

ISUZU Newsletter

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No. 378-06-08

New Truck Plant Opens in Russia

OAO Severstalauto Isuzu (SSAI), a joint venture established by Isuzu Motors, Russian automotive holding company OAO Severstal-Auto (SSA) and Japanese



trading company Sojitz Corporation for the manufacture and sale of Isuzu trucks in Russia, opened its first plant in Elabuga, Republic of Tatarstan on April 6.

Isuzu President Susumu Hosoi (third from right), who flew in from Japan to celebrate the opening, was joined by SSA President Vadim Shvetsov (fourth from left).


In his congratulatory address, Hosoi expressed Isuzu's determination to work

Isuzu hopes to meet fast-growing demand with the production of high-quality trucks in the west Russian city of Elabuga.

with SSA for the success of the new plant and its production of high-quality products.

Full-scale production at the plant is scheduled to begin in August.

OAO Ulyanovsky Avtomobilny Zavod (UAZ), an affiliate of SSA, started semi-knockdown production of Isuzu trucks in July 2006. Isuzu truck sales in Russia have been expanding steadily, marking 2,500 units in 2007 and forecast to rise to 8,000 this year. Production at UAZ has been shifted to SSAI's new plant to respond to the continued growth that is forecast for the coming years.

The new plant initially will produce 25,000 units on an annual basis, but this is expected to increase in the future. 

All-New N Series Debuts in Thailand

Distributor Tri Petch Isuzu Sales Co., Ltd. (TIS) previewed the all-new N Series, known as the Elf in Thailand, for nationwide dealers at the IMPACT convention complex in Bangkok on April 23.

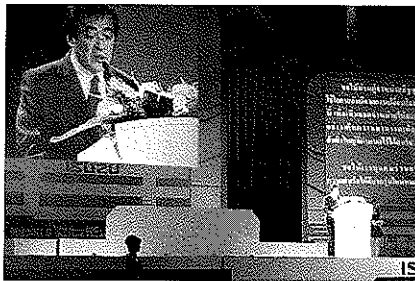
The new lineup of three models and six different chassis lengths went on sale in early May.

Isuzu President Susumu Hosoi (right) flew from Japan to join some 1,200 participants at the preview. After a speech by TIS Chairman Prayad Boonsoong, Hosoi took the podium and said: "This sixth generation of the N Series, thoroughly remodeled for the first time in 13 years, features enhanced durability and economy, as well as environmental friendliness befitting Isuzu's strategic model for the world market. Packed with the latest advanced technologies, the all-new N Series will help Isuzu to pursue its goal of becoming a world-leading auto company.

"We are confident that Thai customers will appreciate the new model's innovative exterior, enlarged cab for enhanced comfort, and the clean, fuel-efficient performance of its common-rail diesel engines."

Hosoi also emphasized that Isuzu will continue to spare no effort in contributing to Thailand's economy and society.

TIS President Morikazu Chokki told the audience: "Taking into consideration the current crisis of soaring oil prices and a




heightened awareness for the environment, the release of new trucks has been needed. Isuzu, a pioneer in developing 'professional partner' trucks that help customers and business proprietors to achieve maximum profits, has come out with a phenomenal new product that will change the market and raise the standards of Thailand's commercial vehicle industry."

The audience learned about the cutting-edge features of the all-new N Series, including its aerodynamic exterior, comfortable interior with many new conveniences, and the 130-hp 4JJ1 E3N and 150-hp 4HK1-TCN advanced common-rail engines that fully comply with Euro 3 emission standards.

The N Series is the best-selling truck in Japan and many other countries. In Thailand, the largest model of the series has occupied the number-one position for the past 30 years in a row. Isuzu cap-



tered a 54.8% share of the medium-truck segment in 2007. Going forward, the substantially upgraded N Series is expected to establish a new era for trucks in Thailand, and enable owners to further maximize their profits. 

Isuzu Wins Award At Aussie Show

Isuzu Australia Limited (IAL) was recently honored for its customer-care initiative, winning the Best Truck Stand Customer Service Approach award at the inaugural International Trailer, Truck & Equipment Show (ITTES), which took place at the Melbourne Showgrounds between May 8 and 10.

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