

March 15, 2013

Isuzu signs an Agreement to start LCV manufacturing operation in India

Isuzu Motors India Private Limited (hereinafter "Isuzu India"), the Indian subsidiary of Isuzu Motors Limited (Head Office: Shinagawa Ward, Tokyo: President and Representative Director, Susumu Hosoi; hereinafter "Isuzu"), has signed an agreement with the Andhra Pradesh State Government in south India in order to start LCV manufacturing operation and acquired the Land for the new plant, which would be the center for full-scale LCV operations.

This acquired Land is located in Sricity in the southern part of Andhra Pradesh State. Isuzu has decided Sricity as the most suited location based upon the good access to Chennai, where many automobile related industries are situated, and the port for import and export, and the background of developing a support foothold for our main LCV operation in Thailand. Isuzu India has acquired 430 thousand square meters of Land with aiming the target sales of 100 thousand units annually in future.

Isuzu India has started sales of pick up truck (D-MAX) and pick up derivative (MU-7) from this month by importing complete built up vehicles. Isuzu India will build up the sales network starting from 2 states, Andhra Pradesh and Tamil Nadu, and expand accordingly.

India's automobile industry has grown to a market with annual sales of 3.6million units last year backed up by its steady economic development. Especially the pick up truck segment, the core product of Isuzu's LCV, has expanded at a high speed to a market with annual sales of 200 thousand units. Isuzu aims to expand business in India by developing products matching the market needs, expanding the sales network and setting up manufacturing operations.