

August 7, 2006

### Isuzu Announces New Pickup Truck in Thailand

Isuzu Motors Limited has remodeled its 1-ton pickup truck, "Isuzu D-MAX" (hereinafter called D-MAX) and launches its sale in Thailand on August 9, 2006.

The new D-MAX boasts of a new design that conjures up dynamic and speedy image - the outcome of efforts to pursue high quality and performance image - while carrying on the design concept of "GOOD STANCE FOR TOUGHNESS". Isuzu also mounts new 3.0-liter high power engine equipped with VGS turbo system to the redesigned D-MAX in addition to conventional 2.5-liter and 3.0-liter engines renowned for their low fuel consumption. The new 3.0-liter engine is the enhancement to D-MAX product strength as it offers high output and low fuel consumption while retaining the established reliability and durability through its combination with a newly developed MUX transmission (MT) and high torque automatic transmission.

D-MAX has established itself as the No.1 pickup truck in Thailand by winning 2005 Car of the Year in Thailand, the Best Seller Pickup and the Best Fuel Economy Pickup. It has become the "Worldwide Pickup " that originates in Thailand but finds popularity in 80 countries worldwide.

Today, Isuzu introduces to Thailand the new D-MAX, the embodiment of devotion of the Isuzu Engineering and Manufacturing. Following the sales launch in Thailand, the remodeled D-MAX will be exported in order to other Asian countries, Australia, Europe and the Middle East.

Isuzu started local production of pickup truck in Thailand in 1974 and its cumulative sales volume reaches 1.54 million units thanks to stronger marketability, capturing market needs in advance and strategic sales measures. Meanwhile, its market share has been No.1 for the 10th consecutive year since 1996 and the D-MAX in 2005 set the record annual sales volume of 163,153 units in Thailand.

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<Characteristics of New Pickup Truck "Isuzu D-MAX">

1.Name Description	:	D is taken from Diesel, Direct Injection, Design and Durability.
	:	MAX stands for maximum design, size, comfort, technology, performance, safety, durability and lineup.
2.Development Objective:	:	Creates an elegant design, both emotionally appealing and ergonomically right. Innovative technology and high quality that resides in details. Tough reliability
3.Model Lineup	:	Three cab types are available: Best-selling "SPACE CAB" for extensive customer base. Luxurious high-grade "CAB 4" (crew cab) "Spark" (regular cab) for commercial use 4WD "RODEO" featuring off-road performance is available for SPACE CAB and CAB4.
4.Engine Lineup	:	3-liter and 2.5-liter common rail diesel engines and new high performance 3- liter common rail diesel engine.
5.New Features	:	Exterior     Projector headlamp Multi-reflector-type rear combination lamp Interior     Electroluminescent meters Multi-information displays WMA MP3 CD-compliant audio system

\*The D-MAX derivative model, "MU-7" (multi-purpose vehicle) is remodeled and goes on sale in the Thai market simultaneously.

(Reference)

<Outline of Isuzu Motors Co.,(Thailand) Ltd.(manufacturing company)>

Name	Isuzu Motors Co., (Thailand) Ltd)
Location	Samutprakan, Thailand
Established	1966
Capital	8.5 billion bahts
Line of Business	Production of heavy-duty and medium-duty commercial vehicles and pickup trucks
Production volume	2004 Pickup 234,419 units 2005 Pickup 319,643 units
Production capacity	220,000 units(excluding KD)