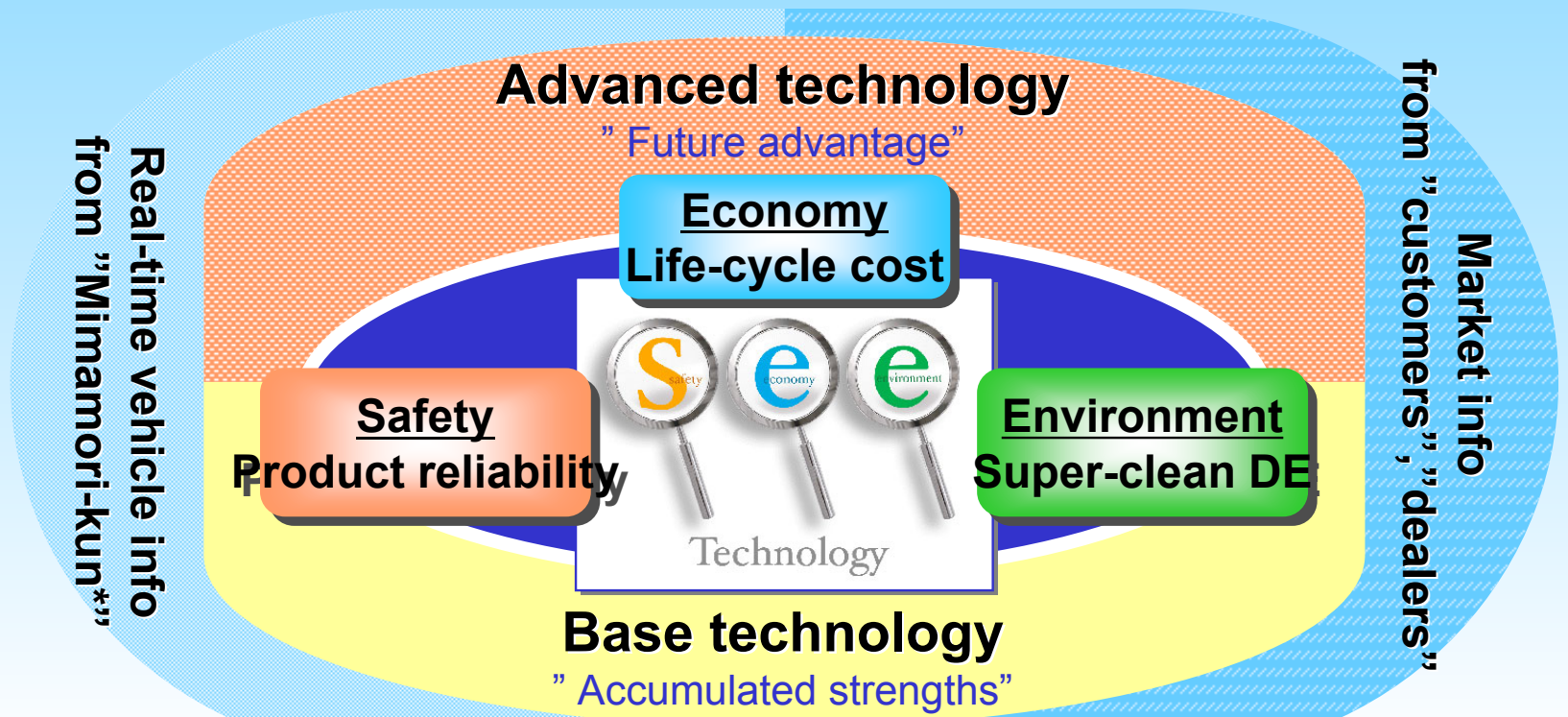


Technology Development

Vision

Be the world leading CV/DE company with three No.1 technologies

- » No.1 Safety technology: Preferred choice of the world for superb product reliability
- » No.1 Economy: Preferred choice of the world for excellent product life-cycle cost
- » No.1 Environmental technology: Preferred choice of the world for super clean diesel



* Isuzu's proprietary telematics system, achieving real-time transmission/retrieval of vehicle control data, utilizing communications network

Product Deployment

Vision

» Strengthen Isuzu's leading-edge competitiveness of component*, deploying products for global markets

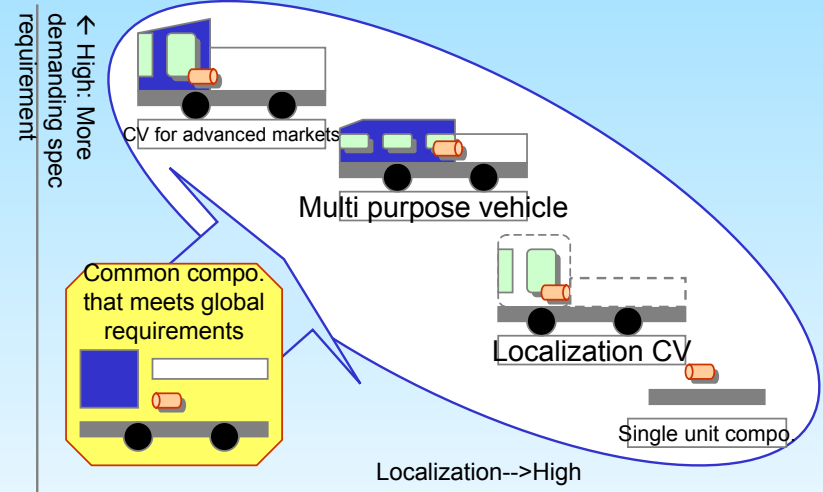
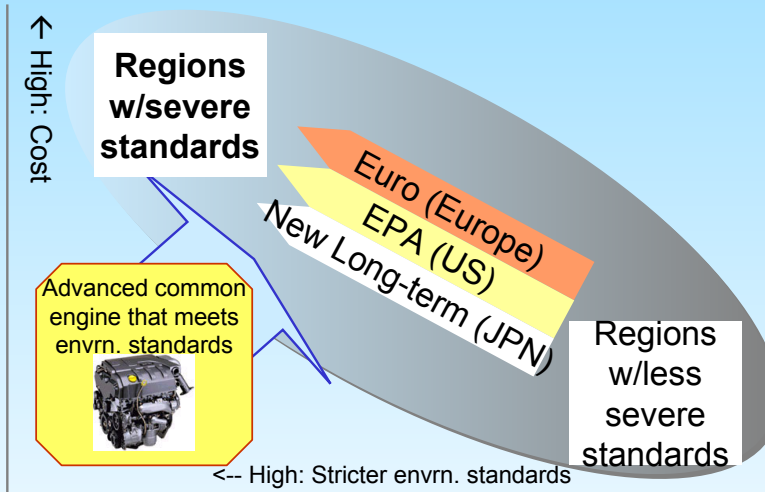
*Primary devices of vehicles (e.g. DE and chassis, cab and body)

Global DE engineering design philosophy

Introduction of latest DE models in all the global markets

Global vehicle engineering design philosophy

Product line-up enhancement focused on global markets



Key component competitiveness

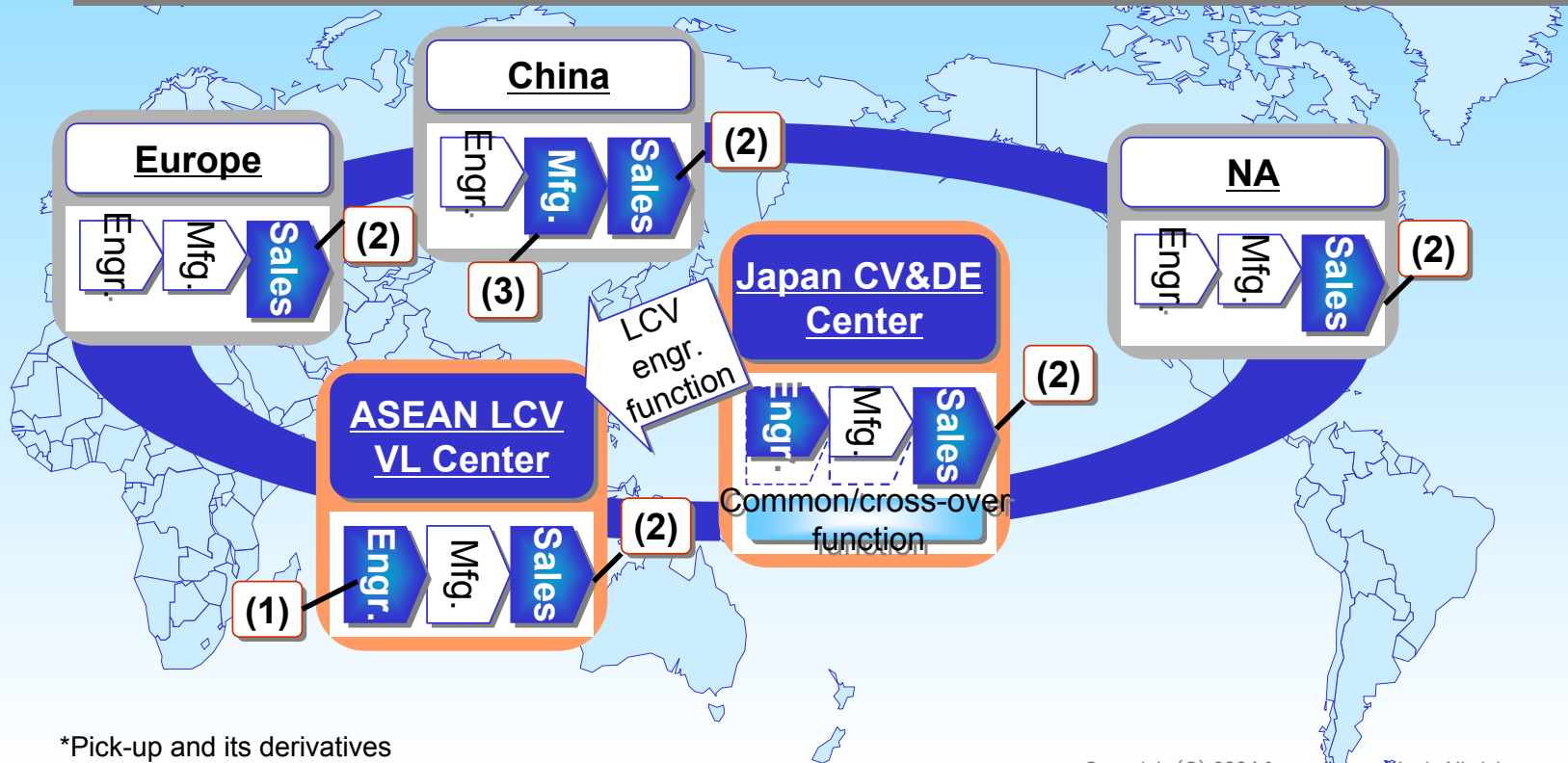


Combination/integration technology
Volume-production technology

Globalization of Functional Capabilities

Vision

- » Reinforce functional capabilities in overseas through transfer of engineering and sales functions to regions where transfer of manufacturing functions already preceded.
1. Transfer LCV* engineering to Thailand and establish organization capable of completing functional activities within the region.
 2. Reinforce CV sales functions in key international markets.
 3. Reinforce manufacturing capabilities in China, and develop globally optimum supply mechanism



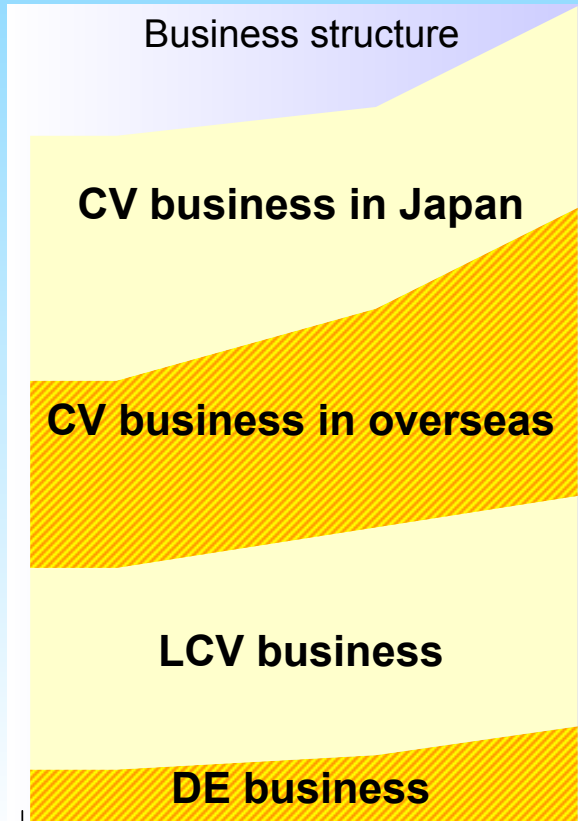
*Pick-up and its derivatives

Mid/Long-term Strategic Direction

Vision

» Establish rock-solid management base on 4-core business structure, and focus on realization of sustainable growth

Mid/Long-term focus



» Establish stable earnings base by capturing/maintaining top market share

» Stabilize overall CV business by securing sound volume base

» Sustain and strengthen business sector as profit base, matching CV business strength in JPN

» Develop DE businesses as a new pillar of corporate revenue and profit

*Conceptual image of consolidated revenue