

Major Press Releases

Business-related

2009

May 20

Opening of Isuzu Premium Club Hokkaido

Isuzu opened the Isuzu Premium Club Hokkaido at the 100% Isuzu funded automobile test and research center, WAcorn Hokkaido. The facility offers the perfect environment for Isuzu to provide professional seminars to its customers in the trucking industry on topics including fuel-efficient driving techniques and safe vehicle operation.

Oct. 21

Sales of the First Isuzu-brand Commercial Vehicle in Peru Launched

Isuzu launched sales in Peru of the new 700P commercial vehicle bearing the Isuzu badge, making it the first Isuzu branded commercial vehicle marketed in the country. Isuzu vehicles are sold in Peru through the General Motors distribution network, and the Company's vehicles previously carried the General Motors logo. Isuzu is aiming to expand its presence in the Peruvian market for commercial vehicles from 622 units sold in 2008 to 1,000 units in 2013.

2010

Feb. 16

Establishment of a Fully Integrated Domestic Sales Management Company

On April 1, Isuzu commenced operations of a newly organized sales management company that consolidates all of the Company's vehicle life cycle business resources in Japan into a single integrated sales center, with the aim of further enhancing our customer service capabilities and establishing a solid foundation for domestic operations. The sales center brings together all of Isuzu's domestic sales operations into Isuzu Network, a joint venture holding company established in February 2007 with the trading company ITOCHU Corporation. Integrating our domestic sales functions into a centralized company brings our operations closer to the point-of-contact with customers, allowing us to further raise our sales and service specialization and flexibility, and to strengthen and optimize our communications with customers. The centralized operation gives us an effective platform for fulfilling our corporate mission of being a leader in commercial vehicles and diesel engines, and to build on our status as a trusted partner with our customers as we seek to become the top customer service provider in the transport industry.

The restructuring of the sales operations is being accompanied by a full-scale restructuring of our commercial vehicle sales and service operations, which have been in place for more than half a century, and the business functions of the newly integrated domestic sales company and branch sales companies.

Mar. 26

Core Development Operations of Next-generation Light Pickup Trucks Shifted to Thailand

On April 1, Isuzu transferred the core engineering development operations for its next-generation light pickup trucks to Thailand, our largest market for light pickup trucks. Shifting the core product engineering operations from Japan to Thailand puts the decision-making processes in the heart of the main market

for Isuzu's light pickup trucks, which will shorten the development-to-market lead time for products specifically tailored to local market needs.

Product-related

2009

Sept. 10

Three-ton, Wide-cab ELF Model that Meets Trucks and Buses Fuel Efficiency Standards Added to the Isuzu Eco Series

On September 17, Isuzu expanded its ELF line of light-duty trucks with the nationwide release of a 3-ton, manual transmission, wide-cab model that meets Japan's 2015 fuel efficiency standards for trucks and buses. The addition of the new model raised the percentage of Isuzu's ELF model offerings meeting Japan's fuel efficiency standards to approximately 70%.

2010

Feb. 5

ELF Eco Series Expanded

- ELF CNG-MPI Commercial Truck First to Meet Japan's Post New Long-term Emissions Regulations
- New Three-ton, Wide-cab Diesel Trucks with Smoother-Ex Transmission Meets Fuel Efficiency Standard

Isuzu introduced the first commercial trucks with compressed natural gas, multi-point injection (CNG MPI) to meet the Post New Long Term (P-NLT) Regulations requiring diesel vehicle emissions to be as clean as gasoline engine emissions. Isuzu also launched diesel trucks with its Smoother-Ex automatic transmission that meet Japan's 2015 Trucks and Buses Fuel Efficiency Standard. The compressed-gas discharge efficiency of the Isuzu's ELF CNG-MPI commercial trucks produce approximately 55% less NOx emissions by volume, making the vehicles the first of their kind to meet Japan's P-NLT Regulations for diesel engines, which are the strictest in the world. The addition of the 3-ton, wide-cab diesel truck with Isuzu's Smoother-Ex automatic transmission expands the lineup of Eco Series trucks meeting the 2015 fuel efficiency standards for trucks and buses. With this addition, Isuzu raised the percentage of its Eco Series models to 85% of total sales.

May 17

Sales of Upgraded Heavy-duty GIGA and Medium-duty FORWARD Trucks that Meet 2009-2010 Emissions Regulations Launched

On May 17 Isuzu launched nationwide sales of its GIGA heavy-duty trucks and FORWARD medium-duty trucks with minor upgrades that make them compliant with Japan's 2009-2010 emissions regulations. The release of the upgraded GIGA and FORWARD models realizes Isuzu's SEE Technology concept that focuses on Safety, Economy, and Environment, and represents a significant advance in the Company's development capabilities, particularly in improving fuel efficiency and reducing vehicle weight, while also meeting Japan's world-leading emissions standards. The trucks meet the growing demand for commercial vehicles that provide exceptional fuel efficiency and payload capacity while meeting higher environmental standards.