

Mimamori-kun That Supports Fuel Saving and Safety Driving

Mimamori-kun online service that supports fuel saving and driving safety by allowing real-time access to driving status has evolved to a more sophisticated stage after a model change.

Implementation of Full Model Change

Since its release in February 2004, the Mimamori-kun online service has been highly acclaimed as an advanced vehicle diagnostic and information system that supports fuel savings and driving safety by allowing real-time access to driving status.

Recently, we have implemented a full model change of this service and started sales as from May 31, 2007. This change has been implemented to enhance driving efficiency by reflecting various changes in transportation environments, including the drastic increase of fuel costs and revision of the Energy Conservation Law.

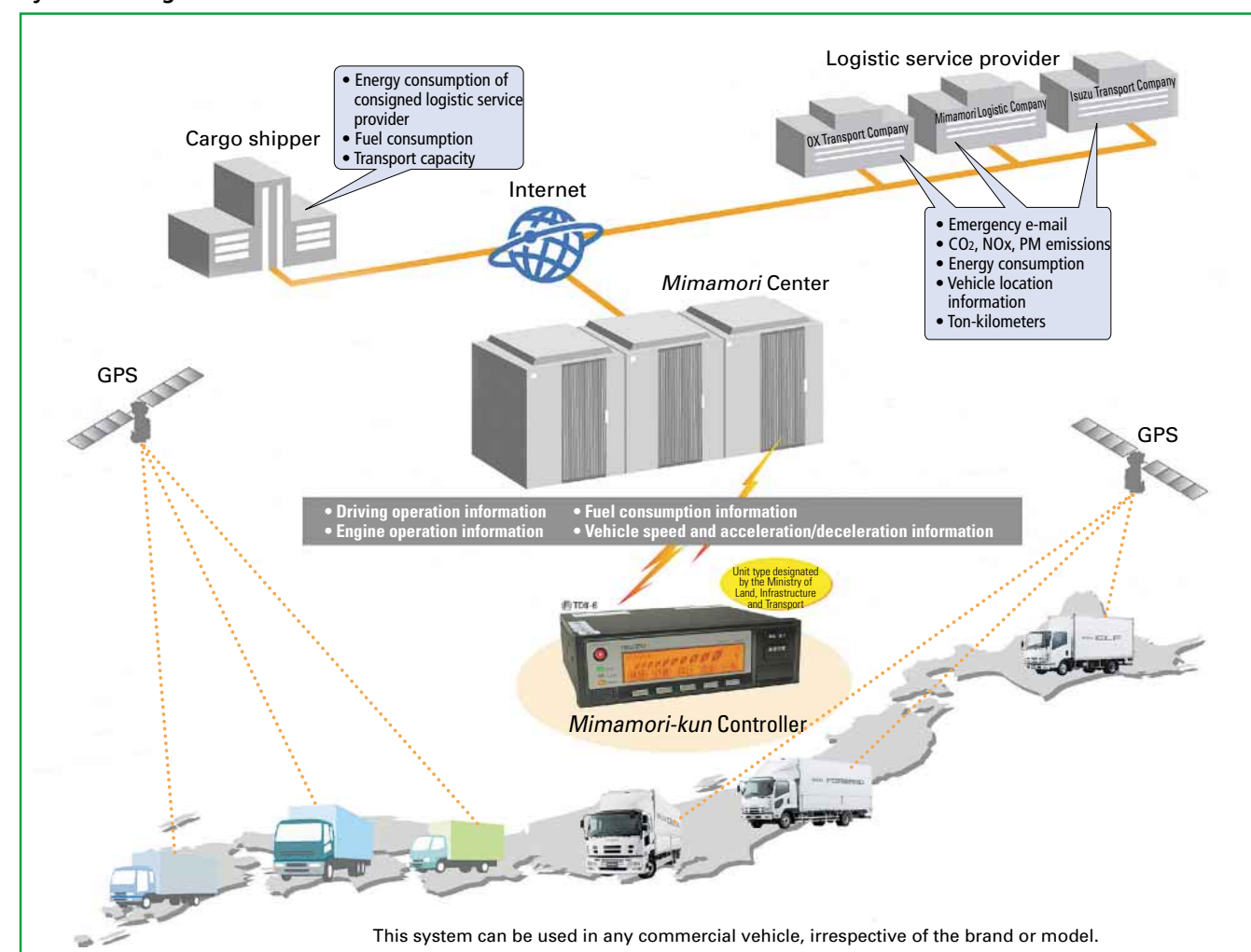
Main Emphasis of the Model Change

The main emphasis of the current model change is the adoption of the Mimamori-kun Controller, a new type on-board unit certified

for designation by the Ministry of Land, Infrastructure and Transport. This new controller consolidates the communication function and the function of the digital tacograph (a so-called digi-taco), which was separately certified by the Ministry for designation. A high-speed data communication module developed by KDDI is integrated into the controller as a communication function. Thanks to this development, the first digital tacograph in the domestic market without a memory card was created. In addition to elimination of the costs due to loss or damage of the memory card, this mechanism allows driving analysis during long-distance driving, without recalling the vehicle to a base site.

Besides improved ease of operation, real-time communication of the driving status to drivers is available through voice guidance and a liquid crystal screen, which are new to the controller. These new features take fuel saving and driving safety to a new level.

System Configuration of Mimamori-kun Online Service



Versatile Service Menu

The new Mimamori-kun online service features the following functions:

- Message transmission
Messages can be sent to an on-board LC screen from a PC at the base site. For safety purposes, the received messages cannot be displayed during driving.
- Notice of maintenance timing
The system automatically determines the replacement timing of ten vehicle components including oil, tires and the air cleaner. This information is displayed on the on-board LC screen and the PC screen at the base site.
- Theft alarm
In the event that a predetermined password is not entered by the driver, the system notifies the administrator. When the driver does not enter his/her password upon inserting the key, the system will report the risk of theft by displaying a message on the PC screen at the base site.

MCPC Award 2007 Grand Prix and Prize of the Minister for Internal Affairs and Communications

The Prime Minister's Prize was awarded to the Mimamori-kun online service at the MCPC Awards 2007, following the Award of the Minister of Land, Infrastructure and Transport at the second Eco Products Award (awarded for the previous version). An MCPC Award is an award given to companies and organizations across industries that help promote mobile computing by constructing an advanced system and generating significant results. While being awarded the fifth grand prix, Isuzu also received the new Prize of the Minister for Internal Affairs and Communications.



MCPC Award 2007 ceremony

Efforts to Support Soft Aspects: Opening of Seminars

While developing and marketing vehicles that match contemporary needs, Isuzu sponsors seminars for fuel saving and driving safety to propose better ways to use excellent cars, so that the customers can enjoy the full performance range of our vehicles. Being supported by many years of experience, Isuzu's training course for fuel-saving driving was designated as part of the eco-drive training syllabus in fiscal 2007 by the Foundation for Promoting Personal Mobility and Ecological Transportation.

The contents of the seminar are enriched every year with the input of new analysis data obtained through Mimamori-kun and advice on fuel saving and safe driving.

Furthermore, we opened a facility called the Isuzu Premium Club at Fujisawa Plant in December 2006, which is dedicated to these seminars. We are determined to make further efforts to reduce customers' logistic costs and environmental impact, to improve the general transportation quality of trucks.



Training session at the Isuzu Premium Club



Outdoor training at the Isuzu Premium Club