

## **5. Mid/Long-term Strategy as Vision Enabler**

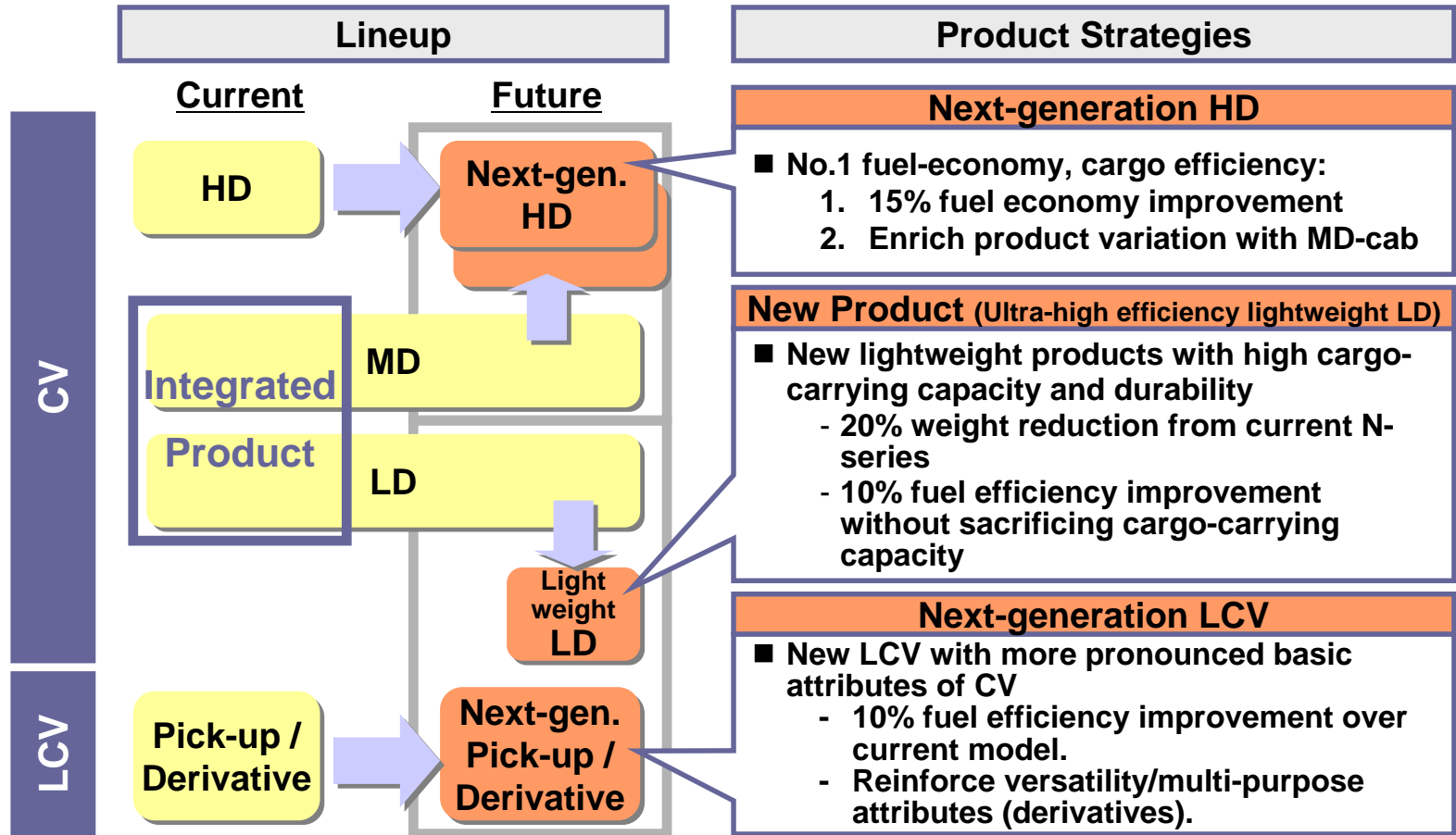
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- (1) CV/LCV Product / Market Strategy**
- (2) Diesel Engine Strategy**
- (3) Alliance Strategy**

# 5 -1. CV/LCV Product / Market Strategies

## - Product Strategies -

- Completed strategic, global product development by integrating MD and LD
- To introduce next-generation HD, Pick-up. Start development of lightweight LD, that has a significant demand globally.



# 5 -1. CV/LCV Product / Market Strategies

## - Market Strategies and Reinforcement of Functional Capabilities -

- Introduce full lineup of CV/LCV and reinforce sales/mfg. functions in “Large, Growth Market” and “Resource-rich countries”.

Market		Expand Product Lineup/offering					Reinforce Functions			
		HD	MD	LD	Lightweight LD	LCV	Sales	Veh. Mfg.	Compo.* Mfg.	Sales-related
Large, Growth Market	China	Green	Green	Green	Yellow	Yellow	Blue	Blue	Blue	
	India/Russia	Yellow	Yellow	Yellow	Yellow	Yellow	Blue	Blue		
Resource-Rich Countries	ASEAN	Green	Green	Green	Yellow	Green	Blue	Blue	Blue	
	Americas/Africa	Yellow	Green	Green	Yellow	Green	Blue	Green		
	Mid-East	Yellow	Green	Green	Yellow	Green	Blue	Green		
Mature Market	North America		Yellow	Green	Yellow		Green	Blue		Blue
	Europe		Yellow	Green	Yellow	Green	Green	Blue		
Japan		Green	Green	Green	Yellow		Green	Green	Blue	Blue

Consolidate regional volume of production

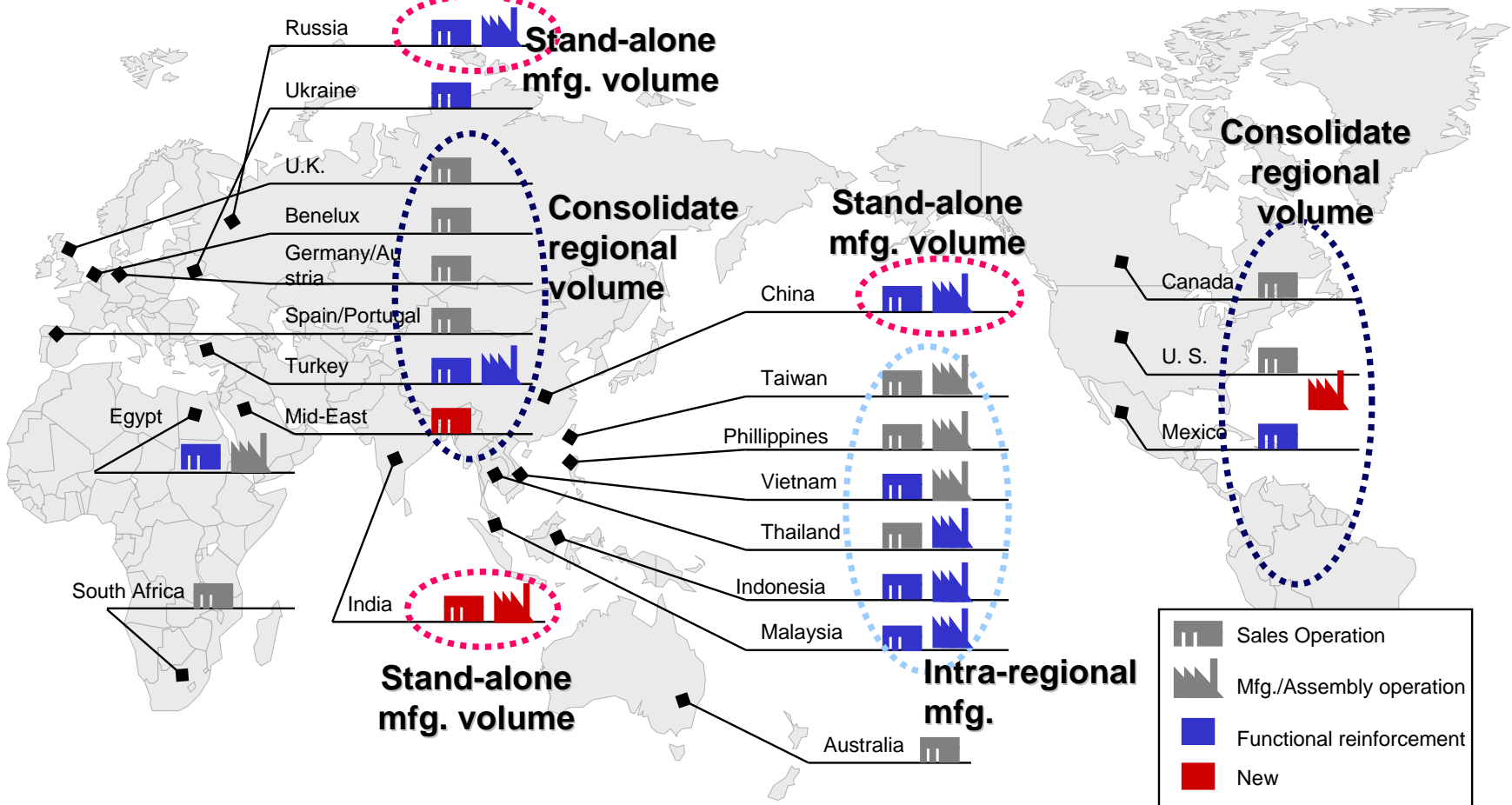
New market for Isuzu
  Functional reinforcement
  Presence already established

\* Compo: Engine, transmission, axle, forged/cast materials

# 5 -1. CV/LCV Product / Market Strategies

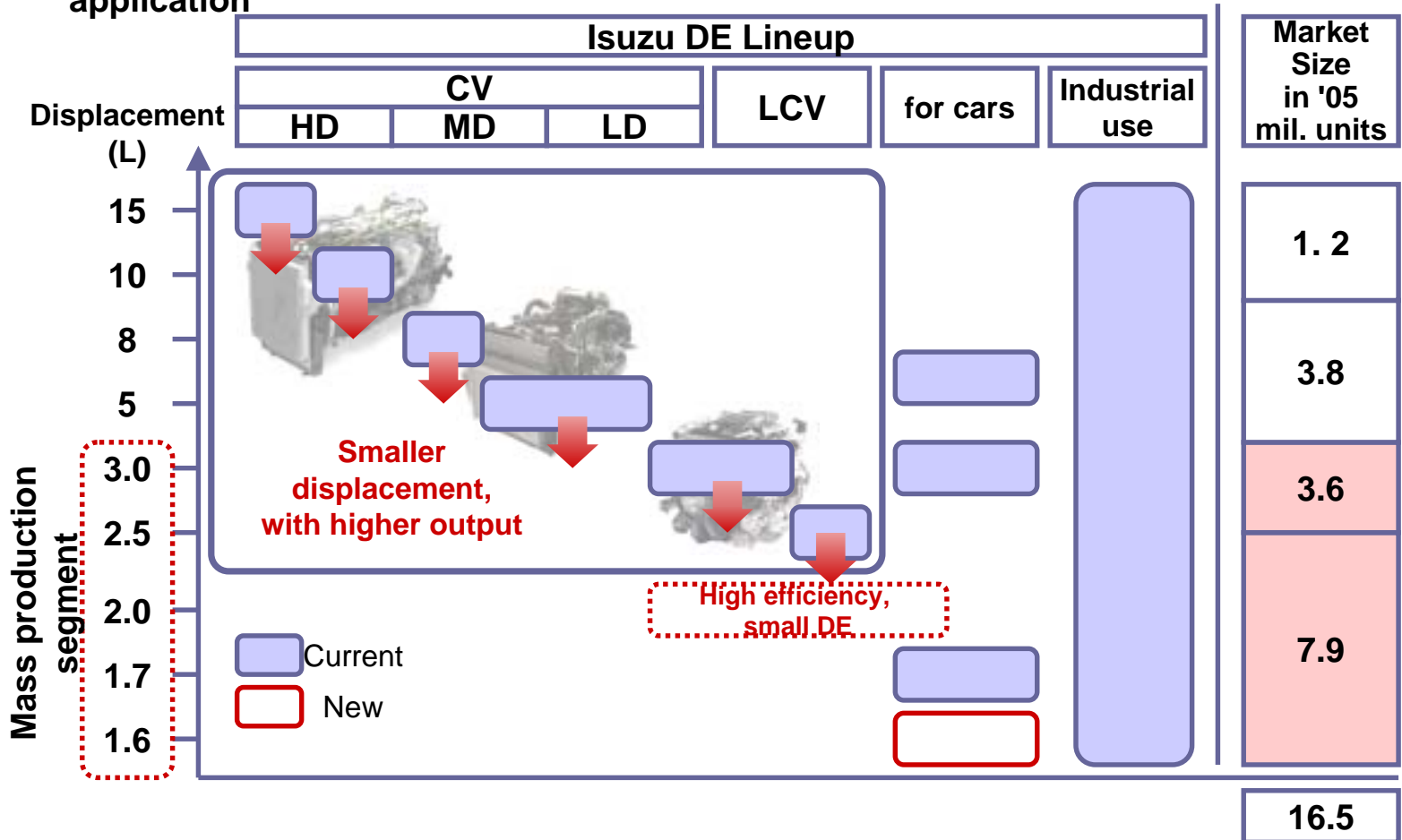
## - Reinforcement of International Operations -

- In large, growth markets, focus be given to self-contained, stand-alone volume mfg., satisfying given country's volume requirement. As to ASEAN, focus will be "intra-regional mfg", while all other countries' focus will be regional consolidation of mfg. volume.



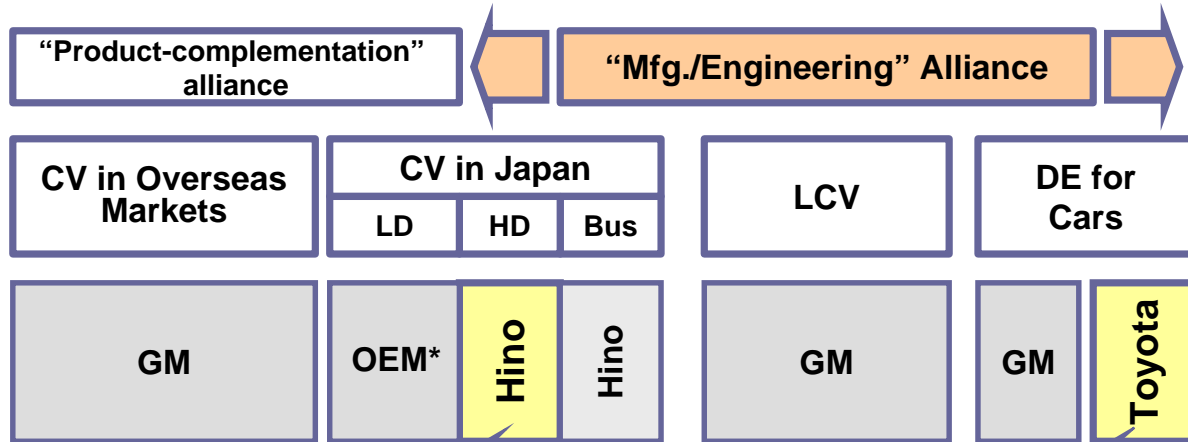
# 5 -2. Diesel Engine Strategy

- Expand product lineup in the volume-rich mass-production segment, i.e. small diesel engines, and increase small DE sales for industrial as well as passenger car application



# 5 -3. Alliance Strategy

- Drive alliance strategy to a new dimension by expanding the scope of collaboration and delving deeper into mfg. and engineering areas, in addition to maintaining Isuzu’s conventional alliance model focused on “product complementation”.



**Alliance**

- Joint development of after-treatment for HD, and cab

- Develop and supply Isuzu DE to the world top-notch car maker for their volume-rich car lines

**Expected Benefits to Isuzu**

- Efficiency improvement in CV’s core operations
- Generation of resources that can be shifted to new business areas

- Expansion and stabilization of DE businesses
- Perfection of Isuzu’s advanced technologies

: Conventional alliance
  : New

\* ELF OEM : Nissan Diesel, Nissan, Mazda