



## **SUZUKI MARINE USA APPOINTS NEW EXECUTIVE VICE PRESIDENT, SALES AND MARKETING**

Suzuki Marine USA has appointed boating industry veteran Daiki Sugiura to the newly established position of Executive Vice President, Sales and Marketing. In this key new position, Mr. Sugiura will report directly to new Suzuki Marine USA President Mr. Nobuo Suyama.

Mr. Sugiura brings with him 21 years of leadership experience with Suzuki Marine and the global boating business. His recent background includes three years based in Germany, where he was responsible for German and East European outboard motor markets, and another three years in Belgium, where Mr. Sugiura was charged with setting up Suzuki Marine's European Liaison Office. His experience with Suzuki Marine and in-depth understanding of Suzuki outboard technology and the global boating market will make him an extremely valuable asset to the growing Suzuki Marine USA leadership team.



**Mr. Daiki Sugiura**

This appointment is one of many promotions and new position hires Suzuki Marine USA has undertaken over the past year to meet growing market demand and strategically prepare itself for continued growth in the future. Since the company relocated its headquarters from California to Florida in late 2020, Suzuki Marine USA has literally hired dozens of people to staff its Tampa headquarters and Panama City U.S. Technical Center.

“Suzuki Marine is growing and will continue to grow as we stake our claim in the U.S. outboard market,” said George “Gus” Blakely, Executive Vice President Sales & Service. “We have aggressive plans to expand the power of the Suzuki brand and capture even greater market share in the coming years. We will need bold leadership to guide us on this journey, and Mr. Sugiura will play a pivotal role in positioning Suzuki Marine for success.”

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### **About Suzuki Marine**

Suzuki is a leading manufacturer of 4-stroke outboard motors ranging from the ultra-portable 2.5 horsepower to the flagship DF350 V-6 with contra-rotating dual propellers. Over the years, Suzuki outboards have won nine Innovation Awards from the National Marine Manufacturer's Association (NMMA) for motors as small as 25 horsepower, demonstrating Suzuki's commitment to making the best technology available to the widest possible audience. Over the past few years, Suzuki Marine USA opened a U.S. Marine Technical Center in Panama City, Florida and moved to a new corporate headquarters in Tampa, Florida, to be closer to the heart of the U.S. boating industry and boating capital of the country. Through its CLEAN OCEAN PROJECT, regional cleanup and habitat restoration efforts around the world, and company-wide plastic waste reduction efforts, Suzuki has demonstrated a commitment to protecting coastal and marine habitat at home and around the world.

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