIMI).

## All-New Swift on sale in Spring 2024.

As the trusted car brand for those who are proud to be different and with global Swift sales



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now having exceeded 9 million units since 2004, Suzuki will introduce its all-new Swift Hybrid model in the UK and Ireland next Spring. New Swift will be powered by a 1.2-litre three-cylinder engine with enhanced fuel economy and even lower CO<sub>2</sub> emissions. The all-new model will also include all the technology you need as standard as well as optional CVT transmission.

Further details including full specification will be announced closer to launch.