



PROFILE

As one of the world's leading truck and diesel engine manufacturers, Isuzu's corporate philosophy is to contribute to society by offering products and services that satisfy the needs of our customers around the globe, while taking care to be socially responsible. Working alongside our customers as a trusted partner, we strive to act in harmony with society and the environment as we help keep people and products moving with our commercial vehicles and diesel engines.

Our fundamental principle is to take on new challenges, innovate new technologies, and build products while always placing the highest priority on product quality. Our long-term management vision is to transform Isuzu into a company that leads the way in engineering distribution systems.

To accomplish this, we will:

- Build an earnings base that is centered on commercial vehicles
- Advance our technology to create products that fulfill the needs of the marketplace
- Become increasingly internationalized and strengthen our alliance with General Motors
- Treat our employees as individuals and reform our organizational culture with the participation of all employees