



INTRODUCING A FUTURE **WORLD** LEADER



BECOMING **No. 1** IN COMMERCIAL VEHICLES

To become No. 1 in the world in commercial vehicles, Isuzu will first concentrate on reinforcing domestic marketing in terms of the quality of services and numbers of vehicles sold. Isuzu has worked to create distinctive model lines such as trucks with its exclusive four-air-spring suspension, and is working to further hone product development abilities. But the most important task at this time is fending off emerging competition in the 2-3 ton truck market, which is vital to Isuzu's future. Since Isuzu is confident that its ELF line of trucks is clearly superior in this market, the emphasis in future must fall on improving customer services.

The second step is growing outside Japan. Isuzu is tailoring product launches and marketing strategies to individual regions to expand its share of export markets. In North America, the product lineup has been further enhanced with the launch of the remodeled Trooper and Rodeo Amigo in the RV category. Marketing efforts will focus on these marques. By apportioning resources among manufacturing, assembly and distribution operations to stay well ahead of competitors, Isuzu is establishing a solid base for global operations.



GIGAMAX

ISUZU 25
ABS

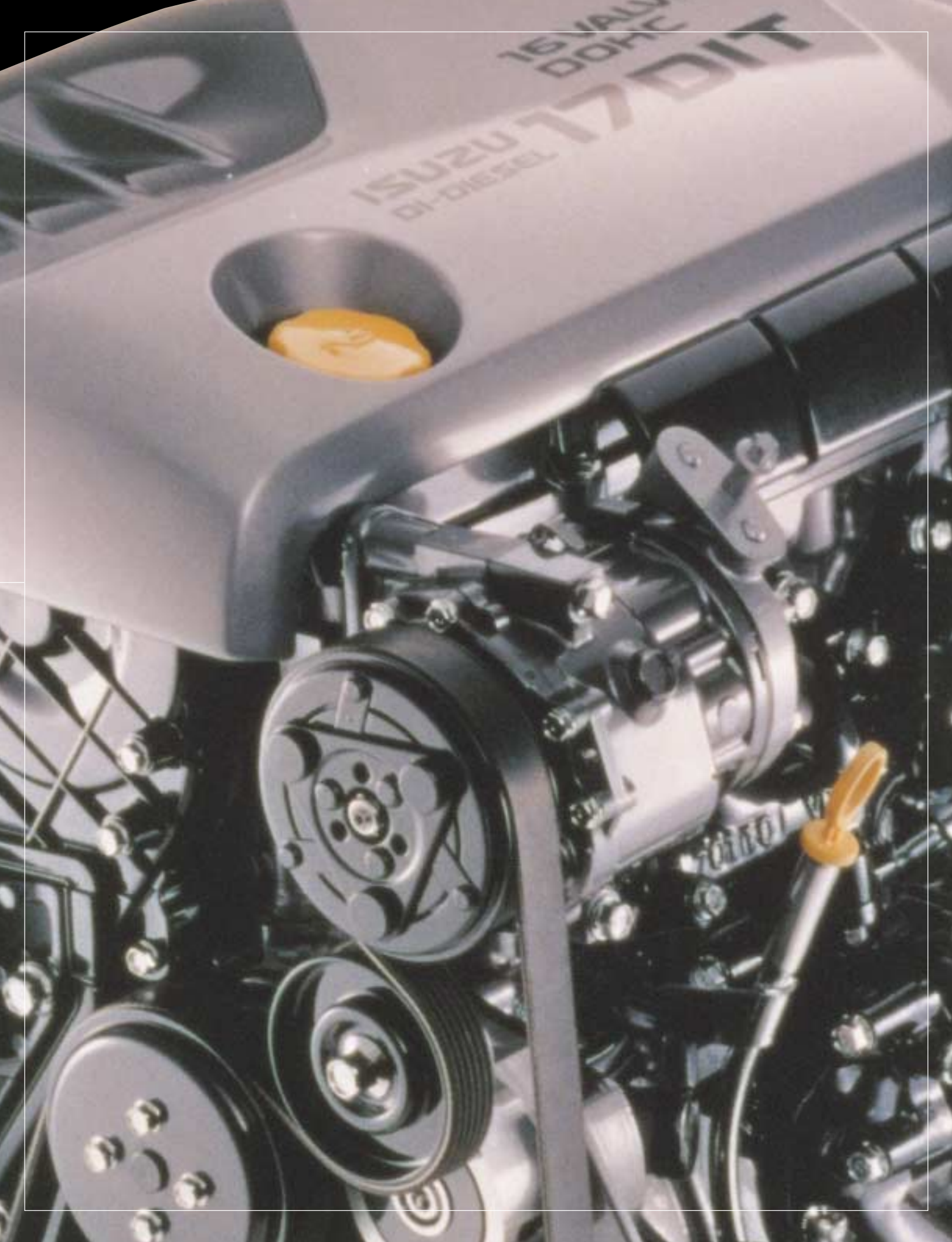
ISUZU

ISUZU
GIGAMAX



BECOMING No. 1 IN DIESEL ENGINES

The commercial vehicle market is very susceptible to economic downturns. To reduce its exposure to economic swings, Isuzu has focused resources on its components business. Centered on its core diesel-engine technology, this business has been earmarked for global expansion. The diesel engine production begun in June 1999 in Poland will be of cardinal importance to becoming No. 1 in this field. Isuzu believes that diesel engines have tremendous potential, and expects demand to soar as their environmental advantages are brought into play. By further refining its technology in this field, Isuzu is determined not to let this huge opportunity slip away.



16 VALVE
DOHC
ISUZU 1700 DIT
DI-DIESEL

ISUZU