

# Messages from Readers

We are reflecting the opinions of independent individuals to help our business operations lead to the establishment of a sustainable society.



Non-Governmental Organization  
Japan Center for a Sustainable  
Environment and Society  
Secretary General  
**Jiro Adachi**

I have a great respect for (Isuzu's) initiatives, such as developing clean engines and working to reduce waste in plants and substances with significant environmental impacts. The personality of company and its staff is conveyed through your report, which was an enjoyable and educational for me. I especially felt that the "Mimamori-kun" was a unique endeavor.

Meanwhile, for Isuzu Motors to become the leading company in the move to realize a sustainable society, there are a few requests that I would like Isuzu to address.

With your company's efforts such as increased fuel efficiency and shift from vehicles for private use to commercial trucks, CO<sub>2</sub> emissions in the freight sector have been reducing since 1997. However, to halt global warming, medium to long-term significant reductions in CO<sub>2</sub> are required. CO<sub>2</sub> emissions of trucks per unit are nearly ten times more than that of the railroad. While continuing your efforts to improve fuel efficiency, I think that your Environmental Report would be much better if you could provide realistic visions for the future such as to take aggressive steps, though it would not be easy, toward a modal shift in cargo transport (government initiatives are also important here) and/or to develop a truck that runs on biomass or some other non-fossil fuel.

In regard to climate change, meeting the commitments under the Kyoto Protocol is becoming increasingly difficult and it appears to me that the introduction of an environmental tax is unavoidable. In England, the introduction of an environmental tax was spearheaded by Lord Marshall, an individual with roots in the business community. In Japan, many years of lenient exhaust gas regulations have delayed environmental action on diesel vehicles. The toughening of exhaust gas regulations in recent years has contributed to an increase in the sales of diesel vehicles. I believe that a positive approach to policy measures, such as an environmental tax, clearly articulated by Isuzu Motors is necessary if you are to act and lead ahead of time.



Nippon Association of Consumer Specialists  
East Japan Chapter/Branch  
Operations Committee Chairperson  
CS Management Office Representative  
**Eiko Kamoshida**

From your report, I was able to see that, in addition to your conventional environmental protection activities, you are also actively engaged in concrete initiatives to meet the national Automobile Recycling Law in 2005 and the amended version of the Air Pollution Prevention Law to go into effect in 2006.

I was also impressed that, while you take steps by equipping your products with environmental technologies, you have taken further steps in each field, from procurement and production to sales, and have established a solid internal structure to contribute to environmental protection activities as well as a Group structure to increase your ISO14001 certification rate.

In recent years, the relationship between corporate social responsibility and the environmental reports has gotten stronger. Therefore, I think it is important that reports are not limited to reporting accomplishments, but are rather more reader-friendly in regard to stakeholders.

Your 2004 report is more readable compared to the previous report with better use of charts and diagrams. I would hope that, while Isuzu is a truck manufacturer, you disseminate information in a manner that spurs consumers to approach the purchase of vehicles with environmental friendliness as the foremost factor in their minds. Moreover, not only the perspective of the manufacturer, but also user opinions incorporated in disseminating information would generate a new level of persuasiveness in your reports.

## In Response to the Readers' Messages

Readers' Messages for 2003 touched upon efforts to eliminate substances with significant environmental impacts, environmental initiatives as a group including our overseas operations, as well as major business innovations to reduce the total energy required for transport.

In response to these comments, in terms of substances with significant environmental impacts, we have been continuing our work to reduce and eliminate their usage and to create vehicles that are environmentally friendly. Additionally, starting this year is our Consolidated Environmental Management system involving Isuzu group companies launching the

Environmental Liaison Conference between our major manufacturing companies. We have also added new online service functionality to our "Mimamori-kun" system to help accelerate a move to safer and more efficient vehicle operation and affect innovation in the transport industry.

In fiscal 2004, we have high expectations for articulating a concrete vision of the future and providing consumers with information to participate in environmental protection. We will strive to see that the company as a whole unites for these efforts.



**Cover Message:** The front cover illustrates a sustainable society, in which human activity and life on the planet are in a state of harmony.



This booklet uses 100% recycled paper with highly biodegradable soy ink for easy recycling.

Heartway Co., Ltd. assisted in the design and preparation of this brochure.

## Environmental Report 2004

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Eco Planning Group

Program Management Dept.

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