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Isuzu Motors Limited

Isuzu Motors Launches the Sale of Commercial Vehicles in Mexico

Isuzu Motors Limited (Isuzu) has introduced its Isuzu ELF light-duty truck in Mexico, with Isuzu Motors de Mexico S.de R.L. (Isuzu Mexico) as local distributor.

To mark the launch, a grand ceremony was held on Friday, November 4, with Isuzu President Yoshinori Ida and Mitsubishi Corporation (MC) Executive Vice President Masao Miyamoto in attendance. Many guests including Mexico Japan ambassador Y. Narita, Ministry of Economy Vice-minister R. Ruiz also participated in the ceremony.

Isuzu Mexico is a joint venture of Isuzu and MC established in July of this year to import and sell Isuzu trucks in the Mexican market. Initial capitalization is 40 million Mexican peso (400 million yen), with Isuzu contributing 51% and MC, 49%.

Taking advantage of newly signed Japan-Mexico Economic Partnership Agreement (EPA), Isuzu decided to enter the million-unit Mexican auto market with the Isuzu ELF light-duty truck. Supported by the strong Isuzu-MC partnership, Isuzu's product competitiveness and MC's marketing know-how, Isuzu Mexico plans to sell 300 units during the 2005 October-December period, 1,800 units in 2006 and 2,300 units in 2007.

In line with Isuzu's new mid-term business plan for the three-year period from April 2005 to March 2008, the company is actively developing and strengthening its overseas sales network to expand overseas vehicle sales. As part of this overseas network enhancement program, the company not only launched ELF in Mexico, but conducted similar activities in Malaysia, Belgium, Spain/Portugal, also increase share to 20% at Qingling Motors in China and to 100% at Isuzu Australia Ltd. in Australia.

< Outline of Isuzu Mexico >

Company Name	Isuzu Motors de Mexico S.de R.L.
Established	July 2005
Head Office	Mexico city, Mexico
Capital	40 million Mexican Peso (400 million yen)
Shareholders	Isuzu: 51.0%, MC: 49.0%
Sales Channel	Three bases: Mexico city, Monterrey and Guadalajara
Main Business	Import and sales of Isuzu vehicles in Mexico