

## Isuzu makes a full model change of the pickup truck in Thailand

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Isuzu Motors Limited will make a full model change of its 1-ton pickup truck called “Isuzu D-MAX” in Thailand and start selling them early in October.

The new D-MAX will adopt a new design featuring dynamic and elegant styling apt for pickup trucks and improved aerodynamic characteristics. The platform will be fully and newly redesigned to match environmental performance and safety performance required to meet in each country.

The engine comes in one 3.0 L engine model and two 2.5 L engine models; the drive system comes in two types—EWD/4WD; the transmission comes in two types—5-speed MT and 5-speed AT to meet a wide range of market needs.

The D-MAX, was awarded as “the 2011 Best-Seller Pickup Truck,” “the Best Fuel Saving Pickup Truck,” and “the Best Life Style Pickup Truck” in Thailand. Isuzu pickup trucks have established the No.1 position in Thailand. Isuzu 1-ton pickup truck total sales volume in Thailand since start of the local production in 1974 amounted to 2,140,000 units.

The Isuzu pickup trucks have become recognized enough to be loved as world-wide pickup trucks in about 90 countries.

This time the full model change is the first of its kind after the transfer of the engineering entity to Isuzu Motors Co., (Thailand) Ltd. in April last year. Isuzu is going to introduce products more suitable for the market needs in future.

