

The history of Isuzu is a story of innovation in commercial vehicles and diesel engines

The first company in Japan to start development of a diesel engine, Isuzu has always been a pioneer among Japan's automakers. Since its founding, the company has consistently supplied the market with an innovative range of products including light-, medium-, and heavy-duty trucks, buses, and pickup trucks. Today, Isuzu is working to increase its presence as a global brand with technologies and products that transcend national borders.

Developing Japan's first domestically produced diesel engine

Isuzu's history began in 1916, when Tokyo Ishikawajima Shipbuilding & Engineering Co., Ltd., and Tokyo Gas & Electric Co. planned a venture to manufacture automobiles. In 1924, Tokyo Ishikawajima Shipbuilding & Engineering manufactured its first truck through a joint venture with British automaker Wolseley Motor Ltd. Later the company spun off its automotive manufacturing business, acquired DAT Automobile Manufacturing, and changed its name to Automobile Industries Co., Ltd in 1933. The air-cooled diesel engine developed by the company, Japan's first, became the foundation of all subsequent generations of Isuzu diesel engines.

The following year, the company named its automobile "Isuzu" for the river of the same name that flows past Japan's oldest and most sacred shrine, the Ise Shrine in Mie Prefecture. This name would eventually be adopted as the company's name. Automobile Industries Co., Ltd., merged with Tokyo Gas and Electric Co. on April 9, 1937, and changed its name to Tokyo Automobile Industries Co., Ltd. Today, Isuzu recognizes this as the date of its founding.

In 1949, the company changed its name to the current Isuzu Motors Limited. The company developed a series of locally produced trucks that contributed to Japan's postwar recovery through freight transport and other activities.

Providing innovative products and services in support of transport

In 1959, Isuzu launched the ELF, a product that has become synonymous with light-

duty trucks in Japan. The model has the No. 1 market share in 21 countries including Japan. The company designated the ELF a strategic global model in 2006 and implemented a full design change that was completed in 2007, with the launch of redesigned CNG and diesel hybrid models.

This year, Isuzu unveiled a robust line of models for the FORWARD medium-duty truck, recreating it as a new product that is closely integrated with the ELF. In addition, the D-MAX pickup truck has become the bestselling model in numerous markets.

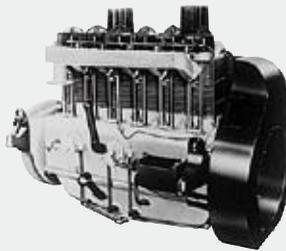
Isuzu's Mimamori-kun Online Service, which was introduced by the company in 2004, helps operators save fuel and drive safely by providing real-time information detailing driving conditions. In response to changing conditions in the transport business, including surging fuel prices and revisions to the Law Regarding the Rationalization of Energy Use, a completely redesigned service was launched in May 2007 to support even more efficient operation.

Advancing into the global market

Isuzu began exports to Hong Kong in 1949 and to Thailand in 1957, launching an expansion that today sees the company supplying products to more than 120 countries worldwide.

Isuzu has actively worked to localize production, opening a plant in China in 1985 and starting production of diesel engines in Poland and the United States by 2000. More recently, we have focused on expanding production and sales in such growth markets as China, India, Russia, and the Middle East, and we are also working to enhance our capabilities in ASEAN countries. During 2007 and 2008, we strengthened our production and sales structures by establishing new companies in Russia, Canada, and Colombia, and increasing our share of facilities in Malaysia, Indonesia, and Turkey.

We will continue to expand and enhance our overseas facilities through advanced technologies and services as we strive to become a global leader in commercial vehicles and diesel engines.



DA6, Japan's and Isuzu's first air-cooled diesel engine



New ELF light-duty truck



New FORWARD medium-duty truck



Pickup truck D-MAX