

Growing our commitment

As a global company, we see it as our responsibility to introduce environment-friendly vehicles and technologies for the benefit of the global community. The environment has long been a critical priority for Isuzu. Isuzu was very early in recognizing its importance, forming the Isuzu Global Environment Committee in 1990, and drawing up the Isuzu Charter on the Environment in 1992. These have formed the base and values for all subsequent environmental initiatives.



Our environmental vision

To fulfill our Corporate Vision of being a “Leading Global Company”, we believe that we not only have to be competitive, but also a leading contributor to the environment and society. As such, we are committed to enhancing our relationship with our stakeholders, including customers, suppliers, shareholders, employees and local communities, wherever in the world Isuzu conducts business.

To implement our vision for the environment, in the current Mid-term Business Plan we have made the development of leading edge, environment-friendly technologies and their application in advanced new generation engines and vehicles the cornerstone of our plan for growth, and our brand in the future, around the world. Our commitment to R&D into new technologies to reduce environmental impact is evident in the leading environmental qualities of our new global products.

Our environmental management & audit system

In 1998, Isuzu was the first Japanese truck manufacturer to receive this ISO certification, and its implementation spread from our manufacturing plants through the entire company, including the R&D division and major overseas plants by 2002. In 2005 all manufacturing companies of the Consolidated Environmental Management were certified ISO 14001-compliant.

Isuzu conducts annual audits to ensure that the Environmental Management System is being implemented

correctly and to evaluate progress. There are one or two internal environmental audits per year, and monitoring and reviews by third-party certifying organizations.

Reducing environmental impact

Isuzu tackles the challenge of reducing emissions from the “hard” and “soft” aspects of our business. The “hard” aspect is developing clean DEs, while the “soft” aspect includes driver education programs on safety and fuel-efficient driving.

The thermal superiority of DEs means they produce 20 to 40% less CO₂ compared to equivalent gasoline engines. This gives them excellent potential in the drive to reduce global warming. In the past decade we have decreased the fuel consumption of our engines by approximately 40%, saving resources and dramatically reducing CO₂ emissions.

Alternative fuel CVs

In addition to our work in developing more fuel-efficient vehicles and clean DEs, Isuzu is pro-active in the development of alternative fuel vehicles. Realizing the impact of light-duty delivery trucks that travel short distances in urban areas, Isuzu has developed compressed natural gas (CNG) and diesel-hybrid vehicles.

ELF and FORWARD CNG trucks are in mass production, and have proved highly popular, with the ELF CNG capturing approximately 70% of its market segment in Japan. The ELF



CNG-MPI with multipoint injection (MPI) system was the first vehicle in Japan to meet the CNG vehicle emissions standards of the New Long-Term Emissions Regulations, and has the cleanest exhaust emissions of all clean energy vehicles, producing virtually no PM or black smoke emissions. Its low-noise operation is an added benefit.

The ELF HEV (Hybrid Electric Vehicle), launched in 2005, uses Isuzu's proprietary hybrid system, comprised of a DE and electric motor, and a Smoother-E Autoshift manual transmission with automated control that offers excellent fuel efficiency.

Other environmental initiatives

Disposal at the end of the operational life is also an important part of a vehicle's life cycle. Isuzu met its goal of making 2002 model year vehicles 90% recyclable, and is well on the way to achieving a 95% recyclable content by 2015. In meeting the demands of Japan's Automotive Recycling Law, Isuzu established its own recycling system and upgraded dealer computer systems.

"Soft" systems include Mimamori-kun online service, an advanced real-time vehicle diagnostics and information system designed to help customers increase the efficiency of vehicle operation and enhance fuel economy. The service was awarded the Transport Minister's Prize at the 2nd Eco-Products Awards in 2005 for its support of eco-driving, and the Grand Prix and Minister of Internal Affairs and Communications (MIC) Prize at the MCPC (Mobile Computing Promotion Consortium) Awards in 2007.

Social responsibility

Isuzu takes its social responsibilities seriously, from dialogues with stakeholders such as our Environmental Report which has been published every year since 1999, our involvement in local communities in which we operate, to relief activities around the world, and our on-going support of the Japanese Antarctic Program, where we have supplied diesel mechanics for 47 years, including support for research teams monitoring the ozone layer and global warming.

Local community activities by group companies around the world are too numerous to mention. A handful of examples from FY2007 include the donation of an N Series truck for use in monitoring air pollution to the National Institute of Ecology (INE) of the Department of Science in Mexico, donating seedlings for planting five hectares of mangroves in the "Save Our Mangroves" program to help protect the coastal environment in the city of Alaminos, in northern Luzon in the Philippines, and co-sponsoring a sumo exhibition in Israel.

To celebrate the 70th anniversary of Isuzu's founding, we have launched social action programs on a global scale, to express our gratitude to the societies that have supported us over all these years and our desire to give something back. These programs aim to create contacts between Isuzu and people in these societies outside our business domain.