

Isuzu's All New Pickups Popular in Thailand and Australia

Isuzu all new pickup trucks enjoy a good reputation in the Thai and Australian markets where the products were already introduced prior to the launching in the general export markets scheduled in June 2003.

Isuzu has developed this vehicle with General Motors Corporation (GM) as a next generation pickup which is positioned also as a global strategic vehicle in GM group. In addition to boasting excellent fuel economy and durability, both inherited from earlier models, the pickup offers its superior features including sophisticated exterior styling, comfort interior as well as powerful and clean engine line-up, which assures high competitiveness in the world markets.

In Thailand where Isuzu has attained the leading position for long time in this largest segment, this pickup truck was launched under the name "Isuzu D-MAX" in May 2002. Since then, the D-MAX series has been enjoying brisk sales in this tough market while competitors have introduced their new products one after another. The D-MAX sales figure for the year 2002 was 83,610 (including the previous model), which accounts for 35.3% of the market share and Isuzu gained the top market share for seven consecutive years. Although almost one year has passed since its launch, the March sales amounted to the record-breaking 10,345 units, keeping the top market share by far.



Isuzu D-MAX(Thai Model)

In Australia, the new pickup was introduced in February under the name Holden Rodeo by a local distributor, Holden Ltd., a 100% subsidiary of GM. With various attractive features such as an elegant styling, spacious and luxury interior, and powerful performance, it has already drawn keen attention from the market. Under the theme "New Holden Rodeo, It's A Monster Truck," the advertising campaign has been launched including TV commercials and advertisements emphasizing its magnificence and toughness.

For other export markets, this new pickup truck will be released in June 2003. Isuzu positions the Thai market as the global center of the pickup truck business, focusing the production in Thailand. Isuzu Motors (Thailand) Co., Ltd. produces vehicles for the Thai domestic markets, while GM Thailand will assemble the vehicles for export markets on a contract basis.

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