

April 23, 2018

Isuzu Launches a Newly Engineered Lightweight Truck in an Emerging Market
-Sales Starts from Indonesia-

Isuzu Motors Limited (headquartered in Shinagawa, Tokyo and headed by Masanori Katayama, President and Representative Director, hereinafter called "Isuzu") has launched and started selling a cab-over lightweight truck (3.0 tons in GVW) under the model name for Indonesia, TRAGA, as of April 23, 2018.

Isuzu has developed a global manufacturing infrastructure in order to offer products and services satisfying the needs of our customers around the world. The new TRAGA is a strategic product for emerging markets, jointly engineered by Isuzu and Isuzu Global CV Engineering Center (IGCE), which is a group company controlling the truck engineering for emerging markets, and manufactured at a plant in Indonesia operated by P.T. Isuzu Astra Motor Indonesia (IAMI).

TRAGA is a full-fledged lightweight truck newly developed by Isuzu through adopting commercial vehicle technologies accumulated within the company based on the D-MAX pick-up truck with the aim to maximize loading efficiency, tight turning performance, and fuel efficiency for customer convenience.

The size of Indonesia's commercial vehicle market is significantly big in the global CV market. The market is expected to grow drastically in the mid- and long term. Especially, the GVW 3.0 ton segment is making a strong growth. Isuzu's plan is to launch the new vehicle firstly in Indonesia and subsequently study a gradual expansion in other emerging markets.

Isuzu intends to make use of its global bases built over the years to deliver optimal products to global markets.



Characteristics of the new Isuzu TRAGA:

1. Intention of the product engineering : To steadily capture the demand of the growing cab-over lightweight truck segment (2.5 to 3.0 tons in GVW) in emerging countries, enrich the product portfolio, and position TRAGA as an entry vehicle to promote the commercial vehicle business in emerging countries.
2. Vehicle model line-up : 2 models consisting of cab-chassis and flat body application
3. Engine : 4JA1(80PS/19.5kgm)
4. Dimension : 4,520 mm overall length x 1,705 mm overall width
5. Main features : TRAGA has adopted a newly engineered robust and lightweight cabin (based on the N Series) and frame (based on the D-MAX).
TRAGA is equipped with the 4JA1 engine and the MUA transmission, which have proven records in other Isuzu vehicle models and have gained trust in their high durability in the markets.

(Reference information)

Manufacturing company's profile:

Name	P.T. Isuzu Astra Motor Indonesia (IAMI)
Location	Jakarta, Indonesia
Establishment	2008
Capital	Approx. 8.5 billion JPY
Capital contribution ratio	Isuzu: 50%, Astra Group: 50%
Business description	Assembly and sales of Asian Utility Vehicles (AUV) and commercial vehicles
Production record	17,000 units (2016)

Product engineering company's profile:

Name	Isuzu Global CV Engineering Center Co., Ltd (IGCE)
Location	Bangkok, Thailand
Establishment	January, 2014
Capital	Approx. 350 million JPY
Capital contribution ratio	Isuzu Motors Asia: 100%
Business description	Product planning and engineering of new products including commercial vehicles and related parts for emerging countries