

Isuzu's 2018 Summer Festivals

On August 3, 2018, the 40th "Isuzu Fujisawa Festival" was held at Isuzu's Fujisawa Plant, and the 38th "Isuzu Tochigi Festival" was held at its Tochigi Plant. These summer festivals are held with the goal of expressing our feelings of appreciation to our employees and their families, as well as to show our gratitude to everyone from local communities and government offices who have given us their ongoing cooperation.

This year, there were roughly 22,400 visitors to the Fujisawa Plant and roughly 8,000 to the Tochigi Plant. The residents of nearby areas enjoyed a variety of events and activities together with our employees and their families.

Fujisawa Plant: 40th "Isuzu Fujisawa Festival"

During the festival, an exhibition of automobiles was held for the first time near the Children's Square at the Fujisawa Plant, to inform children and local residents about the types of cars produced by Isuzu. In addition to the daytime display, the exhibition area was lit up at night, allowing visitors to see and feel the powerful impressions of many types of automobiles and large vehicles, while familiarizing them with commercial vehicles.

The festival started off with a marching parade featuring the students of Kamakura Women's University's junior high school and high school, and included many sensational events for crowds of visitors such as wadaiko (Japanese drum) performances and parades highlighting the Isuzu Banto-Mikoshi portable shrines.



Marching parade featuring students from Kamakura Women's University's junior high school and high school



Powerful wadaiko drum performance



Delighted crowds watching the Isuzu Banto-Mikoshi



Vehicle exhibitions and a spectacular fireworks show to conclude the summer festival

Tochigi Plant: 38th "Isuzu Tochigi Festival"

With the theme of "Love for the earth, love for family", the Tochigi Plant held a festival for local residents, employees, and their families to take part in enjoyable events while providing opportunities to interact and communicate with each other. The festival venue welcomed crowds of visitors with exciting activities, including booths for the Ko-Edo Market in collaboration with Tochigi city, performances from a local high school dance club (Tochigi Prefectural Sano Shou-ou High School) and wadaiko drum circle (Kobu Gikai), and an annual customary fireworks display.

Also, as one part of our regional contribution activities, a vehicle exhibition was staged allowing local nursery school students with boundless potential for the future to directly see and touch various commercial vehicles in the hope of sparking their interest.



Traffic safety activities held at the gate by city and police personnel together with "Mimamori-kun"*



Tochigi city's mascot character "Tochisuke" was very popular among children



Children attending local nursery schools were invited to a vehicle exhibition



Fireworks display to mark the festival's finale

*Mimamori-kun: A frog character who is Isuzu's mascot for its "MIMAMORI" operation control system service

