

## Isuzu Corporate Vision and Mission

### Isuzu Corporate Vision

#### Isuzu will always mean the best

A leader in transportation, commercial vehicles and diesel engines,  
supporting our customers and respecting the environment

### Isuzu Corporate Mission

#### Trust, Action, Excellence

A global team delivering inspired products and  
services committed to exceeding expectations

##### PRODUCTS

Explore genuine needs and  
create products and services  
with strong appeal

##### CONDUCT

Be responsible,  
dedicated, and agile

##### ORGANIZATION

Achieve goals through  
global teamwork

Isuzu continues to provide innovative products and services to our customers in the field of commercial vehicles (CVs), light commercial vehicles (LCVs), and diesel engines. We supply customers around the world with a wide range of products, from light-duty pickup trucks and their derivative passenger pickup vehicles (PPV) to heavy-duty buses, trucks, tractors, and engines used to power various kinds of industrial machinery. In addition, by offering a full range of after-sales services to complement our product sales, we support vehicle operation throughout the whole product lifecycle, making us a part of the social *transportation* infrastructure.

We contribute to the creation of rich and satisfying lifestyles around the world by supporting the transport of goods. To fulfill this social responsibility, Isuzu will further refine its accumulated manufacturing technologies and tackle key social issues such as climate change countermeasures, aiming to be the *Isuzu* that is chosen and trusted by customers around the world.



## The History of Isuzu

Founded in 1916, Isuzu is the oldest existing automobile manufacturer in Japan. In 1934, the company named a truck manufactured to Ministry of Commerce and Industry standards *Isuzu*, after the Isuzu rivers, the five rivers of Ise Shrine. This is the origin of the Isuzu company name, which was changed to the current *Isuzu Motors Limited* in 1949. Inheriting the spirit of manufacturing (monozukuri) and technology, Isuzu will continue to grow its history of trust into the future.

**1916** Tokyo Ishikawajima Ship-building & Engineering Co., Ltd. and Tokyo Gas & Electric Industrial Co. (Isuzu's predecessors) plan a venture to manufacture automobiles

**1937** Tokyo Automobile Industries Co., Ltd., the predecessor of Isuzu Motors Limited, established

**1938** Construction of Kawasaki Plant completed

**1949** The Company changes name to 'Isuzu Motors Limited'

**1953** Signs a Technical assistance agreement with Rootes, Ltd. of the U.K. for the Hillman passenger car



Yasushi Yuge, 4th President of the Isuzu, with the Wolseley A9



The first N-Series



F-Series



C&E Series

**1961** Completes construction and opened Phase 1 of the Fujisawa Plant (Operations started in 1962)

**1966** Isuzu Motors Co., (Thailand) Ltd. established

**1971** Signs basic agreement on full alliance with General Motors Corporation (GM)

**1971** Opens Tochigi Plant

**1975** Isuzu Motors America, Inc. established

**1984** Opens Hokkaido Plant (currently Isuzu Engine Manufacturing Hokkaido Co., Ltd.)

**1985** Qingling Motors Co., Ltd. established in Chongqing, China

**1990** Isuzu Advanced Engineering Center, Ltd. established

**1992** Isuzu Charter on the Global Environment established

**1996** Isuzu Motors Asia Ltd., established to oversee business in Asia

**2005** Isuzu Motors de Mexico S.de R.L. established

**2006** Isuzu Truck South Africa (Pty) Limited established

**2006** Isuzu enters into basic agreement with Toyota to develop small diesel engines

**2007** JSC Isuzu Rus established in Russia

**2010** Isuzu Motors Middle East FZE established, and later changes its name to I Isuzu Motors International FZE (IIF) in 2017

**2011** Isuzu Motors Saudi Arabia Company Limited established

**2012** Isuzu Motors India Private Limited (IMI) established

**2017** Isuzu Plaza opens in Fujisawa

**2018** New factory to produce light-duty truck engines at the Tochigi Plant opens

**2019** Signs a comprehensive agreement with Cummins to develop powertrains

**2020** Signs agreement with Honda to conduct joint research on fuel cell-powered heavy-duty trucks

**2020** Announces formulation of Isuzu Environmental Vision 2050

**2020** Concludes memorandum with Volvo Group for a strategic alliance

**2021** Established a new company to accelerate CASE in commercial vehicle business through joint investment with Hino and Toyota

### 1900-1959

**1922** First domestically-produced Wolseley, a model A-9, the first passenger car produced in Japan

**1934** Truck manufactured to Ministry of Trade and Industry standards named 'Isuzu'

**1938** Starts production of TX40 truck at Kawasaki plant

**1953** Produces First Hillman passenger car (Japan production ended in January 1957)

**1959** Announces N-Series TL 2-ton truck

### 1960-

**1961** Announces the Bellel passenger car

**1963** Announces the Bellelt passenger car

**1967** Announces the Florian passenger car

**1968** Announces the 117 Coupe passenger car

### 1970-

**1970** Announces F-Series TR model 4-ton truck

**1972** Releases Faster KB 1-ton compact truck

**1974** Announces Gemini passenger car, jointly developed with GM  
Announces the SR (New Power V10) 10-ton truck

### 1980-

**1980** Announces WFR Fargo wagons and vans

**1981** Announces the Piazza passenger car  
Announces the Rodeo Bighorn, a compact 4-wheel drive vehicle

**1983** Announces 810 series of 10-ton heavy-duty trucks

**1984** Announces new F-Series 4-7 ton medium-duty trucks  
Announces the Cubic, a new large fixed-route bus  
Announces the Journey-K, a new mid-size bus

**1985** Announces the FF Gemini passenger car

**1986** Announces the Super Cruiser large luxury sightseeing bus

**1989** Announces the MU all round sport-utility vehicle

### 1990-

**1990** Develops World's first permanent electromagnetic retarder with Sumitomo Metal Industries, Ltd.  
Develops a 2-ton truck powered by a natural gas engine with Tokyo Gas Co., Ltd.

**1991** Completed First prototype electric delivery truck (2-ton class)

**1993** N-Series undergoes a full model change

**1994** F-Series undergoes a full model change  
Heavy-duty trucks undergo a full model change and launched as C&E-series

**1995** Announces the MU WIZARD all round sport-utility vehicle

**1996** Announces the GALA large luxury sightseeing bus

**1997** Announces the VehiCROSS all round sport-utility vehicle

**1999** Mid-size buses undergo a full model change and launched as the Erga Mio and GALA Mio series

### 2000-

**2000** Full model change of large fixed-route and private-use buses and launches new models as part of ERGA series

**2002** Introduces new D-MAX pickup truck in Thailand

**2004** Launches *Mimamori-kun Online Service* telematics system for commercial vehicles

**2006** N-Series undergoes a full model change

**2007** F-Series undergoes a full model change

### 2010-

**2011** D-MAX pickup trucks undergo a full model change

**2013** Announces mu-X in Thailand

**2015** ERGA large fixed-route bus undergoes a full model change  
C&E Series undergoes a full model change

**2016** ERGA Mio mid-size fixed-route bus undergoes a full model change

**2017** MIMAMORI telematics service for commercial vehicles undergoes a full model change

**2018** Announces TRAGA light-duty trucks for emerging countries

**2019** Launches ERGA DUO hybrid articulated bus  
D-MAX pickup trucks undergo a full model change

**2020** MU-X passenger pickup vehicles undergo a full model change



Hillman VIII PH-12 (1955 model)



117 Coupe



6th Generation N-Series



## Major Product Lineup

The Isuzu Group contributes to the creation of prosperous lifestyles for people around the world through the manufacture and sale of commercial vehicles, light commercial vehicles, and diesel engines, as well as a full range of after-sales services that support the operation of our products.

### Commercial Vehicles (CV)

#### Light- to heavy-duty trucks



C&amp;E Series heavy-duty truck



F-Series medium-duty truck



N-Series light-duty truck



TRAGA lightweight truck for emerging markets

#### Buses



ERGA DUO articulated bus



ERGA route and shuttle bus



GALA private and highway route bus

### Light Commercial Vehicles (LCV)



Pickup truck D-MAX



PPV MU-X

### Powertrains



4JJ1X



6WG1X

### After Sales Service

PREISM



#### Truck Business

Isuzu trucks are developed in Japan and overseas to meet the diverse challenges of the logistics industry with exceptional fuel efficiency, reliability, durability, advanced safety and environmental friendly performance. From heavy-duty trucks to light-duty trucks for emerging markets, our careful attention to customer needs is reflected in their performance and high quality, making Isuzu the preferred choice of customers around the world.

#### Bus Business

As a public transport system, buses are required to deliver safety, comfort, and environmental performance to support the daily mobility and the lives of people. Isuzu buses are manufactured by J-BUS Limited, a joint venture with Hino Motors, Ltd. and are sold throughout Japan under both the Isuzu and Hino brands.

#### Light Commercial Vehicle Business

Our pickup trucks and PPVs are primarily developed in emerging markets. Pickup trucks which can be used as both passenger cars and commercial vehicles are mainly produced in Thailand and exported to nearly 100 countries where they support the economic growth and the lives of people in emerging markets.

#### Powertrain Business

We supply diesel engines to manufacturers in a variety of fields, including construction machinery, agricultural equipment, power generators, and commercial vessels. Our diesel engines contribute to the development of these industries by offering the power and environmental performance developed for their use in the automobiles.

#### After Sales Business

We provide a variety of support services in Japan and internationally to maximize the effectiveness and efficiency of our customers' operations.

##### ■ Connected Services: MIMAMORI

...A fleet management system that collects and transmits vehicle data in real time

##### PREISM

...An advanced genuine preventative maintenance service that uses vehicle information to prevent breakdowns

- Maintenance services offered by our sales dealers
- Leasing business  
Maintenance leases, finance leases, maintenance contracts
- Used-vehicle sales