

January 24, 2014

Isuzu Establishes After-Sales Center in Singapore

Isuzu Motors Limited (headquartered in Shinagawa-ku, Tokyo, President and Representative Director: Susumu Hosoi and hereinafter called Isuzu) has established "After-Sales Center (hereinafter called ASC)" in Isuzu Motors Asia Ltd. which oversees Isuzu business in the ASEAN region. With another regional ASC following "Dubai ASC" set up in June 2010, Isuzu aims to enhance the after-sales support in ASEAN countries.

With more Isuzu vehicles localized to meet customer needs in ASEAN countries, where a great number of Isuzu vehicles are in operation and further economic growth is expected, ASC will help Isuzu on after-sales front to work more closely with local distributors and to support their work to minimize downtime of vehicles purchased by our customers. Specifically, Isuzu set up a new parts center in Johor, Malaysia near Singapore where in the order of 30,000 service parts are stocked and ready for delivery to ASEAN countries. ASC comes equipped with functions of marketing as well as sales, distribution and planning of second line parts for enhancing service parts business. On servicing front, ASC will support and work with local distributors in bringing in more units to dealer service shops for repair and maintenance and developing skills of local staff by offering workshops and training.

Isuzu will optimize local production and distribution structure in the overseas markets in order to deliver products tailored to the needs of each country. Furthermore, we at Isuzu endeavor to improve service parts supply structure and the service shop setup which serve to efficiently repair and maintain the vehicles, and to reduce the life cycle cost of the vehicles that our customers have bought.

(Profile of the Company)

1.Name	ISUZU MOTORS ASIA LTD.
2.Location	3 Temasek Avenue #22-03, Centennial Tower Singapore 039190
3.Representative	Koichi Seto
4.Main Business	Control of Isuzu business in ASEAN countries, Supply of CKD parts/service parts, Support for after-sales activities of DB/dealers in ASEAN
5.Capital	180 million USD
6.Date of Establishment	March 1996
7.Start of Operation at Parts Center	January 2014
8.Parts Center Location	Port of Tanjung Pelepas, Johor, Malaysia
9.Shareholders/Equity	Isuzu 100%