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New Heavy-Duty Bus Rolls off Line in China

Guangzhou Isuzu Bus Co., Ltd., a joint venture between Isuzu Motors Limited and Guangzhou Automobile Group Co., Ltd., held a line-off ceremony for its new Gala EHD heavy-duty bus on June 20.

Compared to luxury-class Gala heavy-duty buses, the new model will appeal to a wider range of customers with its lower pricing and highly functional features and specifications.

The line-off ceremony attracted nearly 200 guests, including officials from Guangzhou City and Guangdong Province, and the media. Some 50 guests represented bus companies in Guangdong Province, where the demand for heavy-duty buses is rising fast. Guangzhou Automobile was represented at the ceremony by President Lu Zhifeng (fourth from right).

Guests were given the chance to test-drive both the new and current models before and after the ceremony to maximize the gathering's marketing benefit.

Guangzhou Isuzu Bus has produced and sold heavy-duty buses centering on the Gala, Isuzu's top-of-the-line bus, since 2001. With

The new Gala EHD, with its competitive pricing and highly functional features and specifications, is symbolic of Isuzu's technological contributions to China's fast-growing bus industry.

support from Isuzu Motors in Japan, the company developed the Gala EHD model exclusively for the Chinese market. The chassis is based on Isuzu's latest LV4 bus and the body frame is from the Gala Super High Decker, a prominent member of the Gala lineup. Costs were greatly reduced by simplifying Gala specifications.

While the Gala is favored by operators of heavy-duty buses for long distance highway travel, the Gala EHD is expected to enjoy popularity with operators of buses for long- and medium-distance routes, as well as for sightseeing.

Since the debut of the Gala lineup in China, Isuzu's heavy-duty buses have steadily developed a reputation for safety and quality based on world-class Isuzu technology. With the new Gala EHD, Guangzhou Isuzu Bus now hopes to extend this reputation into a wider market.

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