

April 26, 2017

ISUZU starts a new Regional Distributor in Dubai

Isuzu Motors Limited (headquartered in Shinagawa Ward, Tokyo, headed by President and Representative Director, Masanori Katayama, hereinafter called "Isuzu") announced today the launching of Isuzu Motors International FZE (IIF) in Dubai. The new company, as a wide-range regional distributor, will further enhance Isuzu's strong presence to broaden its business activities in the region.

IIF has originally started its business in the region as Isuzu Motors Middle East FZE (IMME) in 2010 by supporting the market with aftersales services. The new company will start offering new vehicle sales functions in addition to what IMME had; in order to provide Isuzu's clients with full service support from new vehicle sales to aftersales services. IIF will be committed to provide their truck customers' dedication to take their current transportation services up to the next level.

IIF will start serving 10 countries in the Middle East with future expansion to Africa, Central and Southern West Asia region, where IIF sees a big market potential for commercial vehicles which will affect its growth positively by increasing Isuzu's sales and market shares in these regions. IIF will undertake actions to support customers' operation to minimize downtime.

Countries covered in Middle East will include Saudi Arabia, United Arab Emirates, Oman, Bahrain, Jordan, Qatar, Kuwait, Lebanon, Yemen and Syria.

Company Profile:

Company Name	ISUZU MOTORS INTERNATIONAL FZE (IIF)
Location	Jebel Ali Free Zone, Dubai, United Arab Emirates
Representative	Makoto Kawahara
Main Business	New vehicles sales and promoting life cycle business Service parts sales and after-sales training Back office support for Isuzu affiliates in Middle East and Africa
Capital	AED27.3 million
Changing Company Name	July 2017 (plan)
Shareholders/Equity	Wholly owned by Isuzu Motors Limited