

"Never Forget 3.11" Activity

As a "Never Forget 3.11" activity to prevent the memory of the March 11, 2011 the Great East Japan Earthquake and Tsunami from fading, in March of each year, Isuzu provides "Tōhoku Support Menu" meals using ingredients from the Tōhoku region at our employee canteens at Omori Head Office, Fujisawa Plant, and Tochigi Plant. This is the third year that Isuzu has held this activity, which is also an opportunity for employees to reconfirm the importance of "kizuna," or bonds, with people from the disaster-stricken areas (3.11 Day We Unite*).

This year, 836 employees bought a Tōhoku Support Menu meal, consisting of a set menu of Chicken Teriyaki made with Miyagi Prefecture's Urakasumi plum wine, seasoned crispy Sanriku (Iwate Prefecture) raw wakame seaweed and rape blossoms, and the Tōhoku local dish, Imoni hotpot. The number of employees that purchase Tōhoku Support Menu meals is increasing each year, reflecting the continued interest among Isuzu employees.

We will continue to support the recovery of the Tōhoku region.

*The 3.11 Day We Unite Project:

Launched in 2015 by the NPO ETIC, with the goal of continuing to preserve forever, in a positive form, the memory of what happened throughout Japan as a result of the March 11, 2011 the Great East Japan Earthquake and Tsunami, and involving people around the world as something that relates to all people everywhere.



Day We Unite logo



3.11 Day We Unite: Signboard outside an employee canteen



Tohoku Support Menu: Set menu of Chicken Teriyaki made with Miyagi Prefecture Urakasumi plum wine