

Isuzu N Series Registrations in Japan Soar

Registrations of the Isuzu N Series truck in Japan jumped an amazing 67 percent in 2003, making it Japan's most-registered cab-over truck in the two- to three-ton payload class. Moreover, its share rose to 36.4 percent, up 3.1 points from the previous year. The series, known in Japan as the Elf, has led the class in registrations since 2001, and in 33 of the past 34 years.



According to figures compiled by Isuzu and the Japan Automobile

Dealers Association, 49,963 N Series trucks were registered last year, up 19,889 units from the previous year.

Registrations of all makes of two- to three-ton cab-over trucks also enjoyed a 52 percent increase to 137,319 units during the year. The main factor was the revision of emission regulations in October, which sparked a strong demand for diesel-powered vehicles that could comply with the tougher regulations.

The latest N Series model, the Elf-KR, was released 16 months prior to the new regulations. It was the first truck to hit the roads in full compliance with the new regulations, which require diesel-powered vehicles to reduce nitrogen oxides, particulate matters, hydrocarbons and carbon monoxide emissions by 30, 30, 80 and 70 percent, respectively.

Isuzu's technological edge with diesel engines, refined extensively since the Elf's launch in 1959, is expected to help the model maintain its unrivaled position as Japan's best-selling light-duty truck.

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