

Reinforcement of Business Activities

- Key Focus by Product/Market -

MTBP

Key Focus

Reinforce CV business in Japan

- Increase market share
- Capture No.1 CV share in Japan (up to 2-3t)

Enhance/reinforce CV sales organization in overseas markets

- Realignment and continuous reinforcement of distribution function

Maximize LCV operating income

- Maximize global sales volume
- Maximize operating efficiency

Sustainable growth of DE business

- Expand business with GM
- Penetrate China market

Target

Mar-'05 ⇒ Mar-'08

CV Market Share

HD	26	⇒	30%
2-3t	36	⇒	40%

CV sales volume in overseas

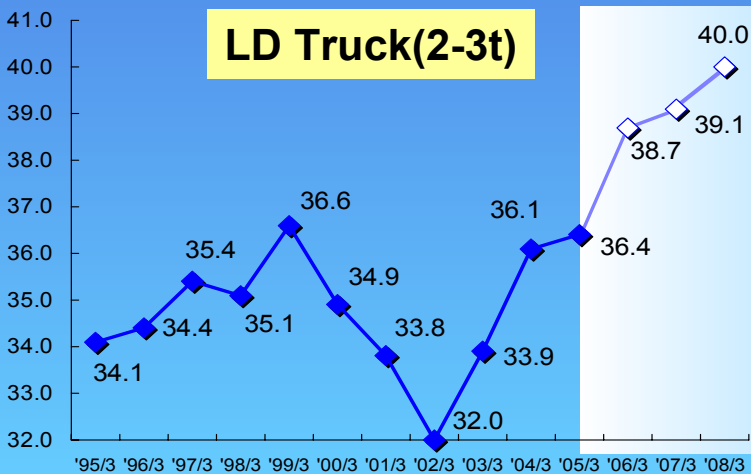
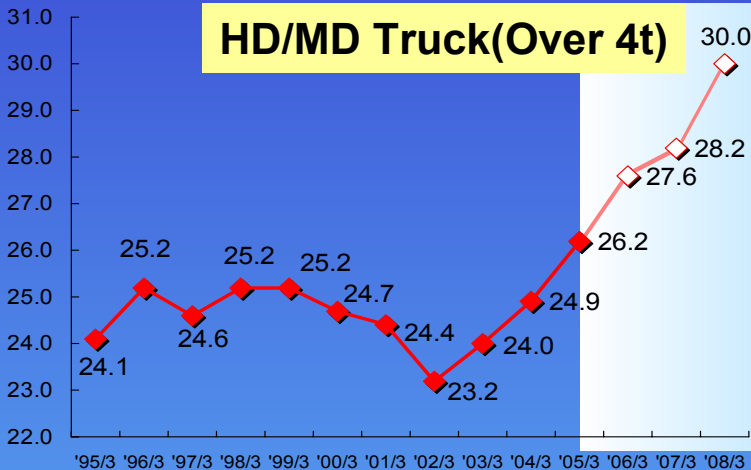
total	150	⇒	300
			k.units

Production volume in ASEAN

LCV total	200	⇒	300
			k.units

- Expand product models/ customer count
- Start local production in FY to March '08

» Introduce new strategic global products and allocate resources in key segments, aiming at CV No.1 in Japan



Mkt. share target	Mar.'05	Mar.'08
HD/MD Truck	26%	30%
LD Truck	36%	40%

Product

- Introduce GIGA with New Engine
- Introduce ELF/Forward full model-change

Sales

Major Transportation Comp.

- Enhance solution recommendation
- Reinforce customer service (esp. for wide-area operators, with high up-time)

Small/Mid-scale Trucking Comp.

- Review customer contact
- Reestablish wholesale operations

CV Business in Overseas Markets

- Enhance/Reinforce Sales Organization -

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» Expand overseas CV business up to 300 thousands units in short term, by realignment and continuous enforcement of distribution function.

(k.units)	'05/3	'08/3
CV Vol.	150	300

China
-Establish sales network-
 35 ⇒ 100 k.units

- Enhance sales channel/after-sales service network
- Reinforce/expand collaboration with partners

North America
-Reinforce/enhance sales operation-
 30 ⇒ 50 k.units

- Expand/optimize product lineup
- Maximum use of Isuzu/GM dealer network

ASEAN
-Enter intra-regional businesses-
 25 ⇒ 50 k.units

- In Indonesian market, realign distribution function, reinforce service/parts supply organization

General Overseas Markets
-Secure stable volume-
 60 ⇒ 100 k.units

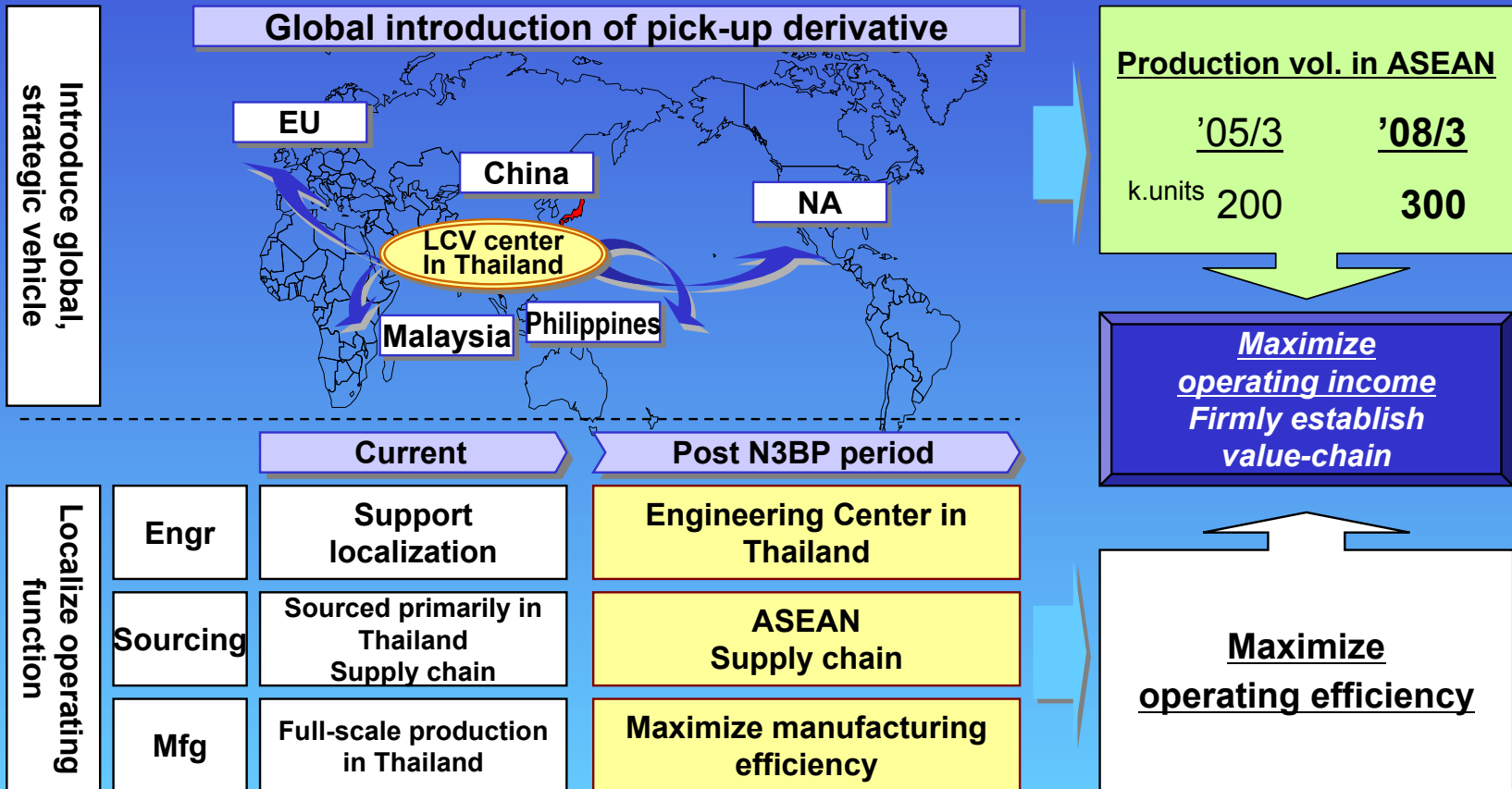
- Aggressive entry into local sales operations in key existing markets
- Create future profit opportunities through step-by-step entry into new markets

LCV Business

-Maximize operating income-

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- » Introduce global, strategic pick-up and derivative products based on globally uniform platform
- » Centralize operating functions in ASEAN, with Thailand at the core, and achieve maximum operating efficiency



DE Business

-Expand Engine Business-

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» **Focus on increased engine sales to GM, and make market entry into China**

DE supply to GM

Isuzu as a world-class engine partner to GM, increase engine model supplied to GM

Increase destination

Increase engine model

GMIDEL DE

Other Isuzu DE

GM Group companies/ affiliates

Increase engine business in China

Step on the accelerator to increase market penetration of Isuzu DE

1st Step

Industrial engine sales

- Establish sales network, service infra.
- Develop customer base

2nd Step

Expand DE business

- Localize vehicle-use engine
- Increase OEM sales