

Messages from Readers



Takehiko Murayama

Professor, Interdisciplinary Fields,
School of Science and Engineering,
Waseda University

You have made further advances in your environmental conservation activities, such as the development of new vehicles with reduced environmental impact, obtainment and renewal of ISO 14001 certification, and promotion of environmental protection in manufacturing and logistics. I especially appreciate your company-wide zero emissions efforts. Although you accomplished nearly all the previous year's environmental goals, I encourage you to establish more specific targets, even if they seem difficult to accomplish. I hope you will incorporate the average environmental impact per unit of production. I would appreciate it if you work to make the time course of your environmental activities more easily understandable by presenting environmental data in a more convenient way in comparison with environmental impact data obtained in the past, and by constantly renewing PRTR data. Please include the total environmental impacts resulting from the use of your products sold.



Yohko Hagi

Principal Lecturer of
an ISO Training Organization

Associate/principal consultant, L.M.J. Japan K.K.
Representative of Sapphire Corporation

In fiscal 2002, you achieved remarkable results by accomplishing all numerical targets for the year. I imagine you encountered difficulties in protecting the environment while maintaining the high quality of your products in your efforts to reduce the use of substances with environmental impact. I hope that you will make further efforts to completely phase out the three harmful substances, cadmium, mercury and hexavalent chromium on schedule. I also appreciate your achievement in bringing near-dry processing into actual application in the machining plants, from the viewpoint of both environmental conservation and product quality. I pay much attention to the benefits that resulted from the process improvement. I think the Global Environment Committee and other committees are functioning well in your business activities. You will enjoy true benefits from your ISO management systems, as long as your activities to conserve the environment are integrated with your production activities. I encourage you to raise all employees' awareness about this.



Masakatsu Iwasa

Representative Director
Tokyo Jyonan Environmental Counselors' Association
(designated non-profitable organization)
Technical Advisor to Kanagawa Prefecture

In fiscal 2002, you constantly worked and achieved good results under severe business circumstances, such as the promotion of clean energy vehicles and improved fuel efficiency. You have reached a milestone showing the public the environmental potential of Isuzu as a leading manufacturer of commercial vehicles a core means of logistics. Your environmental activities are maturing and this Environmental Report demonstrates that you have accomplished difficult numerical targets on total environmental impacts at each plant. I especially appreciate your improvements such as increased recycling ratios of total waste volume. It is important that results of this kind should be achieved in the future. Thanks to the recent trends in social consciousness, business is required to make further advances in its activities to protect the environment and suppliers, including those overseas. I hope you, as a key global player, will continue to be an industry leader on environmental issues.



Akihiko Tsuyama

Environmental cartoonist
Creates environmental cartoons for
children's educational magazines.

I highly appreciate your further progress since last year, in areas such as the development of technologies with reduced environmental impact and the reduction in volume of waste going to landfills. I think that vehicle manufacturers will be urged to significantly conserve energy to stop global warming. Because sustainable society is based on recycling-oriented local communities, you must consider a shift in business mode for transport services among regions. This will reduce the total energy consumption for cargo transport. I also think a conceptual turnover in advance of the times is necessary to make industry more environmentally friendly. These efforts would include development and utilization of naturally occurring materials that are easily recyclable and disposable.

● In Response to the Messages from Readers

Points raised in the readers' comments in last year's report included the promotion of efforts for Isuzu as a manufacturer of commercial vehicles with significant environmental impact and as a key player in global environmental conservation to develop clean diesel engines and to reduce the use of substances that have environmental impact.

Following the launch of the ELF KR series light-duty trucks, which achieved "clean exhaust emissions," in fiscal 2002 we developed and released the GIGA series heavy-duty trucks, equipped with the Smoother-G transmission to significantly reduce fuel consumption, taking the initiative in creating envi-

ronmentally friendly vehicles. We also worked proactively to promote the environmental conservation activities of our customers by developing the "Mimamori-kun" vehicle diagnostic system, which analyzes a range of driving data from our customers in order to provide diagnostic information and recommend appropriate ways to reduce fuel consumption and drive more safely.

In this year's report, we are receiving valuable comments from the readers on our achievements in fiscal 2002, and are expected to make further advances. We will continue to make company-wide efforts in fiscal 2003.

Editors

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