

Isuzu Establishes After-Sales Center in Dubai

Isuzu Motors Limited (Isuzu) has been working closely with Isuzu group companies in order to meet the diversified needs of the customers and provide the best products and services to the markets. As the first step, Isuzu established a new company, "Isuzu Motors Sales Limited" for integrating domestic sales operations (announced on February 16, 2010), which was then followed by the transfer of main engineering functions from Japan to Thailand for developing a next generation pick-up truck (announced on March 26, 2010). As the third step, Isuzu has established a new company (after-sales center) and will start its operations from November 1, 2010 in Dubai (United Arab Emirates). The new company will have a dual function of conducting service trainings and providing service parts in order to reinforce its after-sales support system for overseas markets.

The new company will strengthen business linkages with local dealerships to construct a foundation for a locally-based after-sales system and improve customer satisfaction in the Middle East, where a large number of Isuzu vehicles are owned and vehicles are used in a severe environment.

The after-sales center comes fully equipped with service training facilities for all vehicle and engine models handled by Isuzu for the region. Skills of service engineers for vehicle repair and maintenance will be enhanced, a stable quality service will be provided and a maintenance proposal best fit for customers will be made. In addition to the above, the center will have a regular stock of some 17,000 service parts, which can drastically reduce supply lead time and realize quick repairs.

Isuzu will optimize the combination of products and functions such as manufacturing, sales, and services for each market segment in overseas markets. At the same time, the Company will aggressively apply its knowhow of providing after-sale services in accordance with vehicle lifecycle developed for the Japanese market to overseas regions and markets in which a large number of Isuzu vehicles are owned. Isuzu is determined to achieve CS No. 1 position based on its corporate vision, "Isuzu will always mean the best."

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Profile of the New Company

(1)Company Name	ISUZU MOTORS MIDDLE EAST FZE
(2)Location	Jebel Ali Free Zone, Dubai, United Arab Emirates
(3)Representative	Hiroki Mitsui
(4)Main Business	Sales of service parts, and after-sales training
(5)Capital	6 million AED
(6)Date of Establishment	June 2010
(7)Start of Business	November 2010
(8)Shareholders/Equity	Isuzu 100%