

## 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.

