

Isuzu aims to become a company that is trusted and respected by society.

Through socially responsible business activities, Isuzu is striving to become a company that is trusted and respected by all stakeholders, including local communities, global society, customers, shareholders, business partners and employees. This social report describes Isuzu's relationship with its stakeholders.

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Approach to Safety Technology

Isuzu is always striving to improve its safety technology, which is a great social responsibility of a truck manufacturer.

Direction of Safety Technology

Under the concept "Safety is standard equipment," Isuzu has been working continuously to develop and offer safety equipment from the standpoints of active safety (accident prevention safety technology) and passive safety (collision safety technology). Isuzu is actively developing safety technology further "to protect other parties," such as pedestrians and vehicles.

*IESC: Isuzu Electronic Stability Control

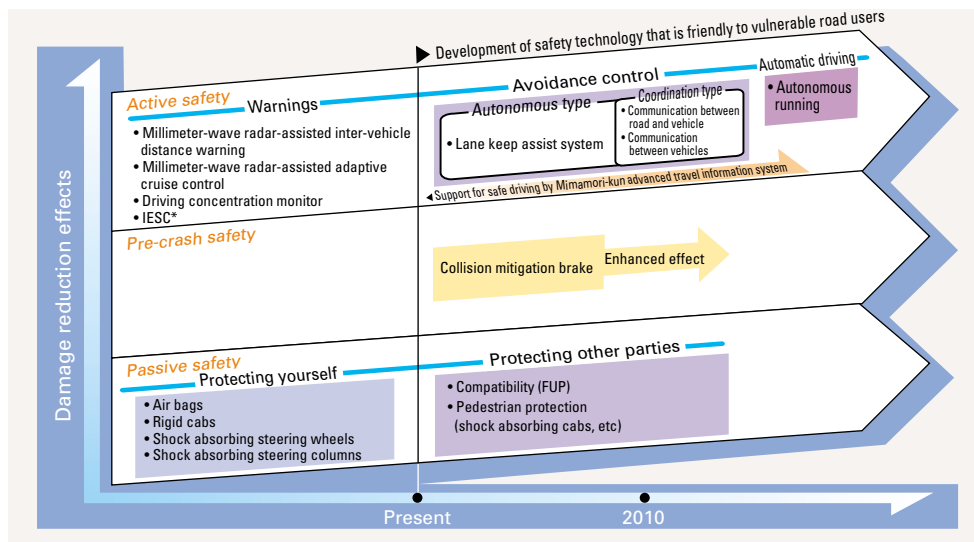
New Safety Technology

Advanced View Assist Technology (VAT) * 4x2 vehicles excluded

VAT provides total support to drivers in their recognition, judgment and operation with the millimeter-wave radar-assisted inter-vehicle distance warning or millimeter-wave radar-assisted adaptive cruise control, which monitors vehicle-to-vehicle distance with advanced

millimeter-wave radar and a driving concentration monitor that warns of erratic steering. This sets a new standard for the safety of large vehicles—an advanced concept of active safety to prevent accidents by anticipating danger.

Direction of Safety Technology



VAT Functions

<p>View Assist Technology</p>	<p>No preceding vehicle</p> <p>No preceding vehicle on multi-display</p>	<p>A vehicle appearing ahead</p> <p>Multi-display showing the distance from a preceding vehicle</p>	<p>Approaching a vehicle traveling ahead</p> <p>Multi-display and an alarm warn the driver</p> <p>Beeps</p>
	<p>Traveling at a set speed of 75 km/h</p>	<p>When a vehicle traveling at a speed lower than the set speed appears ahead, the vehicle slows down and follows the preceding vehicle at a safe following distance</p>	<p>The vehicle slows down by using an auxiliary brake and a buzzer warns the driver to apply the foot brake</p> <p>Beeps</p>
<p>Millimeter-wave radar-assisted adaptive cruise control* (where a vehicle's traveling speed is set at 75 km/h)</p>	<p>The accelerator is pressed</p> <p>Traveling at a set speed of 75 km/h after having accelerated</p>		
<p>Driving concentration monitor</p>	<p>Erratic steering occurs</p> <p>Multi-display and a buzzer warn the driver. In case steering becomes more erratic the air conditioner starts operating.</p> <p>Beeps</p>		

* In the millimeter-wave radar-assisted adaptive cruise control, only auxiliary brakes (the engine brake, exhaust brake and downshifting) work when the vehicle slows down. Therefore, note that the driver needs to use the foot brake when the vehicle suddenly approaches a preceding vehicle or it slows down abruptly.

Relationship with Customers

We receive various feedback from our customers through our Customer Center and other communication channels. This feedback is shared among our group companies and is reflected in our products and services.

Enhancing Product Reliability and Safety

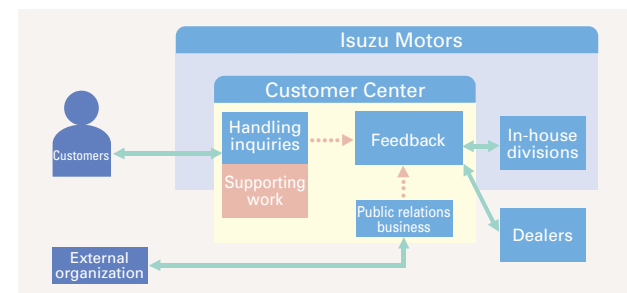
Reliability and safety are the most important key words with commercial vehicles. At Isuzu, quality always comes first to ensure product reliability and safety. With rigorous quality standards, complete quality control is implemented in all stages of vehicle development, production and marketing. In the event of accidents, our engineers team up with specialists to investigate their causes fully from diverse viewpoints, and endeavor to insure quality and safety. When necessary, we are prepared for a quick response to any product recall.

All quality-related information is shared at Isuzu, from the top management down and by all dealers. We share customer opinions among the group companies as valuable suggestions, and try to improve product quality by reflecting such information in the development of products and services.

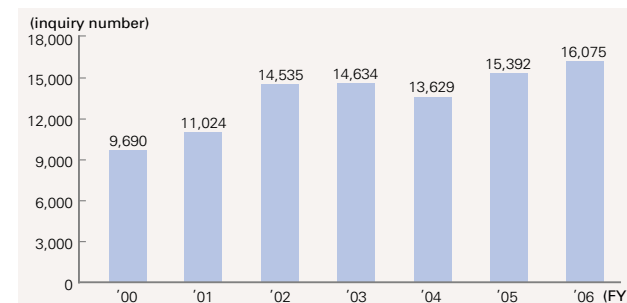
Isuzu Customer Center

The Customer Center is available for customers' inquiries and comments about our products. In fiscal 2006, we received about 16,000 inquiries and comments through our toll-free phone service and e-mails. All these comments are shared among our group companies and are reflected in their product development and business activities.

Customer Center Business Flow Chart



Changes in Inquiry Numbers



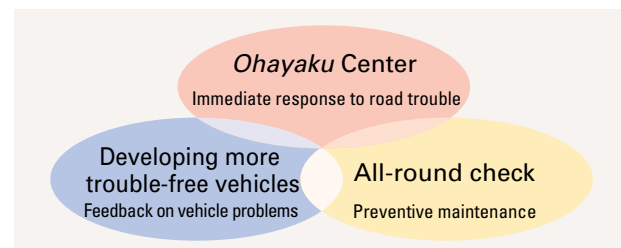
In fiscal 2006, we received a growing number of calls from customers that made us aware of the critical public awareness of corporate social responsibility and compliance with the law. Customer inquiries about repair-related matters have been on the increase in recent years. We have also received many responses to our *Mimamori-kun*, together with inquiries, and there have been many words of encouragement from our loyal customers. Frequently asked questions are posted on our Website for useful access. We will quickly respond to various comments from customers.

Zero Road Accident Campaign

Isuzu is running a zero road accident campaign aimed at eradicating road accidents. This campaign is focused on three activities: an all-round check of vehicles in which they are inspected mainly for possible breakdowns when brought into dealership service plants; *Ohayaku Center** quick services in which emergency action will be taken for breakdowns around the clock, and the causes of road accidents will be fed back to the staff in development without delay; and efforts to develop more reliable vehicles. Isuzu will continue the zero road accident campaign to qualify as a reliable partner dedicated to customer support in transportation.

* *Ohayaku Center*: A support center with operators on standby, 24 hours per day, 365 days per year, to answer emergency calls about breakdowns or traffic accidents (daytime calls on weekdays will be transferred to the nearest dealer).

Three Mainstays of Our Zero Road Accident Campaign



Zero Road Accident Campaign Symbol

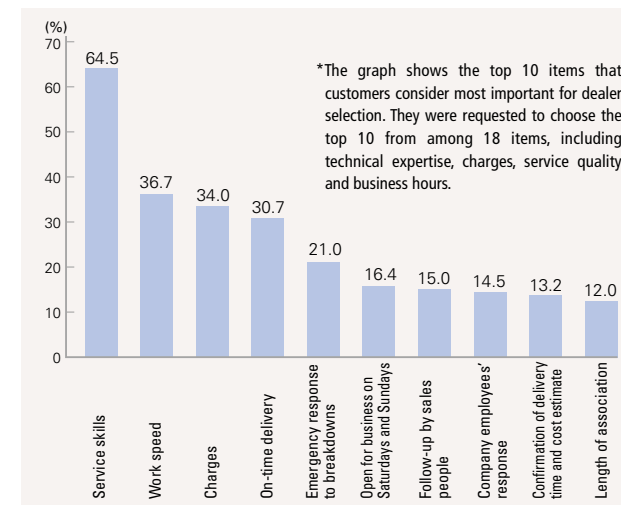


Customer Satisfaction Survey with Isuzu Dealers

To create attractive service plants, we regularly conduct surveys on customer satisfaction with the services of Isuzu dealers. In fiscal 2006, about 5,000 customers out of 44,000 polled responded to our questionnaires (targeted at customers who used these services between August and September of 2006 and between February and March of 2007).

We use such customer feedback to find out quantitatively how customers evaluate our service plants and what they expect from us. The results of such analyses help us make service plants more attractive to customers.

Factors Influencing the Choice of Service Plants



Domestic Training Sessions

Isuzu Transport Strategies Seminars

Isuzu holds transport strategy seminars every year as part of its programs to support customers in their efforts to improve management efficiency, cut vehicle-operating costs, and ensure safety. Besides lectures by specialists on trends and management strategies in the distribution industry, we give fuel-efficient driving sessions and demonstrations on safe driving, to help customers improve their management efficiency.



Isuzu's transport strategies seminar

Isuzu's Seminar to Reduce Delivery-vehicle Accidents

This seminar is held annually for customers in the delivery business to help reduce traffic accidents and strengthen safety measures. In fiscal 2006, a total of 862 people attended this seminar and the transport strategies seminar. More than 10,000 customers have participated in these workshops so far.

Service Clinic for Overseas Customers

Overseas Service Clinics

We regularly hold service clinics to inspect customers' vehicles free of charge and respond to various inquiries about vehicles, including maintenance. In 2006, such clinics were held in Sri Lanka, Kuwait, Saudi Arabia and Oman.

These service clinics have become very popular because service personnel from Isuzu inspect vehicles and respond directly to questions by customers. They are also helpful in educating the staff in charge of product development and customer service.



Service clinic is popular among customers

Seminars on Fuel-efficient Driving

We held seminars on fuel-efficient driving for dealers and principal users in Japan and abroad to address issues such as environmental preservation and safety globally. For distributors and fleet users from Thailand, Mexico, and Turkey, we conducted a seminar on logistic integration, fuel efficiency and safe driving as well as a test driving session in our Hokkaido testing ground in 2006. With the attendance of the staff from our head office and their support, we also held similar workshops in the Philippines, Chile and Malaysia. They were well-received by the participants.



Event for fuel-efficient and safe test driving

Relationship with Local Communities

Isuzu, as a Global Leading Company, has good communications with people in local communities, both in Japan and abroad.

Domestic Communication

Commercial Song "Isuzu Trucks"

To familiarize customers with commercial vehicles, Isuzu has been running a TV commercial with a theme song "Isuzu Trucks" since August 2004. It has been very popular with customers.

The commercial is about the small-sized ELF truck and it features scenes in which the truck is used to support people's lives. Isuzu has been striving to promote better understanding of the role of commercial vehicles in daily life.

Isuzu Customer Center has received many opinions and impressions from viewers of the TV commercial, which is now playing a part in improving communication between Isuzu and customers.

Some of the Opinions and Impressions from Customers

- I have a son who will be three years old soon. The ELF and GIGA are his favorite trucks. He enjoys the TV commercial and sings the commercial song solo.
- My father used to own an ELF. Listening to the commercial song, I was reminded of my father who used his vehicle for work. The phrase "Keep rolling onward..." is impressive.
- The commercial song is wonderful because it reminds me of the old days. It is like a supporters' song for life.

Isuzu Trucks

Sung by: KAZCO
Music by: Fumio Okui
Lyrics by: Makoto Tsukada

Cold air comes rushing in when you open up the door.
White steam from your breath spreads out all around.
Your hands are shivering though you try to keep them warm.
Time to say goodbye to the stars of yesterday.

We're off. Let's head for the town, where daybreak is waiting.

Morning is starting now, here comes a brand new day.

We're off. Let's head for the shore, where the sun is rising.

Morning is starting now, here comes a brand new day.

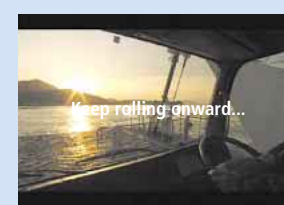
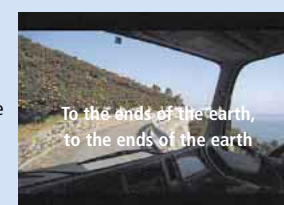
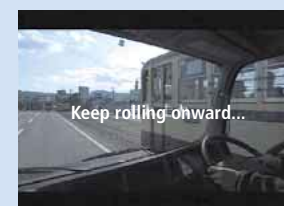
Until the end of time, until the end of time

Keep rolling onward, Isuzu Trucks.

To the ends of the earth, to the ends of the earth.

Keep rolling onward, Isuzu Trucks.

Scenes from commercial



The commercial song "Isuzu Trucks" can be downloaded from the Isuzu Website:
<http://www.isuzu.co.jp/museum/song/index.html>
(Japanese only)

Isuzu Presents a Christmas Cake to Shinagawa Ward

Every December since 1979, Isuzu has presented a Christmas cake to Shinagawa Ward in Tokyo, where the company head office is located. This is part of our community contribution activities to help with children's welfare projects. Isuzu made its 28th such presentation in December 2006.

To help children enjoy Christmas, the cake is distributed to about 60 children's day-care centers, welfare facilities and private nurseries in Shinagawa Ward, where many children enjoy the Christmas atmosphere.



General Manager Umeda in charge of General Affairs & HR Department presents a list of cake recipients to Takeshi Hamano, Chief of Shinagawa Ward (right).

Overseas Communication Activities

Isuzu Show and Family Day (in Thailand)

Tri Petch Isuzu Sales (TIS) holds an Isuzu Show and Family Day event across Thailand from October through April every year, to promote communication with customers in many parts of the country. TIS deepens its exchange with customers by opening its service plant to the public, providing free meals and holding a dance contest and mini-concerts by popular singers. The 50th anniversary of business in Thailand was celebrated in Bangkok in March 2007.



The Isuzu show attracted many visitors

Presentation of the ELF to the Mexican National Environmental Bureau

In October 2006, Isuzu Motors de Mexico (IMEX) presented the Mexican National Environmental Bureau with an ELF light-duty truck to be used for monitoring air pollution in Mexico. The presentation ceremony was extensively covered by TV news, leading newspapers and magazines.



Scene of presentation ceremony

Design Workshop in Thailand

A design workshop for student "Isuzu Design Experience (IDE) in Thailand" was held at a college in Bangkok between November and December of 2006. The workshop was co-sponsored by the Isuzu Design Center and Isuzu Technical Center of Asia (ITA). Techniques for modeling with clay (for industrial use) were taught in the second workshop following the one held in 2005 and students experienced how to make scale models using clay.



Students receiving guidance on modeling

Nature Protection Activities in the Philippines

Isuzu Philippines Corporation (IPC) has been engaged in various social contribution activities since 2002. In 2006, IPC donated mangrove seedlings to be planted on five hectares of land on the Hundred Islands, a resort area in the city of Alaminos. IPC also helped with the recovery from the disaster caused by the typhoon that hit the southern part of Luzon Island in November 2006 and carried out various emergency support activities, including the dispatch of relief goods.



Planting mangrove seedlings

Communication with Society

To leave a beautiful earth to our descendants, Isuzu is positively implementing various activities for environmental protection in society and local communities.

Basic Concept

Isuzu states in its Charter on the Global Environment: In order to leave a beautiful earth to our descendants, not only through our business activities, but also as citizens of the earth, we will cope proactively with environment preservation activities of localities and society. To this end, Isuzu is actively working on social contributions through communication with society.

Participation in Events and Exhibitions

Participation in Eco-Products 2006

In an effort to introduce production of environmentally friendly vehicles, Isuzu has been participating in the Eco-Product exhibition since 1999, when it was first held. In 2006, Isuzu exhibited an ELF truck that meets new regulations on long-term automobile exhaust gas emissions and heavy-vehicle fuel consumption standards, as well as an advanced *Mimamori-kun* on-line service system. Panels were used to show Isuzu's environmental efforts to primary and middle school students, and children accompanied by their parents. These visitors enjoyed our environmental quizzes.



Primary school students visiting the Isuzu booth

Promotion of CNG Vehicles

In 2006, as in the previous year, we held a publicity campaign for CNG vehicles at as many as 30 events. The number of ELF CNG vehicles registered after their certification by the Environmental Minister in 2003 topped 10,000 units in April 2007. We will continue to promote CNG vehicles.



ELF CNG vehicles displayed at Eco-car World Exhibition

Major Events

Apr. - May 2006	Low-pollution Seminars (in Sendai and other locations)
May 2006	Fujisawa Environmental Fair; Humans and Vehicle Technology Exhibition
June 2006	Eco-car World Exhibition
July - Sept. 2006	Seminars for Natural Gas Vehicle Promotion (in Komaki City and other locations)
November 2006	2006 Nationwide CNG Vehicle Campaign using a Caravan
December 2006	Eco-products Exhibition 2006

Social Contributions

Joining National Antarctic Research Expeditions and Providing Technical Cooperation

Isuzu has sent company engineers to the Antarctic research base from the first expedition through the 48th expedition. As mechanical engineers in the construction team, they work mainly on overall maintenance of the base and the servicing of trucks and snowmobiles. In the Antarctic, researchers are analyzing the causes of ozone layer destruction and global warming. Vehicles and engines from Isuzu (for snowmobiles and power generation) are supporting work on the base.



Isuzu vehicles in action at the Showa Base

Participating in the 47th Antarctic Research Expedition

—Hirofumi Suzuki, a Member of the Expedition—

I am pleased that I could finish my one-year and nine-month duties without any major accidents. To help observe the excavation of a deep ice sheet (3,035 m) on the domed base, we carried fuels and goods necessary for observation and living with five snowmobiles, each hauling seven sleds (in 500 m ranks), over a distance of 1,000 km.

When the weather was bad, the airplane arrived late. We had to wait for as long as one month in the snow-bound world, while keeping in contact with the home base. I was impressed by the grandeur of nature. It was a precious experience to have seen the aurora that is likely to swallow people in such a great natural world.



Greasing a snowmobile

Environmental Education on Demand

As part of social studies at a school in the city of Sanda, Hyogo Prefecture, we held an environment study class on the relationship between vehicles and the environment. The class provided a lively and good learning experience for the students who had the opportunity to ride on a real vehicle and see a real engine, besides the classroom lecture. We received many questions such as "What's the weight of this vehicle?" "What's the weight of this engine?" and "How many parts are used?"



Environmental study class attended by 100 fifth-grade students

Relationship with Business Partners and Shareholders

Isuzu is working on environmental issues together with our suppliers, both domestic and abroad, while strengthening measures to satisfy shareholders.

Relations with Suppliers

Basic Purchasing Policies

Isuzu makes purchases on the following three basic policies:

1. With quality as a first priority, we seek to create and offer products that satisfy customers.
2. We aim to procure domestic or overseas products, under fair competition, if they are satisfactory in quality, pricing and delivery.
3. With customer benefits as a first priority, we act for the benefit of the public and society, for the safety of people's lives, and with respect for human rights.

Major Activities

At a briefing on our purchasing policy held in April 2007, we requested our business partners to work on the following requirements, in line with our green procurement activities.

Assessment of Present Status and Outstanding Issues

We have nearly completed the reduction of environmental impact substances (including hexavalent chromium) and the switchover to alternatives through the cooperation of our business partners. We will continue to upgrade and implement our management and operational system (Isuzu Environmental Management System) for environmental impact substances.

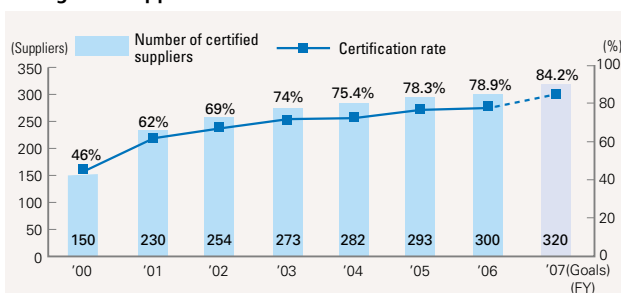
Concrete Measures

- Complete efforts to collect material data under the management system for component materials and chemical substances
→ Actions to comply with recycling law and against concerns about the possible influence the shipment of export vehicles
- Establishment and enforcement of Isuzu's new regulations on chemical substances→Scheduled reflection of new regulations on drawings to be issued and their implementation
- Extended application of the environmental management system→Acquisition of ISO 14001 certificates by business partners or construction of environmental management systems equivalent to ISO certification, such as Eco-stage/Eco-action 21

Implementation of Environmental Management System

- 1) Consolidation of environmental efforts among group companies
- 2) Introduction of environmental systems by business partners

Changes in Suppliers' ISO 14001 Certification



Relationship with Shareholders

Basic Philosophies

We promote the following activities to gain our shareholders' trust and meet their expectations.

1. We aim at continuously posting profits from business activities and long-term growth, as well as raising corporate value.
2. We fulfill accountability through appropriate and timely disclosure of management information and ensure management transparency.
3. We determine profit distribution by considering the return of profits to shareholders, strengthening of the management base, and our preparations for future business operations.

Major Activities

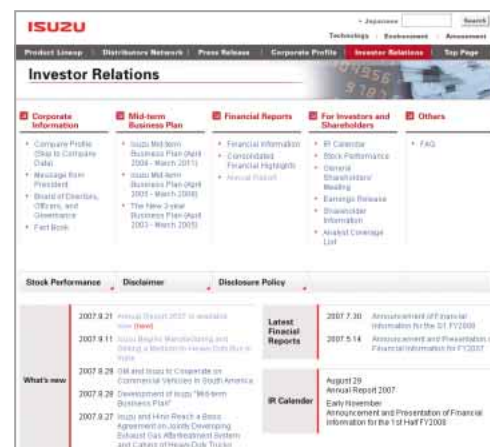
Starting from the 2006 regular shareholders meeting, an electronic voting system through the Internet was introduced for shareholders to exercise their rights, which contributes to the convenience of shareholders. We are committed to disclosing corporate information promptly and fairly to our shareholders and investors. For this purpose we hold regular briefings for analysts, institutional investors and overseas investors. IR information is posted on our Website in a timely manner.

*IR (Investor Relations): Activities designed to provide investors with timely and fair information necessary for making investment decisions.

IR Information on Website

On the Investor Relations page of our Website, we carry such investor information as a summary of financial results, invitations to shareholders' meetings, various financial reports, and share prices. These are updated regularly.

For three years consecutively, Isuzu has been awarded the prize for the company with the best IR Website. We also send the latest IR news to registered customers via e-mail.



<http://www.isuzu.co.jp/world/investor/index.html>