



PAK SUZUKI MOTOR CO. LTD.

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May 17, 2022

Dear Dealer Directors

Subject: "New Car Every 2-3 years - RV Financing Promotion" valid till June 30, 2022

and Inclusion of MCB Bank

Dear Sir/s,

Thank you for your efforts to promote sales of Suzuki products.

With the objective to create "**Customer Trend to Upgrade the Car Every 2-3 Years**" by getting car on low monthly installments through RV financing, we launched a financing promotion which was initially launched for the period of Dec 13, 2021 – March 31, 2022. Keeping in view, very encouraging results; the promotion had been extended till June 30, 2022.

It is pertinent to mention that in view of increasing auto financing rates and increase in prices; Low monthly installments under RV financing which are approximately 40% less than normal financing is "**very attractive option**" for Suzuki segment customer. A comparison is given below:

Vehicle	Car Price	Discounted RV Instalment	Normal Instalment	Savings	%age
Alto VXR	1,733,000	37,332	57,777	20,445	35%
WagonR VXL	2,199,000	47,348	73,290	25,942	35%
Cultus VXL	2,564,000	55,194	85,442	30,248	35%
Swift GLX CVT	3,298,000	64,205	91,593	27,388	30%

Note: Above monthly installments are based on May 2022 KIBOR+3%, 15% Down payment (Swift 30%), RV (60% of Loan Amount; Swift 50%), 3 years tenure and including insurance rate @1.99%

Please note that following benefits are being provided to customer under Suzuki RV financing arrangements:

Customer Benefits:

- **Free Registration** to customers (excluding service charges and taxes)
- Registration amounts to be reimbursed are as follows (same amount irrespective of variant)
 - Alto (VX & VXR): Rs. 18,000, WagonR (VXR, VXL & AGS): Rs. 21,000 , Cultus (VXL & AGS): Rs. 23,000, Swift (GL, GL CVT & GLX CVT): RS. 31,000
- **Preferred delivery**
- Mark-up rate break from Partner Banks (as low as KIBOR+3%)
- Insurance rate Break from Partner Banks (1.99%)

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REGIONAL OFFICE RAWALPINDI
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REGIONAL OFFICE MULTAN
Office No. 402, 4th Floor,
United Mall, Abadali Road, Multan.
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- Buyback Guarantee from PSMC for up to 3 Years as per Terms and conditions.

A Performance *snapshot* of promotion (Dec 13, 2021 to April 30,2022) is given as under

Partner Bank A												
Source	Dec-21		Jan-22		Feb-22		Mar-22		Apr-22		Total	
	Login	Disbursed	Login	Disbursed	Login	Disbursed	Login	Disbursed	Login	Disbursed	Login	Disbursed
Dealer	18	16	52	44	84	87	59	61	13	36	226	244
Bank	36	25	107	73	174	114	122	70	27	50	466	332
Total	54	41	159	117	258	201	181	131	40	86	692	576

Partner Bank B												
Source	Dec-21		Jan-22		Feb-22		Mar-22		Apr-22		Total	
	Login	Disbursed	Login	Disbursed	Login	Disbursed	Login	Disbursed	Login	Disbursed	Login	Disbursed
Dealer	11	1	23	3	31	30	64	50	51	29	180	113
Bank	30	9	77	33	100	144	284	224	284	100	775	510
Total	41	10	100	36	131	174	348	274	335	129	955	623

Note: We appreciate that *Dealership sourcing of customer in this promotion which is averaging 30% of total sourced customers. This speaks volume about your Sales teams efforts.*

Applicable Models:

- Suzuki Alto (VX, VXR & AGS), Wagon R (VXR, VXL & AGS), Cultus (VXL & AGS), Swift (GL, GL CVT & GLX CVT)

Promotion Partner Banks:

- Bank Alfalah Limited (including Islamic), Meezan Bank Limited, MCB Bank Limited (New on board on April1, 2022)

Duration:

April 1, 2022, to June 30, 2022 (*Valid for Payments received at PSMC on or before 30th June, 2022)

We appreciate and thank you all for your dedicated efforts and are hopeful that this scheme will enhance the Retail Activity at dealerships. **Please note that this promotion is valid till June 30, 2022 so your customers can avail all these benefits till June 30, 2022.**

Yours Truly,



G. H. Agha

Divisional Head Business Development
Suzuki Finance/Insurance