

Isuzu Reinforces Truck Sales in North America

Tokyo, August 1, 2007 --- Isuzu Motors Limited (TES Code: 7202, President and Representative Director, Susumu Hosoi), announced today that, beginning August 1, 2007, it will start direct distribution and sales of Isuzu commercial vehicles from Isuzu Commercial Truck of America (ICTA, President, Makoto Kawahara) to the truck dealerships of Isuzu and General Motors Corporation, a strategic move that underscores Isuzu's commitment to reinforce cab-over truck sales in North America.

Formerly, Isuzu trucks were sold with the support of GM-Isuzu Commercial Truck LLC (GMICT, President, Jim Underwood), a joint venture company established by GM and Isuzu, serving both Isuzu and GM dealerships in North America.

As Isuzu prepares itself for a full-scale sales offensive in North America with an all new N-series trucks (Japanese pet name: ELF), Isuzu will make its US subsidiary assume direct sales to the dealerships to ensure effective market appeal of the new vehicles, achieve greater speed to respond to the customer needs, and implement most effective sales strategies in North America.

The GM-Isuzu joint venture, GMICT, was established in 2000 (Isuzu holding 51%, and GM 49% of the equity), with an aim to support sales and marketing activities of both Isuzu and General Motors' commercial vehicle business. Since its establishment in 2001, GMICT has been moving ahead to expand vehicle sales and increase market share. The organizational reinforcement in America this time is a part of Isuzu's global strategy to expand cab-over truck sales around the world. Outside of Japan, Isuzu aims at achieving a 300,000-unit annual sales globally.

ICTA will, under the new organizational set up, continue to serve the 200-strong Isuzu dealer body as well as some 350 GM dealerships (for GMC and Chevrolet brands) with Isuzu's cab-over truck models covering Class-3 to Class-5 (payload 3- to 4-ton class trucks). ICTA will also supply Class-6 to Class-7 (payload 5- to 8-ton) cab-over trucks to Isuzu dealerships.

Isuzu sold 27,400 trucks in North America in 2006, and aims at a 50,000-unit annual sales.

<Company profile of ICTA, Isuzu Commercial Truck of America>

Company name	Isuzu Commercial Truck of America Inc. (ICTA)
Established	May, 2003
Head office	State of California, the U. S. A.
Capital	US \$26,000 - (Approx. JPY 3.1 mil.)
Equity Structure	Isuzu 80%, Itochu Automobile America Inc. (IAAI) 20%
Scope of Business	Overall administrative control of Isuzu's North American CV business / Import and wholesale of commercial vehicles / Import and supply of vehicle components

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