

Isuzu Engineering Co. Held an "We Love Trucks" Activity for Local Elementary School Students

With the goal of encouraging interest in Isuzu's trucks, Isuzu Engineering Co., Ltd. (Fujisawa city, Kanagawa prefecture) held an activity by volunteers in continuation from last year called "We Love Trucks" at Isuzu Plaza, for children from the areas in the vicinity of its Fujisawa Plant.

The participants included 18 children from the Fujisawa City Akihada Elementary School and the Fujisawa City Ishikawa Elementary School on July 25, and 19 children from the Fujisawa City Chogo Elementary School and the Fujisawa City Fujimidai Elementary School on August 24, during their summer vacations.

On those days, the children learned about the differences between trucks and passenger vehicles and about their manufacturing processes, followed by activities to assemble and design Elf papercraft models and take them on test runs. The children took their own original trucks they had completed and put them on test runs on courses, thinking for themselves how to make the trucks travel farther and straighter without breaking, and coming up with ingenious ideas such as loading pencil cases onto the truck cargo beds.

In observation tours of Isuzu Plaza, the children were able to enjoy sitting in the driver's seats of trucks which they would not normally have chances to ride in, and were able to get up close to touch and feel actual trucks and learn about how trucks differ from passenger vehicles.



Making original trucks with uniquely different designs!



Test running the completed trucks on courses.



Commemorative photo of children with the trucks they designed themselves



Commemorative photo in front of actual trucks at Isuzu Plaza