

**Isuzu to Transfer Main Engineering Activity
for Next Generation Pickup Truck to Thailand**

Isuzu Motors Limited (hereinafter called "Isuzu") is reorganizing its business units across the group for function enhancements in Japan and overseas in order to deliver optimal products tailored to each market and services that earn customers' trust amid diversifying market needs. As part of this effort, the Company first established a new sales management company in Japan - Isuzu Network - as was announced on February 16, 2010. As a second step, Isuzu now moves main engineering activity for next generation pickup truck, which has been performed in Japan, to Thailand.

Isuzu established in 1966 Isuzu Motors Co., (Thailand) Ltd. (hereinafter called "IMCT") as an assembler of commercial vehicles and defined it as a mother plant for pickup trucks. Thereafter, Isuzu built an engine plant, forging plant and stamping plant in Thailand and in doing so has expanded local functions. To this date, engineering activity for next generation pickup truck has been driven by engineering teams in Japan. Now, with a new system in place at IMCT as of April 1, 2010, Isuzu will transfer to Thailand, the largest LCV pickup truck market, the main engineering activity and the result of product development work so far that is necessary for engineering work in Thailand to fruition. This transfer will help expedite decision making process in product development closer to the market, shorten time to market and deliver the product that better suits local market needs.

Isuzu will increase the competitiveness of its pickup trucks through faster decision making from engineering to product launch by IMCT that, in addition to being the assembler of pickup trucks, is responsible for main engineering activity and will be able to complete next generation pickup truck development in Thailand.

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(Outline of IMCT)

Name	Isuzu Motors Co., (Thailand) Ltd.
Location	Phrapradaeng, Samptprakan, Thailand
Representative	Kazuhiko Ito
Business	Automotive manufacturing
Capitalization	THB (Thai Baht) 8.5 billion
Established	April, 1966
Major shareholder and investment ratio	Isuzu Motors Asia Limited (wholly owned subsidiary of Isuzu) 64.43%