

Growing from experience

One of the oldest automobile companies in Japan, Isuzu has long focused on diesel engines and commercial vehicles, since its predecessor developed Japan's first air-cooled diesel engine in 1933. Today, it is major global producer of light-duty, medium-duty and heavy-duty trucks, buses and pick-ups, and a world leader in advanced diesel engine technologies and powerplants.

Japan's diesel pioneer

Isuzu's history can be traced back to Tokyo Ishikawajima Shipbuilding & Engineering Co., Ltd., which was founded in 1893 and produced the first truck made in Japan in a joint venture with British automaker Wolseley Motor Ltd. in 1922.

Tokyo Ishikawajima Shipbuilding & Engineering's automotive arm became a separate company, Ishikawajima Automotive Works Co., Ltd. in 1929. Following another merger in which Ishikawajima Automotive Works took over DAT Automobile Manufacturing, the company changed its name to Automobile Industries Co., Ltd. in 1933. Automobile Industries Co. developed two air-cooled diesel engine models, the DA4 and DA6—the foundation of all subsequent generations of Isuzu diesel engines.

Automobile Industries Co., Ltd. further merged with Tokyo Gas & Electric Co. and changed its name to Tokyo Automobile Industries Co., Ltd. on April 9, 1937, the date Isuzu regards as its founding. Tokyo Automobile



The 6th generation new ELF



New FORWARD medium-duty truck

Industries changed its name to Diesel Automobile Industry Co., Ltd. in 1941, and then in 1949 adopted the name "Isuzu" from its cars developed in 1933, named for the river that flows past Japan's oldest and most sacred shrine, the Ise Shrine in Mie Prefecture.

The launch of a legend

In 1959, Isuzu launched the ELF, Japan's top-selling light-duty truck for the last 10 years, with cumulative production of 5 million units. Today the ELF is available in numerous variants, including with next generation diesel, CNG and diesel-hybrid power plants. The FORWARD medium-duty truck series first went on sale in 1970, and the C&E series of heavy-duty trucks and tractors, the forerunners of which had been on the market since 1959, underwent a major overhaul in 1995 that resulted in the GIGA series.

Isuzu began selling the GALA large-size bus in 1996. In 2004, the Company launched the Mimamori-kun Online Service—the first telematics system for commercial vehicles in Japan. 2006 saw the launch of our first truly global model, the 6th generation ELF, quickly followed by our second global model, the next generation FORWARD, in 2007.

Expanding into a global force

Isuzu's first overseas operations began with the export of vehicles to Hong Kong in 1949, followed by Thailand in 1957. In 1971, Isuzu entered a tie-up with General Motors Corporation, and by 1972 was exporting pickup trucks to the United States. Since then, Isuzu has expanded its overseas operations, highlighted by our opening of manufacturing plants in China in 1985, and the start of diesel engine production in Poland in 1999, and the United States in 2000.

Today, building on this long heritage and harnessing its world-leading diesel technologies and reputation for quality commercial vehicles, Isuzu is confidently strengthening and expanding its global operations.