

Isuzu Participated in the Ohira Industrial Festival

On Nov. 25, Isuzu exhibited at the annual Ohira Industrial Festival (Hosted by the Industry Promotion Section, Ohira General Branch, Tochigi City) at our Tochigi Plant, for the purpose of deepening relations with the local area. The Isuzu booth was very popular with people taking commemorative photographs against a background of a small ELF fire truck and the Isuzu Character, Mimamori-kun. There were events for children on the day and lots of families with children visited.



Mimamori-kun is very popular with children.