

II. Mid-term Business Plan (for 3 fiscal years to March 2008)

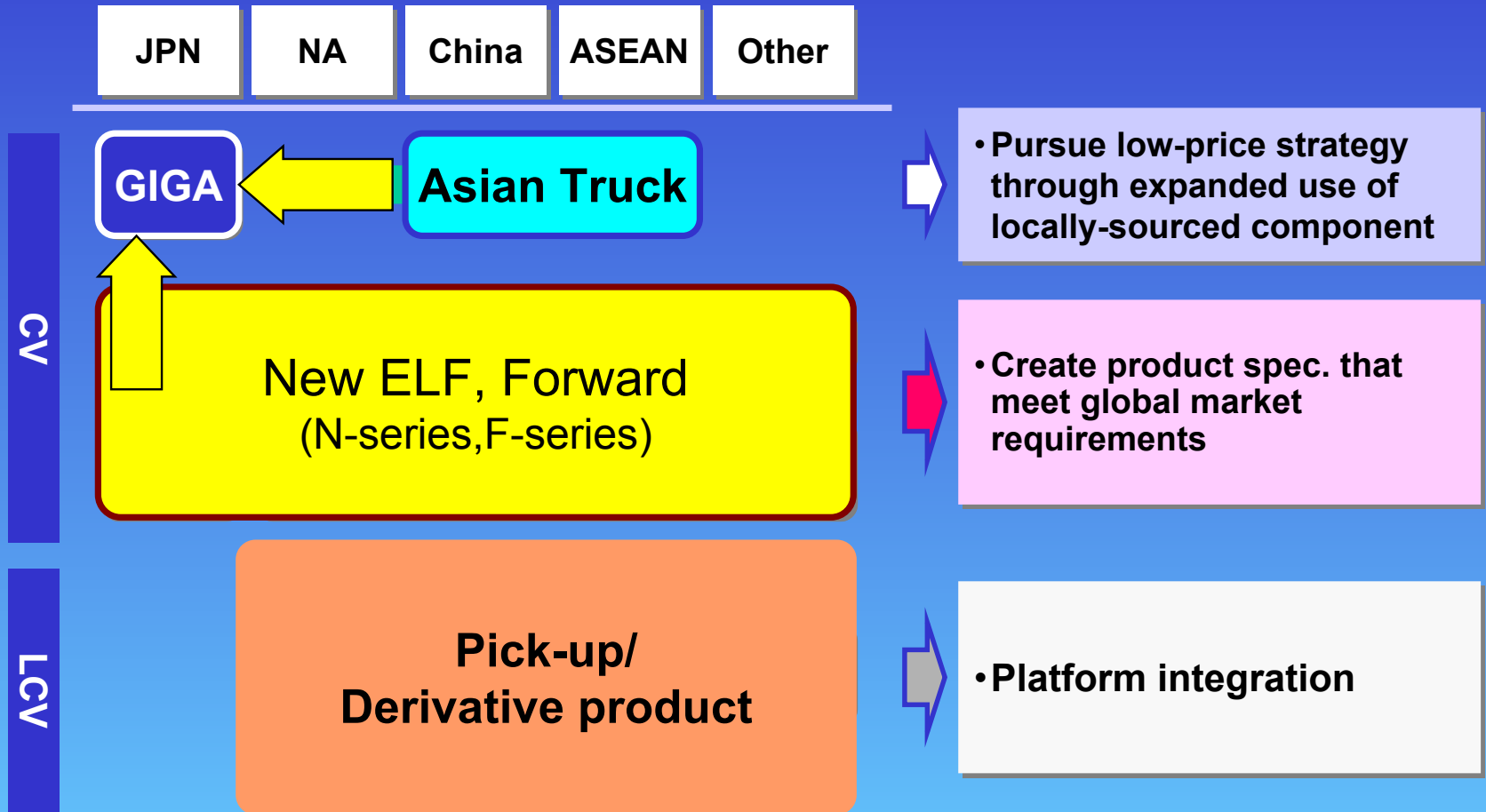


- ❶ **Development of Strategic Products for Global Markets**
- ❷ **Reinforcement of business activities: by product/market**

① Development of Strategic Products

- Vehicle for Global Markets -

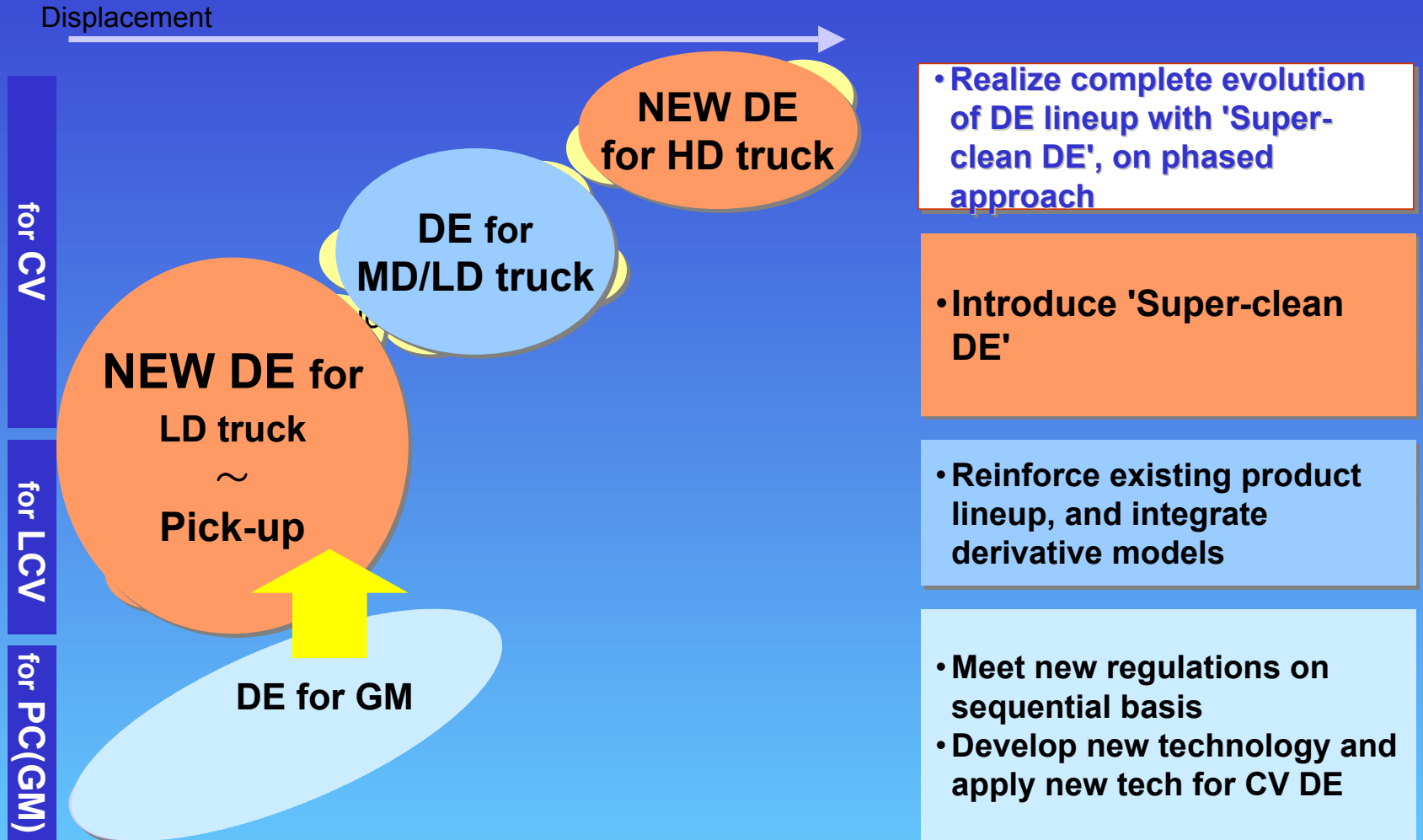
MTBP



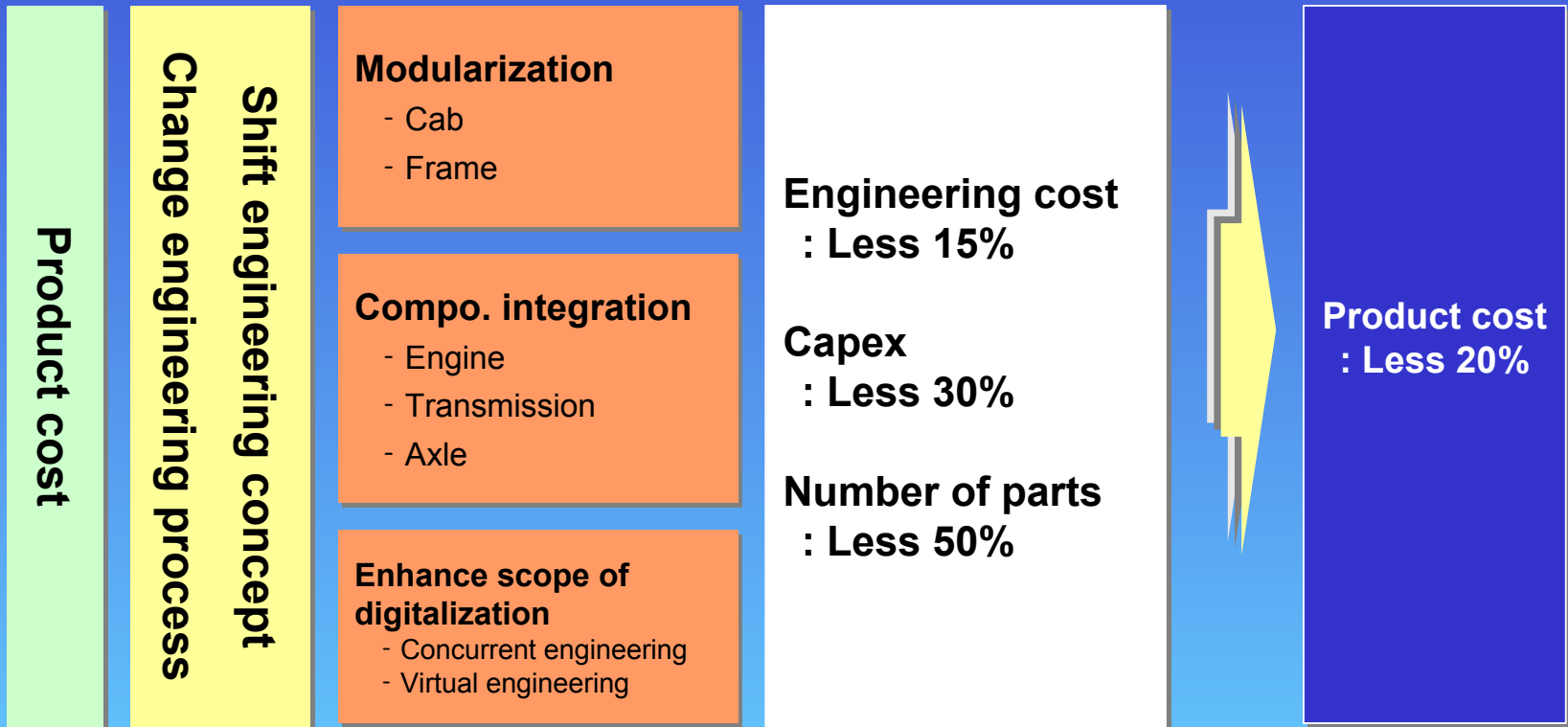
① Development of Strategic Products

- DE for Global Markets -

MTBP



» Reduce product cost by 20% by using new product introduction as opportunity



Strengthen Collaboration Relation with GM

MTBP

- Isuzu, as a key player in the GM group, has begun the following strategic studies with GM, aimed at reinforcing collaboration through expansion of Isuzu's role in joint product development and manufacturing.

CV**» Expand Isuzu CV business within the GM Group**

- Integrate next generation MD platform
- Consolidate GM Group CV engineering functions at Isuzu

DE**» Expand use of Isuzu DE within the GM Group**

- Establish a solid position as a world class diesel engine partner and continue to supply world class engineering services and diesel components to GM and its global alliance partners
- Develop technologies to meet global QRD and emissions requirements

Quality, Reliability, Durability*LCV****» Jointly develop next generation LCV models for global market**

- Enhance global competitiveness through integration of GM-Isuzu LCV platform