

Backed by a Wealth of Experience and Expertise, Isuzu Will Always Mean the Best



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We make continuous efforts to develop and supply leading-edge products from a global standpoint

April 2007 marked the 70th anniversary of the founding of Isuzu Motors Limited. We would therefore like to take this opportunity to sincerely express our thanks and appreciation to all who have supported us over the years. Without you, we would not be where we are today.

Having been appointed president in this landmark year, I am more determined than ever to tackle the various challenges of management to the best of my ability so that we may move closer to achieving our goals for the next 10 and 20 years.

Although Isuzu was officially established in 1937, its root can be traced back to 1916, making the company one of the oldest automobile manufacturers in Japan. From the start, Isuzu has been engaged in the development, manufacture and sales of commercial vehicles and diesel engines, and has thereby helped to improve the lives of people throughout the world by actively contributing to

better logistics. Today, our products are sold in more than a hundred countries worldwide, where they meet contemporary requirements and the ever-changing needs of customers.

Decades of international business experience have allowed us to not only overcome great hurdles but also gain many valuable lessons in the process. As one example, we have learned that although safety, fuel efficiency and low emission levels are now common performance requirements for trucks and diesel engines in the global arena, driving conditions in each region or country can vary greatly. In this regard, the newly launched ELF and FORWARD, which embody our broad experience and expertise, are solutions we are proud of. Amid a drastic shift from developing products while focusing on domestic conditions, the new models are pivotal in that they meet global requirements by giving maximum consideration to global standards regarding safety as well as economic and environmental performance. Furthermore, we are confident that these new and unique models are capable of delivering an unprecedented standard of excellence in terms of all of the abovementioned performance indicators.

Solving the problems of logistics and environmental preservation now being tackled by many countries throughout the globe is no easy task. We consider our contribution in helping to alleviate these problems, even if to a modest degree, through the provision of products that are kinder to the earth as one of Isuzu's core missions as a world-class supplier. Without becoming complacent, we will do our best to supply products that meet the needs of our customers.

We will utilize our strengths as a top-class automaker to contribute to the environment and the community

The most important thing in protecting the global environment is to first understand the current situation of countries worldwide so that we may clearly identify what needs to be done and advance toward these targets in unison.

Keeping in mind that halting global warming is an important global target, and the related need to reduce CO2 emissions in order to achieve this goal, diesel engines are attracting great attention as one of the automobile industry's most potent environmental solutions.

Isuzu is thus determined to fulfill its corporate responsibility as a diesel engine specialist through rapid and economical development

of clean diesel engines with high fuel efficiency.

In developing the new ELF and FORWARD, we focused on developing and manufacturing diesel engines that not only boast the world's highest fuel efficiency, but also achieve minimum engine displacement while assuring an output and torque equivalent to conventional engines. The result—a new style diesel engine that realizes ultimate performance in terms of both fuel efficiency and quietness.

In addition to efforts to improve the environmental performance of our products, we have also been long engaged in various measures to improve economic performance.

While the primary focus in developing commercial vehicles is on optimizing their main purpose, namely cargo transport, simply driving them without paying attention to driving techniques as a means to achieve fuel savings and boost efficiency is no longer good enough. Only through changing driver awareness, which in turn leads to greater fuel efficiency, can the full potential of a vehicle be truly realized. Besides supplying commercial vehicles and diesel engines, Isuzu has long been engaged in the promotion of education activities both at home and overseas to raise awareness among users in regard to more fuel-efficient driving styles.

Furthermore, we are actively involved in proposals to establish ever more efficient logistics systems. As one example, our advanced vehicle diagnostic and information system, *Mimamori-kun* Online Service, which has won high praise from customers, was developed as a tool to improve the efficiency of logistics management and quality and contribute to fuel-saving efforts and driving safety.

Though still modest in size compared to other global automakers, Isuzu has a unique advantage in that it is able to offer its customers both hardware (products) and software (usage know-how) solutions, thereby contributing to the global logistics industry from both environmental and economic performance aspects. Another advantage of Isuzu comes from its long-standing ties

overseas. Exploring these two advantages to the fullest, we will maximize our future ability to contribute to the environment and the community via fields in which we can thoroughly utilize our strengths and expertise.

Realizing our corporate vision by becoming indispensable to customers

Isuzu makes constant efforts to achieve its corporate vision of becoming the "Global Leading Company in commercial vehicles and diesel engines." While "Leading Company" could be defined in a number of ways, in our vision this term represent a company that can continue to attract customers throughout the world "who acknowledge the excellence in quality, environmental performance and fuel efficiency of Isuzu's commercial vehicles and diesel engines;" "want to use Isuzu's products;" and "experience satisfaction in using the Isuzu brand." In addition, we strive for the ideal situation in which our sales volume and market share grow as a result of the solid reputation of our brand in both domestic and global markets where our products are distributed.

Through planned and steady initiatives to gain the trust of customers and through activities that raise the value of the company in the eyes of the customer, we are confident we have what it takes to become the Global Leading Company we envision.



Corporate Vision

Isuzu will always mean the best

A leader in transportation, commercial vehicles and diesel engines, supporting our customers and respecting the environment.