

New D-MAX and MU-7 Released in Thailand

Distributor Tri Petch Isuzu Sales Co., Ltd. (TIS) held a dealer conference and press launch on September 17 to announce the local launch of the 2010 Isuzu D-MAX pickup, as well as the MU-7 multipurpose vehicle, a derivative of the new D-MAX.

The conference, which took place at the IMPACT convention complex in the suburbs of Bangkok, was followed by an evening reception for some 500 people from the media and some 600 people from dealerships and Isuzu

Group companies.


Isuzu President Susumu Hosoi, who flew in from Japan for the events, gave a speech in which he expressed great confidence in the new vehicles and said Isuzu is resolved to continue introducing globally competitive vehicles in response to changing market needs.

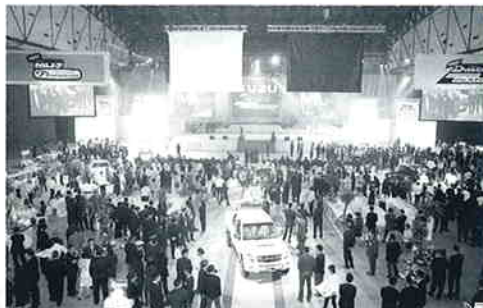
The new D-MAX and MU-7 were introduced as the Super Platinum series. The Gold series was released in 2007 to commemorate Isuzu's golden jubilee of doing business in Thailand, and the



Platinum series was launched in 2008. The naming scheme reflects how the series is being continually upgraded, this year with newly introduced colors for the body and instrument panel.

An increased number of D-MAX models also boast a stylish, limited-edition radiator grille. A GPS navigation system, named "i-GENii," is available with higher-grade models, a first in the Thai pickup market.

With its many stylish enhancements, the Super Platinum series appears to be sitting pretty as it prepares to extend the long-term popularity of Isuzu pickups in Thailand. 



The new Isuzu D-MAX (left) and MU-7 (right) were presented to some 1,100 guests during a gala reception in Bangkok.



IPC Contributes to Philippine Society

Importer, assembler and distributor Isuzu Philippines Corporation (IPC) recently carried out two socially minded programs as part of the company's ongoing efforts to contribute responsibly to Philippine society.

One of the programs was a donation of 5,000 seedlings to the Road to 2020 campaign to restore one million hectares of rainforest by the year 2020. Seedlings of 12 native tree species were donated to symbolize the company's 12th anniversary this year. It is hoped that the planting of native species will help to recover biodiversity, optimize the beneficial effects of rainforests, reduce the risk of natural hazards and enhance options for sustainable livelihoods.

A total of 3,000 seedlings were planted

in a rainforest in the Caliraya area of Luzon on September 3. IPC helped to plant the seedlings in cooperation with Haribon Foundation, a non-governmental organization that is managing Road to 2020. Personnel from local community partners, the government's Department of Environment and Natural Resources, and the National Power Corporation, the government agency in charge of the Caliraya-Lumot Watershed, joined the event.

Various members of the above group also planted 1,000 seedlings on Cebu in the Visayas Islands on October 17 and another 1,000 seedlings in the Surigao area of Mindanao on October 24.

IPC also donated environmental markers with eco-friendly messages for the



public to read while walking through the rainforests.

According to a Haribon Foundation spokesperson, "A rainforest can provide ecological benefits that are linked to human survival. 'Reforestation' also *(Cont'd. on back)*