

# Comments from Our Readers

Given below are some opinions on the Isuzu Environmental & Social Report 2006 from third-party readers. We would like to reflect these in our future efforts towards building a sustainable society.



**Jiro Adachi**

Executive Director  
Japan Center for a Sustainable  
Environment and Society  
Non-Governmental Organization

This year's report has again demonstrated Isuzu's development in environmental and social aspects as a result of the continuous efforts by Isuzu. Robust achievements in making environmentally friendly products can be seen in the development of ecological vehicles. There has also been improvement not only in hardware but also in software, including *Mimamori-kun*. (Congratulations on receiving the Eco-Products Award!) Progress has also been made in developing environmentally friendly plants. The fact that Isuzu Engine Manufacturing Hokkaido received the Hokkaido Zero Emission Award indicates that the Consolidated Environmental Management is having effects in domestic affiliated companies as well.

I expect Isuzu to continue striving to be a pioneer in realizing a sustainable society, motivated by these awards.

Now, let me make some suggestions for the future.

Firstly, I think the report could be improved by giving more details of your consolidated management efforts abroad. For that purpose, more detailed coverage of social measures in the area of labor, in addition to environmental ones, is required.

Secondly, in order for Isuzu to be a Leading Global Company in both environmental and social aspects, it is important to give a more detailed picture of your corporate image on a mid- and long-term basis, after estimating the expected changes in the external environment in the future including both environmental and social factors. Accordingly, it is essential to set up in-house research sections and build a system that incorporates external ideas and comments, e.g. the establishment of an advisory board.



**Eiko Kamoshida**

Committee Chairperson  
East Japan Chapter Operations  
Nippon Association of Consumer Specialists (NACS)  
Representative CS Management Office

This year's report shows that Isuzu has been actively promoting further activities, for example, featuring the serious, social and environmental problem of global warming. In particular, the illustrations of the warming-prevention activities are easy for everyone to enjoy and understand, from small children to adults. They help us to see such diversified efforts as being more familiar ones. I expect future reports to keep on providing a transition of such efforts clearly.

I was also impressed by the progress of *Mimamori-kun*. *Mimamori-kun* is a system that makes it easy for consumers to see how they can improve their truck driving skills, using numeric figures, and contributes to preserving the environment. *Mimamori-kun* is also highly respected by the industry. I think it is essential for society in future to build a framework that makes driving abilities visible, not only for trucks, but also for other vehicles and motorcycles.

Lastly, the enhanced social aspect makes this year's report more distinctive. The new section: *Relationship with Suppliers and Shareholders*, shows Isuzu's consideration for stakeholders who support its management behind the scenes. Also, the section, *Relationship with Employees*, shows clearly the company's position on human resource development in the achievement of Isuzu's corporate vision.

This report conveys the enhanced morals within the organization, through various efforts that focus on people. I look forward to seeing both the environmental and social activities of Isuzu in the future.

## [From Editors Responding to Our Readers' Comments]

Let us first extend our sincere thanks to Mr. Adachi and Ms. Kamoshida. We have received very favorable evaluations saying: This report presents the status of activities in a manner that is easy to understand, while Isuzu's achievements can be observed in *Mimamori-kun* and consolidated environmental management as well as product manufacturing and plant building.

On the other hand, they provided invaluable suggestions such as: Efforts abroad should be described in more detail; Mid- and long-term corporate image should be presented more specifically; Changes in warming-prevention

measures should be more visible; and The environmentally friendly *Mimamori-kun* system should be further developed.

We agree that a detailed report of activities, both domestic and abroad, as well as disclosed mid- and long-term orientation, are indeed the responsibilities of Isuzu as a global business. We must also tackle the ongoing development of warming-prevention activities and *Mimamori-kun*. We are determined to respond to the comments forwarded to us. Thank you.



**ISUZU**

**Cover message:** The cover design expresses our desire to treasure and hand over this beautiful earth to the next generation. It also symbolizes our hope that our global business activities will help contribute to the symbiosis of man and earth.



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