

Third party opinion

For an unbiased perspective on this report, independent, third-party opinion was obtained. These views will be considered in ongoing efforts by Isuzu toward the creation of a sustainable society.



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In my third party opinion last year, I encouraged Isuzu to “make significant gains in developing innovative, next-generation vehicles and engines.” Reading through the feature article on the ELF model and the section on Environmental Goals and Achievements, I was able to see that steady progress has been made in the development of hybrid buses and electric cars and other active commitments. I also suggested that the company do even more to contribute to communities overseas. In this regard too, I am glad to learn of increased activities as typified by the educational aid program in the Philippines for the ISUZU HEART & SMILE PROJECT.

There were many more notable achievements such as contributions to environmental efforts in distribution through the Mimamori-kun online service, winner of the Energy Conservation Grand Prize from the Minister of Economy, Trade and Industry, and attainment of environmental targets at corporate plants. These achievements are the product of Mr. Hosoi’s leadership in continuing to make trucks that are kind to the environment and to society so that Isuzu continues to be the customers’ choice, coupled with the ardent efforts of Isuzu’s management and staff who have worked hard to meet these requirements.

In the face of growing political concern over climatic changes both domestically and overseas, deterioration in the economy and employment situation in Japan and on a global level, and other changes in social conditions, I would like to make the following recommendations in the hope of seeing a better society that exists in harmony with the environment and further advancement by the company.

Firstly, from an environmental perspective, we have recently witnessed the birth of a new government which has hammered out enthusiastic mid-term goals on greenhouse gas emissions and is expected to introduce emissions trading and environment tax systems in Japan. We are on the threshold of an era when we can anticipate that businesses will find it difficult to survive and expand without being environmentally conscious. Companies will come under increasing pressure to excel over other firms in the industry in terms of environmental commitments. My recommendation to Isuzu, therefore, is to consider obtaining further evaluation from specialists and assessment organizations with respect to its achievements as well as short-term and mid to long-term targets for production, plant development and environment management. This will help shed light on Isuzu’s strengths and weaknesses in relation to other companies which can then be used to set targets and implement realization schemes. Setting practical targets by incorporating the views of specialists and assessment bodies will serve to enhance the company’s transparency and social credibility.

My second recommendation concerns social aspects. I encourage Isuzu to expand its scope of overseas social contribution activities even further to boost confidence abroad. Doing so will undoubtedly generate new customers too. In addition, efforts to maintain and promote employment as a corporate social responsibility have recently come under closer public scrutiny in view of the worsening employment situation. I feel that presenting further details on your perseverance and future goals (plans) in these areas will be important in improving Isuzu’s social credibility.



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