



Way of Life!



## Press Release

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### **SUZUKI CANADA ANNOUNCES EXCLUSIVE DEALER FINANCE PROGRAM TO ENCOURAGE DEALER GROWTH IN WHOLESALE AND PRE-OWNED PRODUCTS**

RICHMOND HILL, ONTARIO, October 2, 2007 – Suzuki Canada announced today a new Dealer Finance Program with their exclusive partner, GE Commercial Distribution Finance Canada. The program is effective October 2nd, 2007 to its Motorcycle, ATV and Marine dealer network.

This partnership offers Suzuki's dealer network the opportunity to grow in new and pre-owned programs and also lever GE's industry expertise for wholesale inventory finance.

"Ultimately, this program will be good for dealers, good for customers and good for our companies," said Seiichi Maruyama, President — Suzuki Canada Inc. "Any time we can assist our dealers in growing their business, it is a win-win for all partners."

This partnership allows Suzuki to create programs to increase dealer cash flow, streamline its inventory financing via world class e-commerce tools, free-up floor plan dollars and make trade-ins less costly.

" We are excited to expand our relationship with a world class organization like Suzuki and look forward to delivering value added financial services that benefit Suzuki Canada and its customer base," said Peter Ringler, president, GE Commercial Distribution Finance Canada. "Our 34 year relationship with Suzuki, our industry expertise and flexible finance options combine to ensure a successful program."

About Suzuki Canada:

Suzuki Canada is a leading provider of automobiles, motorcycles, ATVs and outboard motors and is committed to environmental conservatism at all stages, from development to disposal.

For further information, contact Suzuki Canada at 100 East Beaver Creek Road, Richmond Hill, Ontario L4B 1J6. • Telephone: 905-889-2600 • Or visit Suzuki Canada's website: [www.suzuki.ca](http://www.suzuki.ca).

About GE Capital Solutions, Commercial Distribution Finance Canada:

GE Capital Solutions, Commercial Distribution Finance Canada is a leading provider of specialized financing products and services for various industries. Offerings include inventory financing, accounts receivable financing, asset-based lending, private label financing, collateral management, e-commerce services and related financial products. Additional information about CDF can be found online at [www.ge.com/cdf](http://www.ge.com/cdf).

GE Capital Solutions provides leasing, lending and capital investment products and services to help business customers grow. It has over \$90 billion in assets, serves more than 1 million clients around the world and is headquartered in Danbury, Conn., USA. For more on GE Capital Solutions, go to [www.ge.com/capitalsolutions](http://www.ge.com/capitalsolutions). GE is Imagination at Work - a diversified technology, media and financial services company focused on solving some of the world's toughest problems. For more information, visit the company's Web site at [www.ge.com](http://www.ge.com).