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American Suzuki Motor Corporation announces
revolving retail finance partnership with Sheffield Financial

Sheffield Financial, a division of BB&T Financial FSB, headquartered in Winston-Salem NC, has been selected by American Suzuki Motor Corporation (ASMC) as its new provider of revolving retail finance programs and services for its full line of motorcycles, ATVs and scooters retailed by Suzuki dealers throughout the U.S. (except Hawaii)

Since its inception in 1992, Sheffield Financial has experienced tremendous growth, completing over 1 million transactions representing over \$3.5 billion in consumer and commercial retail loans.

Sheffield Financial was founded by current CEO Jack Snow, and was acquired by Branch Bank & Trust (BB&T) in 1997. BB&T is currently the 8th largest bank in the U.S.

"Sheffield Financial has always delivered competitive retail finance programs and services to selected manufacturers, dealers, and retail customers nationwide. We are very excited to partner with Suzuki as its revolving credit lender", said Snow. "Outstanding customer service, speedy credit approvals and efficient operations are the cornerstone of our culture, business philosophy and genetic makeup. We look forward to offering these fast and easy retail lending solutions to Suzuki motorcycle, ATV and scooter dealers nationwide."

Dirk Gould, sales support and finance manager for American Suzuki adds, "Sheffield Financial's personal touch to retail lending complements our retail finance strategy. Its user-friendly and cost effective program is a great way to offer competitive financing options to Suzuki customers. We are delighted to work with Sheffield Financial in providing a revolving retail financing program."

Suzuki dealers and customers can easily get started with Sheffield Financial by visiting its website at www.sheffieldfinancial.com for a personal experience that's simpler than ever! Dealers and customers can also speak directly to a Customer Service or Loan Processing professional by calling 1-800-438-8892 until 9pm EST Monday through Saturday, and until 8pm EST on Sunday.

About American Suzuki Motor Corporation

The Motorcycle/ATV Division of American Suzuki Motor Corporation (ASMC), Brea, Calif., was founded in 1963 by Suzuki Motor Corporation (SMC). ASMC markets motorcycles and ATVs via an extensive dealer network throughout 49 states. ASMC's parent company, Suzuki Motor Corporation, based in Hamamatsu, Japan, is a diversified worldwide manufacturer of motorcycles, ATVs, scooters, automobiles and marine engines. Founded in 1909 and incorporated in 1920, it has 120 distributors in 191 countries.

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