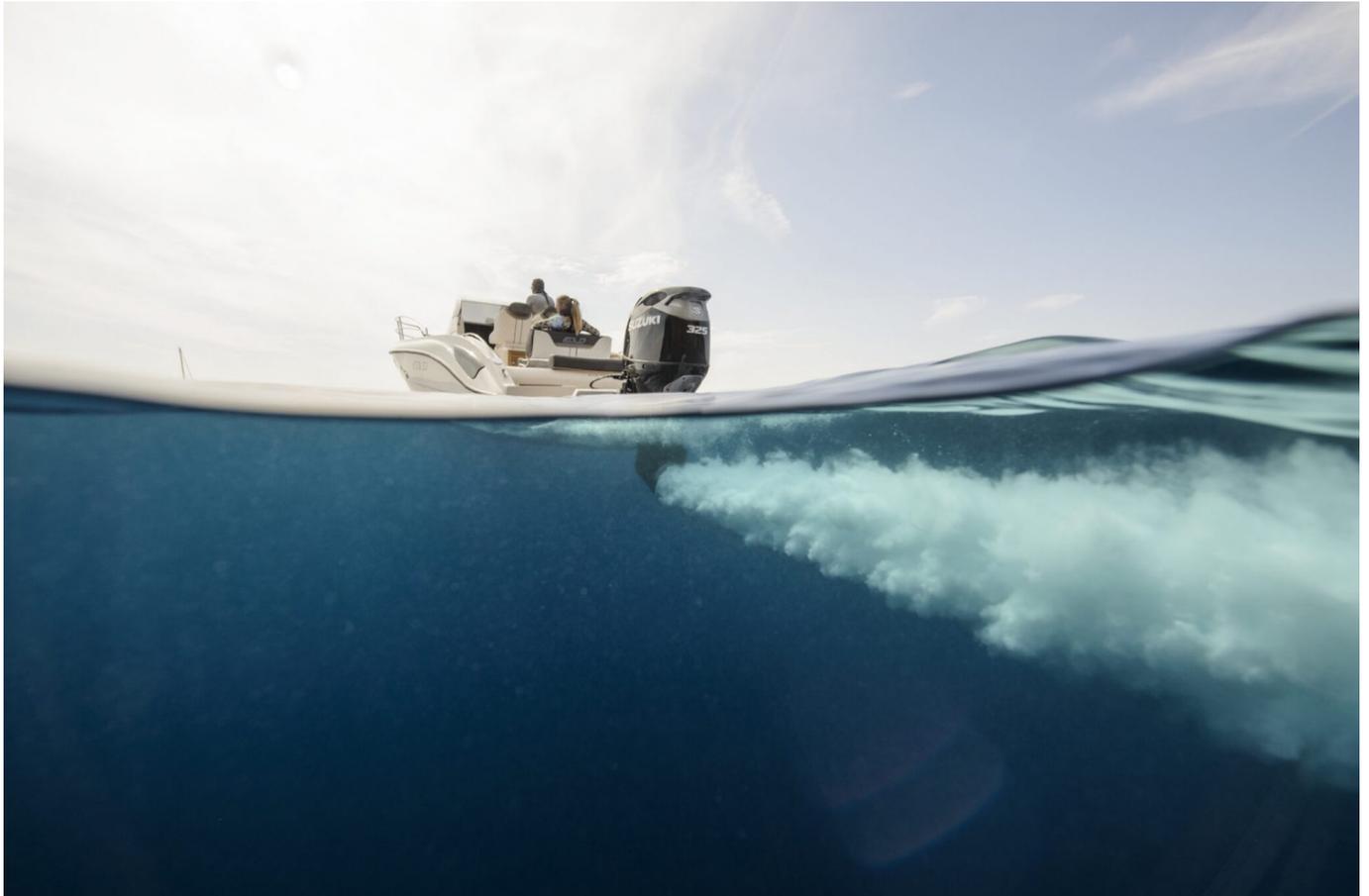


Suzuki GB Team Up With OceanR In Plastic Waste Campaign

[Suzuki GB](#) has launched a new campaign in collaboration with sustainable apparel manufacturer, [OceanR](#), to assist in the removal of plastic from our oceans.



As part of this new initiative, Suzuki has committed to removing 1kg of plastic waste from the oceans with every outboard sold in the UK until the end of March 2023. Suzuki will also provide customers with a custom-designed, Suzuki/OceanR hoodie made of organic cotton and recycled polyester as part of this process.

“We are thrilled to be able to launch this exciting new campaign which we believe can help make a real difference to

our oceans,” says Mark Beeley, head of ATV & marine for Suzuki GB.

“As we know, plastic pollution is a huge problem, and it is through collective and collaborative action such as this that will have the biggest impact. The initial launch phase for this project will be until the end of March, but we are hopeful of being able to extend this to a longer-term commitment in partnership with OceanR as I believe our ethos is very much aligned with theirs.”

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This is Suzuki's latest campaign in its global 'Clean Ocean Project,' which also saw the Japanese manufacturer launch a microplastic collection device. The device is currently fitted as standard to the DF115 and DF140, and the company hopes to roll it out across the entire product line in the near future.

Suzuki GB Clean Ocean Project began in 2011 as a global network of beach cleaning efforts. In the past few years, it has evolved to include technological innovations, such as the microplastics collection device, as well as changes to Suzuki's operational processes, such as the removal of nearly 20 tons of plastic from the packaging of its products since 2021.

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