

# Isuzu's environmental conservation activities and social responsibilities

Isuzu is actively pursuing group-wide activities to achieve harmony between global economic development and environmental conservation. We consider reducing the environmental impact of our business activities to be a priority issue through the entire vehicle lifecycle, from raw material procurement to manufacturing, distribution, use, disposal, and recycling. We are also actively involved in local social contribution activities in Japan and other countries worldwide, reflecting our wish to make a multifaceted contribution to sustainable and environmentally friendly development.

## For the future of humanity and the Earth: Environmental management

Consistent with a belief that environmental conservation is an important management issue, Isuzu is actively pursuing consolidated environmental management on a group-wide basis. Our milestones in these efforts include establishing the Isuzu Committee on the Environment in August 1990, becoming the first domestic truck manufacturer to receive ISO certification in 1998, and completing ISO 14001 certification of all manufacturing companies subject to Consolidated Environmental Management in 2005.

To verify our Environmental Management System is being appropriately administered and improved, we not only conduct a rigorous internal audit each year and put the findings to work in improving the management system, but also issue an annual Environmental and Social Report. In April 2008, we moved to accelerate these initiatives by establishing an Eco Planning Department.

## Developing technologies for reducing environmental impact: Products

To address the full range of environmental requirements demanded of trucks, Isuzu is developing state-of-the-art technologies for reducing each vehicle's overall environmental impact.

Isuzu has reduced fuel consumption by some 40% over the last ten years, contributing dramatically to environmental conservation. We will continue to develop innovative technologies that reduce the environmental impact while providing both safety and economy.

## Working to popularize alternative fuel vehicles

We are actively working to develop environmentally friendly alternative fuel vehicles. In this area, we are focusing on developing CNG (compressed natural gas) and diesel hybrid light-duty trucks for use on short delivery routes, as one way to prevent air pollution in heavily congested urban areas.

Our ELF and FORWARD CNG vehicles have been particularly well received, and total sales of ELF CNG models passed 10,000 vehicles in April 2007. The ELF Diesel Hybrid reduces CO<sub>2</sub> and saves on fuel costs by making effective use of the vehicle's deceleration energy.

## Providing fuel-efficient driving information

Isuzu's Mimamori-kun Online Service, a sophisticated driving information system that facilitates fuel savings and safe driving by utilizing mobile computing to enable companies to monitor driving information (data describing vehicle operation, engine operation, vehicle speed and acceleration, and fuel consumption) in real-time, provides "soft" support for



reducing the environmental impact of fleet operations. With recent increases in diesel prices, the service has received high praise from customers. Improvements in 2007 added new functionality such as Eco Safe Driving Reports and Internet Drive Recorder, enabling more efficient management of vehicle operation.

### **Creating manufacturing plants that coexist with the environment: Manufacturing**

Isuzu is pursuing the following four key initiatives to make our plants more environmentally friendly and open them to the surrounding community with our affiliate companies, as well as our group companies at home and abroad:

- Preventing global warming/ reducing CO<sub>2</sub>
- Establishing a recycling-based society and reducing waste products
- Establishing a pollution-free society and reducing the environmental impact of plant operations
- Revitalizing environmental management and complying with environmental laws and regulations

Our manufacturing division achieved our fiscal 2010 CO<sub>2</sub> reduction target of a 50% reduction over fiscal 1990 levels in fiscal 2006. Emissions in fiscal 2007 were 184,000 tons, down 2.1% per unit of production from the previous year. Specific initiatives to reduce emissions included activity pa-

trols by the Energy Conservation Committee, the promotion of Eco Stop and Eco Idle activities, the relocation and rationalization of a paint plant, the conversion of the Tochigi Factory to using natural gas for energy.

### **Isuzu's social contribution activities**

Local activities by group companies around the world are too numerous to mention. They aim to create contacts between Isuzu and people in these societies outside our business domain.

### **Cooperating with the Japanese Antarctic Program for 48 years**

Isuzu has provided diesel technicians for each of the 48 Japanese expeditions to Antarctica to investigate and analyze phenomena such as ozone depletion and global warming.

### **Supporting education for children in Asia**

Working through its global social contribution program, Isuzu launched a project in the spring of 2007 to increase educational opportunities for children and increase the quality of education at local elementary and other schools in Dien Bien Phu in Vietnam near the border with Laos, and in the town of Kupang in western Timor, Indonesia.