

October 12, 2004
Isuzu Motors Limited

Isuzu U.S. Engine Plant "DMAX"
Built 500,000th Diesel Engine

Tokyo, October 12, 2004 - DMAX Ltd. (DMAX), an U.S. joint venture between Isuzu Motors Limited (TSE code: 7202) and General Motors Corporation of the United States, rolled out its 500,000th diesel engine on Sept. 15, 2004.

The 500,000th is a 6.6-liter V8 diesel engine which was installed in a Chevrolet Silverado full-size pickup. The powerful yet quiet and economical engine was selected as one of the Ward's Automotive Ten Best engines in North America for two consecutive years, 2001 and 2002. GM began installing the engines in 2000, and in just one year, GM's market share of full-size pickup diesel trucks in North America made a significant leap from 3% to 25%.

DMAX started diesel engine production on July 17, 2000, and increased annual production volume to 100,000 in 2001, 130,000 in 2002 and 140,000 in 2003. The engines are mounted on some of GM's heavy-duty pickups and medium-duty trucks. DMAX expects a steady increase of production volume, as more economical and fuel-efficient diesel engines are gathering keen interest with the recent hike in crude oil price.

DMAX was established as a diesel engine production company in September 1998 in Moraine Ohio, 60 percent capitalized by Isuzu America and 40 percent by GM (now 40% by Isuzu and 60% by GM). DMAX currently has a 150,000-unit annual production capacity, producing new generation 6.6-liter DI direct-injection diesel engines for commercial vehicles. The engines comply with the stringent US regulatory standards for environmental protection, such as emissions and fuel economy. All engines produced at DMAX are supplied to GM for GM Chevrolet and GMC brands.

Isuzu Motors Limited began mass production of diesel engines in 1938 at its plant in Kawasaki, Japan. Since then, Isuzu expanded manufacturing footprint for the diesel engines in Japan (Fujisawa and Tochigi Plants) and in overseas countries such as Thailand, Indonesia, China, Poland and the United States.

As of March 2004, Isuzu built 16,920,000 units of high quality diesel engines since 1938.

###

< DMAX - Company profile >

Name	DMAX Ltd.
Address	3100 Dryden Road, Moraine, Ohio 45439, U.S.A.
Established in:	September 1998
Capital:	100 million US dollars
Capital structure:	40% Isuzu America, 60% GM
Chief Executive Officer:	Naotoshi Tsutsumi
Number of employees	1,205 persons
Line of business	Manufacture and sale of diesel engines
Production/sales volume:	CY2001: 96,000 units CY2002: 132,000 units CY2003: 138,000 units
Production capacity:	150,000 units/year



Engine assembly line in DMAX



Duramax 6600