February 25, 2004

Isuzu Motors Limited

TRANSLATION

For immediate release

Isuzu Launches CV Telematics, The Mimamori-kun Online Service

Tokyo, February 25, 2004 - Isuzu Motors Limited begins sales of commercial vehicle telematics, the Mimamori-kun online service from February 25, 2004 in Japan. The unconventional service, exclusively available for Isuzu heavy-duty trucks, marks the first full-fledged CV telematics system offered by Isuzu, and is the latest offspring of the Mimamori-kun, first launched in January 2002 to provide truck operators and cargo carriers with vehicle diagnostic information. Through a joint collaboration with Messrs. KDDI, the Mimamori-kun diagnostic system now comes online, thanks to the latest telecommunications technologies and platform provided by Japan's leading telecommunications company.

The Mimamori-kun Online Service provides two-way, interactive, real-time interface between the vehicle, freight transporter, cargo consignor and Isuzu, making use of location search function via GPS and the latest packet telecommunications technologies of KDDI. By simply logging on to the Internet, individual vehicle information can be retrieved in real-time with the vehicles on road, in action, wherever in Japan. Fuel consumption, gaseous emissions level, vehicle location and driving conditions such as gear shifting, acceleration and braking behavior can be collected and analyzed for the effective vehicle management.

Benefits of the Mimamori-kun Online Service are countless. Freight transporters and cargo consignors can greatly improve their management efficiencies by downright fuel saving and safe driving, with commensurate reduction of the environmental impact of trucking on road.

Today's Japanese trucking industry is facing major challenges, according to the industry experts; it has to realize accident-free cargo transportation, ensure safety with no health hazard, with least impact on environment - all to be realized while enhancing operational efficiencies of fleet vehicle management under optimum trip planning. Mere performance improvement of the vehicles alone can no longer win customer satisfaction from those trucking companies.

Over the past 10 years, Isuzu Motors has been taking aggressive approach in supporting the trucking industry by providing solutions for highly efficient transportation management, carrying out training workshops to provide tips for fuel saving and safe driving. Our customer needs to achieve even higher level of operating efficiency grew larger over time, requiring Isuzu to render continuous operating support and highly reliable information on a daily, real-time basis. The Mimamori-kun Online Service brings Isuzu a step further to respond to our customer needs.

The Mimamori-kun Online Service has a wide array of expandability for further improvement of transportation and vehicle management. Adding temperature sensor and in-vehicle camera can monitor, for example, traffic conditions and road conditions, as well as cargo conditions in transit. This would allow our customers to realize improved quality of transportation and delivery, expeditious cargo pickup and delivery routing, accurate grasp of truck arrival time scheduling, and quick response to delivery delay. In the future, Isuzu envisions that Japanese trucks with various sensors will travel national highways and roads as if carriers of valuable information, transmitting such information to create new value. Accurate information so gathered by these trucks will have vast potential.

The Mimamori-kun Online Service will initially be available for Isuzu heavy-duty GIGA series trucks. Isuzu plans to gradually expand the service availability to its medium- and light-duty trucks.

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- Retail price (Consumption tax not included)
  - Initial unit price (in-vehicle terminal) : ¥78,000
  - Running cost (per month, excl. communication charge) : ¥4,500
    * Installation fee, mobile unit, KDDI au communication service fee, communication charges will be necessary.

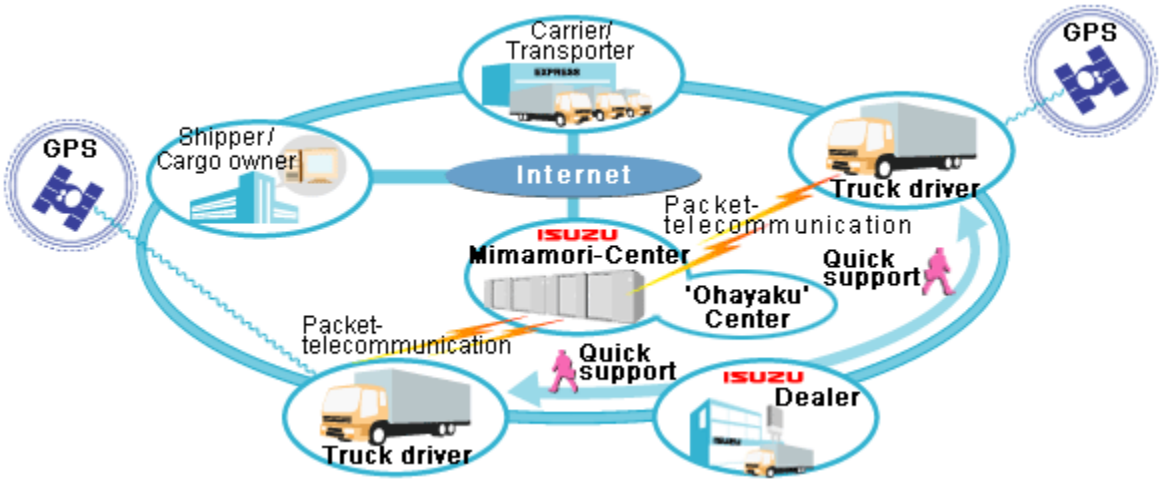
- Sales target: 1,500 units a year (in 2004)
- Applicable vehicle models:
  - Isuzu GIGA series HD trucks compatible with the 1999 Emission Standards
    (KL series or later models with Japanese specifications)
    * Some models cannot be installed the system.

- Minimum system requirements
  - PC : MS Win95, MS WinNT4.0, or later
    (Mac OS not compatible)
  - Browser : IE 5.5 SP2, IE 6.0 SP1, Netscape 4.75
  - Report display : Adobe Acrobat 5
    (PC setting change required for Adobe Acrobat 6)
  - Memory : 64MB or more
  - CPU : Pentium II or higher spec recommended
  - Printer : Color printer capable of A4 output
  - Internet connection : ADSL or faster connection recommended

- E-mail : Address required for registration

* Currently marketed Mimamori-kun system operates with the core unit called "Mimamori-Unit" which collects from on-board computer and stores vehicle specific data e.g., the driving conditions and behavior of truck driver, fuel injection volume, to be analyzed and diagnosed by Isuzu Motors. When the data analysis and diagnosis is completed, Isuzu generates the Mimamori-Reports and provides them with the customers together with expert advice on fuel saving and safe driving. The Mimamori-Reports not only describes detail diagnosis of the vehicle such as fuel economy and driving operations, but also collates CO2, NOx, PM emissions data, which can be used as the basis for the trucking companies' environmental data. At present, 800 Isuzu trucks are equipped with the Mimamori-kun system. After two short years since initial launch, the Mimamori-kun is winning superb reputation for its proven benefits to customers, e.g. improving fuel economy by 15%, lower average speed, reduced number of sudden braking cases, etc.

Conceptual Image of the Mimamori-kun Online Service



Outline of the Mimamori-kun Online Service

▶ Reporting service

Status of driving operations and driving profile that cannot be confirmed with conventional on-board equipment like digital tachograph, is monitored precisely by taking data directly from electronic control unit (ECU) on the engine management system (EMS), suspension and transmission, for detail technical analysis. By logging on to the Internet, vehicle-specific reports with recommendations on how to save fuel consumption and how to enhance driving safety, can be downloaded.

● Fuel-saving Driving Reports

Two types of reports are available - for vehicle and driver.

The Fuel-save Report for Vehicle provides detail data including fuel cost, fuel consumption, time and distance traveled, and environmental data such as amount of CO2, NOx, PM emissions.

The Fuel-save Report for Driver provides driving profile with detail driving data such as gear-shifting behavior, acceleration, braking, together with Isuzu's expert advice and tips on how to save fuel consumption in driving.

Both Reports can be downloaded on the same day of the vehicle in operation.

- Trip Analysis Report

  This Report provides specific vehicle trip profile, comparing actual trips traveled against the original schedule, which is input in advance of the trip. Detail record such as the time traveled between given locations helps improvement of vehicle trip management.

▶ Real-time information service

The virtue of online and GPS positioning makes it possible to provide real-time, precise information on the whereabouts of vehicles and status of their operation in motion.

- Warning Service - "Breakdown, is it?"

  As the Mimamori-kun detects sudden deceleration, a prognosis of potential accident, the system automatically sends warning message via email to maximum 5 designated locations (on PC or mobile phone).

- The Ohayaku Field Service - "Quicker 'Ohayaku' Service, Please!"

  With a single touch of a button on the Mimamori Unit in vehicle, precise vehicle position and the name of the transporter will be transmitted to Isuzu Ohayaku Center for quick dispatch of field service from the nearest Isuzu dealer.

- Vehicle Positioning Information Service

  GPS measures the position of vehicle in motion, and the positioning can be visually identified on a map with the use of PC. Cargo owners and consignors can also identify the vehicle location by registering with the service in advance.

- Accident-prone Location Warning Service

  As the vehicle approaches the notorious location with frequent accident occurrence history, the Mimamori-kun Control Unit flashes a warning light to pre-warn the driver.

  * Accident-prone locations are defined based on historical data, and do not mean accidents would always occur at such locations.

Benefits of Mimamori-kun Online Service

- Fuel Economy

  Driver-specific driving pattern and behavior, factors that greatly influence fuel economy, can be grasped on a driver to driver basis. Effective expert recommendations for high mileage, better fuel economy can be rendered based on this information, for the benefit of our customers. In addition, availability of fuel cost data by, for example, enables more efficient profit management at our customers.

- Driving Safety

  Specific driving profile, such as sudden acceleration and their frequency, enables customers to identify what should be improved to realize higher level of driving safety, how to enhance cargo handling care and attention. Drivers' safety consciousness can also be enhanced, while the data can be used as the basis of fair performance evaluation of the drivers.

- Low Maintenance Cost

  Vehicle wear can be reduced through better driving profile with better fuel economy, along with the more efficient fleet management. With better longevity, life-cycle cost of vehicle can be reduced.

- Environmental Data Management

  The CO2, NOx, PM emissions can be measured and recorded to serve as reliable data for environmental reports.

- Efficient Fleet/Vehicle Management

  Emergencies and vehicle breakdowns can be attended much more speedily, while our customers can instantaneously get the clear grasp of the situations and the safety of their fleet.

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