

Isuzu challenging spirits ~The path of our challenges that has supported Isuzu's long selling products~



ISUZU's products are sold in 150 countries and regions. They are used in various environments and support the lives of people who live there, and they have earned excellent evaluations from our customers for their usability, reliability and durability. From the past to the present, there have been many technological innovations and challenges.

Isuzu's products and passion for Monozukuri support transportation and people's lives. The special exhibition area introduces the path of many challenges that has supported ISUZU's long selling products.

BELLETT 1600 GT-R racing car (1970)

1970 BELLETT 1600 GT-R racing car.

In 1969, the prototype BELLETT 1600 GT-X won the overall victory in Suzuka 12-hour car race. Along with the vehicle, images of the racing competition are displayed on a digital panel.



Japan's first full-fledged FF truck ELF MI-PACK

A ground-breaking model, ELF MI-PACK, is the first FF (Front-engine Front-drive) truck in Japan with an ultra-low loading floor, only 450 mm off the ground. A low-floor concept of MI-PACK materialized with our desire to make cargo handling easier, was later passed down to flat-low model, and became the cornerstone of light-duty trucks.



V 12-cylinder racing engine

V 12-cylinder racing engine conforming to F1 regulations.

After finishing bench testing in 1990, this engine was mounted on Lotus, and a test run was conducted in the U.K. in 1991.

Along with the actual engine, the test run scenes are on video display.



4JJ3 diesel engine that achieves high output, low fuel consumption, and low noise.

4JJ3 diesel engine mounted on Isuzu's pickup truck "D-MAX".

High output, low fuel consumption, and low noise have been achieved by adopting a high injection pressure of 250Mpa and an electronically controlled VGS turbo. We will also introduce the genealogy of Isuzu pickup trucks starting from the Wasp.



Dates : May 11 (Wed), 2022 – End of April 2023

Opening times: 10:00am - 5:00pm (last entry at 4:00 pm) Location: Isuzu Plaza 2F Special exhibition area