

# ISUZU *Newsletter*

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## Isuzu and GM Form JV in Colombia

Isuzu Motors Limited and General Motors Corporation announced on May 8 the establishment of GM-Isuzu Camiones Andinos de Colombia Ltda (GMICA-Colombia), a 50-50 joint venture in Bogota to strengthen their strategic partnership for the expansion of truck and bus sales in Colombia.

Yoshinori Ida (second from left, inset), chairman of Isuzu, and Maureen Kempston Darkes (second from right), president of GM Latin America, Africa and Middle East and vice president of the GM Group, as well as top executives of concerned companies, attended a press conference in Bogota. They were joined by more than 50 journalists from the broadcast, print and Internet-based media.

Ida said in his speech, "With this joint venture, Isuzu and GM have all the



The Isuzu-GM joint venture in Colombia marks the debut of "Technologia Isuzu," which will be used in local branding.

strengths needed to increase the truck and bus business in the region. Our objective will be to capture the number-one position in all segments in which we operate, offer the highest customer

satisfaction and become the industry standard."

The new partnership—the result of an agreement in 2007 to study the potential of a JV—will build on the leadership the two companies have established in the truck and bus segment.

Isuzu and GM will work aggressively to increase market share for Isuzu N and F series trucks, as well as buses, which GM Colmotores has been manufacturing and selling in the Andean region under the Chevrolet brand. The vehicles now feature a "Technologia Isuzu" badge as part of the new arrangement.

GMICA-Colombia will provide GM Colmotores with support services for dealers, as well as for marketing, sales and after-sales service of Isuzu commercial vehicles.

The partnership is a good example of two companies combining their global strengths for mutual benefit. Isuzu is a leading developer of commercial vehicle technology and has a deep knowledge of the global transportation sector, while GM has extensive experience and resources in the Andean region, including dealerships and Chevrolet's brand leadership.

Isuzu and GM soon expect to establish similar joint ventures in Ecuador and Venezuela to further strengthen their joint efforts in the region's expanding truck and bus market.

Increased business in the Andean region fits in well with a new three-year business plan that Isuzu started in April to expand its commercial vehicle business worldwide.

## Middle Eastern Dealers Preview All-New N Series Trucks

A dealer meeting in Dubai, U.A.E. on May 21 enabled participants to preview the all-new N Series prior to its release in the Middle East toward the end of this year.

Isuzu Executive Officer Kengo Baba headed a group of nearly 20 people from Isuzu Tokyo, who provided detailed information about the new models to 21 representatives of 12 dealerships. Personnel from related companies also attended.

Baba noted in his speech that the Middle East is an important market in Isuzu's

efforts to expand global sales. "We will further survey the market with a view to enhancing our products and meeting customer needs. Your kind cooperation will be greatly appreciated," he told the dealers.

The meeting began with a report on Isuzu's current business, after which the participants were introduced to the all-new N Series' main features and Isuzu's plans for sales, service and parts supply. A selection of new models was put on display to give the dealers a firsthand look at the lineup.

Other presentations covered the product features and sales status of the C&E Series truck and tractor line, which was released in Saudi Arabia in January. Maher Hadaya, a representative of Syrian dealer Nazir Hadaya & Co., told the group about his company's business of equipping heavy-duty vehicles.

Isuzu is confident that the two-day meeting helped dealers to better understand the strengths of the all-new N Series for their respective markets.

