

All-New Pickup Hits Global Market

The all-new Isuzu pickup is now under full production for general export and distributed to the world market under the name Isuzu D-MAX ("Rodeo" in the UK only). Customers around the world will soon be enjoying the vehicle's stylish design and enhanced durability, reliability and strength.

The Isuzu D-MAX is positioned as a sport-utility vehicle for active lifestyles. With its strongly emotional appeal, the Isuzu D-MAX is sure to be a source of great pride for the owners of this vehicle. At the same time, the Isuzu D-MAX is a highly practical vehicle suited to many commercial uses.

The exterior design is characterized by the Isuzu D-MAX's distinctive lines and sleek, flush surfaces. A clean, roomy and strong design makes this a timeless vehicle backed by high quality and innovation.

With its highly rigid body, the Isuzu D-MAX sets a new standard for durability. Optimally arranged basic frame members and enlarged side panel members offer increased durability and safety. Double-sided galvanized steel sheets improve anti-rust performance under the floor and in other key areas.

The side door beams, front bumper and chassis frame are reinforced for enhanced cabin safety. Chassis frame thickness and configuration are selectively optimized, with the frame's front and rear sections designed to absorb more impact, and the center section reinforced for greater resistance to impact.

2WD Regular Cab



4WD Crew Cab



4WD Extended Cab



The extremely spacious cabin is comparable to the roomy comfort of a high-grade saloon. Reduced wind noise also enhances enjoyment of the Isuzu D-MAX interior. The new instrument panel is distinguished by a futuristic design, with gauges, controls, digital clock and other frequently used items placed optimally for better visibility and easier operation. Operability is also enhanced with dial controls for the air conditioner and a simple pushbutton for switching between 2WD and 4WD.



Interior comfort has been enhanced with significantly more space--comparable to the roominess of a luxury saloon--and reduced wind noise.

Excellent performance is assured for virtually any climate or road condition thanks to an advanced lineup of five engines that deliver both power and fuel efficiency. The 3-liter 4JH1-TC turbocharged diesel combines 96 kW (130 PS) of power with greatly reduced fuel consumption and exhaust emissions. In addition to low noise, this intercooled direct-injection engine provides 280 N-m (28.5 kg-m) of torque at just 2,000 rpm (manual transmission model), assuring smooth starts and responsive acceleration, even on steep climbs.



A futuristic instrument panel improves the visibility and operability of meter clusters and frequently used controls.

The 2.5-liter 4JA1-L turbocharged direct-injection diesel has a high-pressure fuel-injection pump for high output. True to the Isuzu philosophy, however, the engine also offers excellent fuel economy and produces low levels of exhaust emissions. The 4JA1-TC intercooled turbo diesel is also available in several markets.

There are two gasoline engines, including the 3.5-liter 6VE1 DOHC, which generates up to 147 kW (200 PS) of power. The compact 24-valve V6 engine provides excellent low-band torque, expanding the Isuzu D-MAX's flexibility in a range of driving conditions. The 2.4-liter C24SE SOHC gasoline engine achieves the best cost-performance in the lineup. The compact 4-cylinder inline model combines ample power with superb fuel efficiency.

Two newly designed transmissions--a four-speed automatic transmission and a five-speed manual--achieve smooth and powerful performance for both on- and off-road driving.

The 2WD model's front suspension incorporates double wishbones and coil springs. All suspensions in the lineup employ rigid elliptical rear leaf springs for durability under virtually any conceivable driving condition.

Packed with advanced technology, the Isuzu D-MAX pickup will assure competitiveness and reinforce the Isuzu brand image in the global market for years to come.

The all-new pickup, assembled at General Motors (Thailand) Ltd., is now distributed by Isuzu Operations (Thailand) Co., Ltd., a joint venture of Mitsubishi Corporation and Isuzu Motors Limited.

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▶ [Introducing the New Isuzu D-MAX](#)