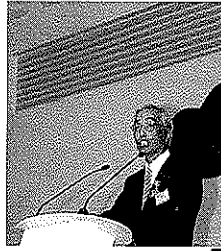


# Isuzu Strengthens Operations in Indonesia

Isuzu Motors has raised its stake in commercial vehicle manufacturer and distributor PT Pantja Motor—now known as Isuzu Astra Motor Indonesia (IAMI)—which assembles and sells N and F series trucks and Panther multipurpose vehicles.

In February, Isuzu made the former Pantja a consolidated company by raising its stake from 12.5% to 39.88% and dispatching directors to manage the firm's commercial-vehicle operations.

Under the arrangement, Isuzu and Indonesian holding company PT Arya Kharisma (AK) now hold equal 44.94% stakes in IAMI, which required Isuzu to purchase an additional 5.06% share from AK. PT Astra International Tbk, AK's parent, has transferred commercial-vehicle



distribution rights in Indonesia to IAMI, enabling Isuzu to manage the commercial vehicle business in the local market.


The new scheme, as well as IAMI's board members, were announced at a hotel in Jakarta on May 16. The event was attended by some 600 guests, including representatives from Astra International-Isuzu Sales Operation (AI-ISO), dealers, suppliers, fleet users, government officials and the media.

Isuzu Chairman Yoshinori Ida (inset) flew in from Japan to deliver a speech in which he talked about the importance of the Indonesian market. He expressed Isuzu's determination to develop IAMI's commercial-vehicle business and thereby support the local distribution industry as well as contribute to the na-



tion's economy and the daily lives of the Indonesian people.

During the celebration guests watched video presentations about the new company and Isuzu's history in Indonesia, and were treated to a dinner and a Japanese drumming performance.


Through IAMI, Isuzu now aims to strengthen both manufacturing and sales in an effort to raise its market share in Indonesia, which is Southeast Asia's largest market for light-duty trucks—Isuzu's main product line. By strengthening, expanding and stabilizing its business in Indonesia, Isuzu hopes to put Indonesia alongside Thailand as a new pillar of its ASEAN region operations. 

## Isuzu Donations Provide Relief In China

Two donations from Isuzu have helped to provide a measure of relief in China, a country that has been hit hard by natural disasters.

In response to a serious drought in 2006, which has brought much hardship to south-central China, an Isuzu donation of 30 million yen (about 283,000 U.S. dollars) to the city of Chongqing was used to rebuild a rural hospital, which was finished this March.

Isuzu (China) Holding Co. President Ren Terada (fourth from right) attended a ceremony on March 24 to mark the completion of the modern, four-story general hospital. He was joined by numerous guests, including representatives of the local government.

Less than two months later, following the massively destructive earthquake in Sichuan Province on May 12, Isuzu made a donation of 20 million yen (nearly 190,000 U.S. dollars) to aid survivors. The donation was presented through the Red Cross Society of Japan. 



## New Sales Promotion Materials


The 2009 Isuzu calendar and diary are ready to order. The calendar, which comes with stickers to mark local holidays, features photos of Isuzu vehicles in urban and rural settings around the world, communicating the message that Isuzu is a global company working to protect the environment through the development of advanced, low-impact technologies.

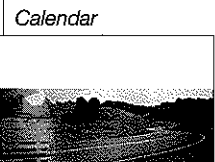
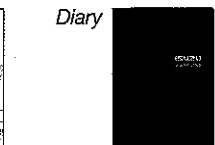
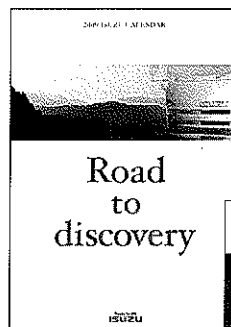
The diary features a new look—a black cover with the silver-white Isuzu logo.

Unfortunately, both the calendar and diary prices had to be raised due to the soaring costs of materials.

Dealers who place orders for at least 100 calendars and/or diaries can have their logos printed on the items for an additional charge. Digital reproductions of logos, either in color or monochrome, must be forwarded to Isuzu in Tokyo.

Camera-ready photos will not be accepted.

Orders that include logo printing must be received in Tokyo together with the logo's digital reproduction no later than August 20. Orders that do not include logo printing will be accepted until September 19. 



Item	Order Code	Price (FOB Tokyo)	
2009 Isuzu Calendar (with stickers for local holidays)	Without logo	¥310	
	With logo*	Black	Extras ¥50 each
		Color	
2009 Isuzu Diary	Without logo	¥380	
	With logo*	Silver-white	Extras ¥30 each

\*Minimum order of 100 pieces