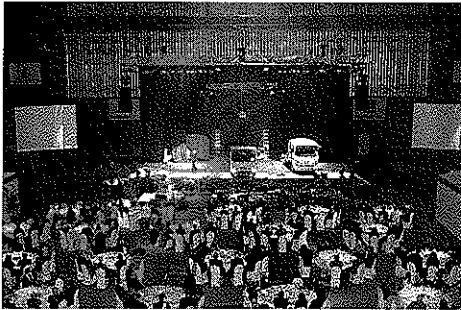


All-New N Series Launches in Italy

Italian distributor MIDI europe s.r.l. announced the March release of the all-new N Series in Italy during a dinner at the Palabam sports center in the northern Italian city of Mantova on March 4.

The event was attended by more than 200 guests, including dealerships in Italy,



Montenegro, Romania, Serbia and Switzerland, body manufacturers, the media and the government, as well as Hirokichi Nadachi, a senior executive officer of Isuzu and chief executive officer of Isuzu Automotive Europe.


After listening to various presentations during the evening, many dealers expressed satisfaction with the competitiveness of the all-new series.

On the following day, MIDI took part in the Samoter 2008 international earth-moving and building machinery exhibition, which was held at the VeronaFiere



exhibition complex in Verona from March 5 to 9 (above). The company exhibited four all-new N Series trucks—three NLRs and an NPR—and a three-way tilting tipper (dump) NPR from the previous lineup.

This 27th edition of the exhibition, which is held every three years, attracted more than 100,000 visitors—a new record—who viewed the displays of 1,026 exhibitors from 36 countries.


MIDI is confident that the exhibit stimulated increased interest in the Isuzu brand and its world-leading technologies for commercial vehicles, including the all-new N Series. 

Moroccan Distributor Opens New Showroom

Isuzu distributor CFAO Motors Maroc celebrated its new showroom in the suburbs of Casablanca, Morocco on May 12.

The modern showroom, which will begin full-scale operation later in the year, boasts space for 1,200 stock vehicles. It is conveniently located along a main road that joins the airport and downtown Casablanca, and connects with an expressway to World Heritage site Marrakech.

CFAO Motors designed the facility to appeal to a wide range of customers, from farmers and other self-employed businesspeople to large fleet operators. In addition to enabling quick inspections and repairs of vehicles within 20 minutes, the showroom offers on-site banking services for customers to arrange vehicle loans.

CFAO Motors is hoping that its new showroom will lead to expanded sales and thereby help establish it as the number-one distributor in Morocco's commercial vehicle market. 



Award at Aussie Show

(Cont'd. from front)

The show attracted some 290 exhibitors and 36,000 visitors.

Stand design, user friendliness, floor space and customer service were among the criteria evaluated by the judging panel.

In accepting the award during a ceremony at the Gala Expo Awards Ball on May 10, IAL Marketing Manager Jeff Birdseye (second from right) said Isuzu customer service is setting new benchmarks in the industry, whether through dealerships, direct contact with customers or at exhibitions such as the ITTES. "The transport industry has acknowledged our customer service offerings at the ITTES and given recognition to our efforts with the Isuzu Customer Care program," Birdseye noted.

IAL's customer service program, which was inspired by Isuzu Truck (UK)'s award-winning CARE program (see previous issue), has been developed exclusively for the Australian truck market as the most comprehensive program of its type. It's also one of the reasons why Isuzu expects to add to its record of 19 straight years as the top-selling commercial vehicle in the segment from 4 tons GVW this year.

Isuzu's stand, one of the largest at the ITTES, presented a fleet of 18 new-generation trucks spanning the N, F, FX and Giga series, along with detailed display boards, specification and information brochures, video presentations and a complementary coffee service. In addition,



a diesel hybrid N Series truck from the Japanese market was displayed as a reference exhibit. The stand was also a runner-up for the Best Truck Display Award.

According to Birdseye, the combination of Isuzu Care and a comprehensive range of newly released models—all-new N and F series late last year and heavy-duty FX and Giga series in March—make Isuzu an extremely attractive proposition for customers ranging from individual owner/drivers to large fleet operators. The Isuzu lineup currently offers over 100 different models, from two-ton payloads to the B Double-capable Gigamax with 510 horsepower. IAL was the first company to release the new lineup of Giga Series heavy-duty trucks outside of Japan. 