

September 13, 2006
Isuzu Motors Limited
MITSUBISHI CORPORATION

Sales JV in Germany and Austria

Isuzu Motors Limited (President: Yoshinori Ida, hereinafter called "Isuzu") and - Mitsubishi Corporation (President: Yorihiro Kojima, hereinafter called "Mitsubishi") have established Isuzu Sales Deutschland GmbH in Germany, which is a JV to sell Isuzu vehicles and its parts.

This new JV will import and sell Isuzu vehicles and its repair parts and provide services for them, in Germany and Austria, with the purpose of reinforcing Isuzu sales network in Europe. It is capitalized at 3 million euro (approx. 4.5 hundred million yen), 20 % held by Isuzu and 80% held by Mitsubishi.

Isuzu Sales Deutschland GmbH will be the third JV established between Isuzu and Mitsubishi in the European market, following Isuzu Benelux and Isuzu Iberia.

Currently Isuzu is actively tackling with improvement and reinforcement of the organizations to expand overseas sales of Isuzu CV, under the ongoing mid-term business plan (April '05 - March '08). As a part of the alliance in Europe between Isuzu and Mitsubishi, Isuzu will aim to further expand sales in the EU market by entering the German and Austrian market.

Isuzu and Mitsubishi plan to expand sales of ELF-series trucks and D-MAX pickups in the EU market by utilizing competitive products and marketing know-how, which are the strengths of their collaboration.

The German and Austrian market is a big market with sales volume of trucks as high as approx.100,000 units level and the top shares are occupied by Mercedes-Benz (42%), Mann (23%) and Iveco (11%). Among these, the L/D truck market size Isuzu is trying to enter this time is said to be approx, 40,000 units, and the pick-up trucks market size is approx. 9,000 units.

The 2007 Isuzu sales are planned at 400 units for ELF-series, 900 units for D-Max, and the 2010 sales planned at 800 units for ELF-series and 2, 300 units for D-MAX. Furthermore, ELF-series will be imported from Japan and D-MAX from Thailand by Isuzu Sales Deutschland GmbH, and be sold through local dealerships.

(Reference) Outline of new JV

Company Name	Isuzu Sales Deutschland GmbH (ISD)
Established	September, 2006 (Start of sales:January, 2007)
Address	Frankfurt, Germany
Capital	3 million euro (450 million yen)
Shareholders	20.0% by Isuzu 80.0% by Mitsubishi
Main business	Import and sales in Germany and Austria of Isuzu vehicles and parts.