Growing closer to our customers

Our development philosophy of "Gaining the trust of people everywhere" is at the heart of our shift from designing and manufacturing vehicles for specific markets, to creating a global standard for performance and quality in each of our vehicle categories—and ultimately growing closer to and satisfying each and every customer, wherever in the world they may be. This philosophy is realized in our new global models that integrate our latest technologies and meet the most stringent emission standards in the world.

In implementing our Mid-term Business Plan of aggressive investment as a stepping stone to continuous growth, Isuzu continues apace with the development of globally strategic products and enhancing organizational capabilities and strengths in both products and markets, to establish a solid business foundation.

SEE technology provide the keys to growth

Isuzu's on-going pursuit of making the best CVs in the world is based on creating a global design and standard, through the development of our advanced "SEE technologies" that focus on three core areas critical to reliability and customer satisfaction: Safety, Economy and Environmental performance. We believe maintaining our technological advantage in these core areas will provide the springboard for global growth.

Environment-friendly I-CAS solutions

At the heart of our research and development initiatives is I-CAS, the Isuzu Clean Air Solutions system, that aims to maximize the excellent fuel efficiency and low CO_2 emission advantages of the DE, while integrating the three essential technologies of combustion optimization, after-treatment and comprehensive electronic control, to reduce exhaust gases, further lower CO_2 emissions, while boosting power output.

As a result, Isuzu has become a world leader in electronic control technology for DEs, which optimizes the running of each engine in relation to operating conditions.

Rationalizing global development and manufacture

In both the development and manufacture of new products, Isuzu has engaged in major changes. A new common development platform for light-duty and medium-duty trucks incorporates extensive use of digitalization for virtual engineering at the development stage, a modular approach to making cabs and frames, together with integration of engine, transmission and axle components. As a result, it has enabled us to significantly reduce the overall number of unique parts required and reduce engineering costs, as well as the total capital investment required to design and ramp up production of a new model—at the same time as enhancing overall quality.

New ELF takes a global approach

The 6th generation new ELF light-duty truck is a significant release for Isuzu. The first all-new ELF model in 13 years, it offers a universal Isuzu standard for advanced safety, operating efficiency, and environmental performance that is suitable for use worldwide. Winner of a 2006 Good Design Award in Japan, the new ELF features a spacious, highly functional cab. Computer-aided design analysis contributed to a strong cab and overall weight

reduction that is significantly lighter than its predecessor, enhancing fuel efficiency and operating costs.

It boasts advanced technologies designed to meet the demands of future-focused customers. The newly developed 4JJ1-TCS D-CORE 3-liter intercooler turbo DE realizes Isuzu's philosophy, technology and performance standards for next generation engines. Light and compact, it significantly enhances fuel efficiency, while meeting Japan's New Long-Term Emissions Regulations, the strictest DE emissions regulations in the world.

New FORWARD launched

Following quickly on the launch of the ELF, in May 2007 we introduced the all-new FORWARD medium-duty truck, the second product to result from our new global concept of developing and manufacturing light-duty and medium-duty trucks. The new generation FORWARD realizes three key values Isuzu set for its development: a fuel efficient vehicle to meet the demands of new emission standards, the best solution for meeting the requirements of Japan's new medium class driver's license, and advanced safety and security.

It is powered by the new 4HK1-TCS D-CORE 5.2-liter intercooler turbo DE which generates more power yet is significantly lighter than its predecessor, which together with the Smoother Fx transmission system, boosts fuel efficiency while reducing emissions. The new FORWARD is available in a number of models and variants, from 8- to 11-ton Gross Vehicle Weight.

Tie-up with Toyota looks to the future

A major initiative during the year was the signing of a business tie-up with Toyota Motor Corporation. This collaboration will focus on R&D, the production of small DEs, joint research and development of emission control technologies and devices for DEs, and environmental technologies, including basic engine and alternative fuel technologies.

Isuzu will lead activities in the first two fields, and Toyota in the third.

"Soft" initiatives enhance efficiency and customer value

For over 10 years Isuzu has worked on "soft" initiatives to enhance customers' use of their trucks, to optimize productivity and help them realize the ultimate value of operating Isuzu trucks. From seminars on fuel-efficient and safe driving, to the advanced telematics of the innovative Mimamori-kun Online Service, the first full-scale telematics for CVs, Isuzu works closely with its customers. The innovative Mimamori-kun system monitors vehicle operation and driving conditions in real time, helping logistics companies to monitor performance, to optimize fuel efficiency and enhance safe driving.