

Isuzu to End North American SUV Sales

Isuzu Motors Limited (President Susumu Hosoi; "Isuzu") has decided to end its North American SUV (Sport Utility Vehicle) new vehicle sales business as of January 31, 2009.

This decision to end the SUV new vehicle sales business was made because there are no forecasts for continuation of the SUV business through introduction of a next-generation vehicle model or a Isuzu-made model to replace the GM-OEM vehicle currently being marketed (Ascender and i-series pick-up trucks). The SUV parts and service business will continue.

Currently, Isuzu's North American business comprises the three businesses of CV (trucks), SUV and PT (diesel engines and components).

In the CV business, Isuzu Commercial Truck of America (ICTA) carries out sales primarily of light duty vehicle as N Series (ELF in Japan). In the SUV business, Isuzu Motors America (ISZA) carries out sales of OEM vehicle from GM, and in the PT business, ISZA carries out sales of industrial diesel engines and components. With this decision to end SUV operations, Isuzu's North American business will focus on the CV and PT businesses.

Isuzu's North American SUV business began with the establishment of American Isuzu Motors Inc. in 1980 (AIMI later merged with ISZA), and in 1999 sales surpassed 100,000 units annually. In 2002, Isuzu introduced GM-OEM vehicle. However, by 2007, the total number of units sold fell to around 7,000 units for the year.

In the CV business, Isuzu last year implemented measures to strengthen its North American sales structure as part of its efforts to strengthen cab over truck sales globally, and aided in part by the expansion of CV units sold in North America, in the mid-term management plan that commences this year, Isuzu is targeting overseas truck sales of 350,000 units.

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Reference Material: Isuzu's North American Business Companies

Profile of Isuzu Commercial Truck of America (ICTA)

Company Name	Isuzu Commercial Truck of America, Inc. (ICTA)
Date Established	May 2003
Location	California
Representative	Makoto Kawahara
Capital	US\$25,000 (roughly ¥2,700,000)
Ownership Ratio	Isuzu 80%; Itochu Automobile America Inc (IAAI). 20%
Primary Operations	Management of North American commercial vehicle business; import and wholesale sales of commercial vehicle; import and supply of components

Profile of Isuzu Motors America (ISZA)

Company Name	Isuzu Motors America, Inc. (ISZA)
Date Established	June 1975
Location	California
Representative	Terry Maloney
Capital	US\$410 million (roughly ¥44.7 billion)
Ownership Ratio	Isuzu 100%
Primary Operations	Management of North American SUV and DE businesses; supply and wholesale of SUV vehicle; supply and wholesale of DE engines; import and supply of components