

# ISUZU *Newsletter*

ISUZU MOTORS LIMITED 6-26-1 Minami-Oi, Shinagawa-ku, Tokyo 140-8722, Japan Tel: +81-3-5471-1332 Fax: +81-3-5471-1286 [www.isuzu.co.jp/world](http://www.isuzu.co.jp/world)

No. 381-09-08

## All-New N Series Rolls Off Line in China

The first all-new N Series produced in China rolled off the line at Qingling Motors Co. in Chongqing city on July 8.

The manufacturer, a joint venture company of Isuzu, Qingling Motors (Group) Co. and other local investors, has been producing and selling Isuzu-brand vehicles since 1985.

The line-off ceremony was attended by dealers, local government officials and the media, as well as by 200 employees of Qingling Motors.

Between speeches by Qingling Motors Chairman Wu Yun and Chongqing Vice Mayor Huang Qifan, Isuzu Executive Vice President Naotoshi Tsutsumi, visiting from Japan, expressed Isuzu's gratitude for the automaker's efforts to launch all-new N Series trucks with increased GVWs. He also spoke about Isuzu's confidence that Qingling Motors will maintain its position as China's leading commercial-vehicle manufacturer by supplying the market with high-quality Isuzu vehicles.

The ceremony was followed by a press conference and test drives for dealers



and the media. During the press conference, which attracted 30 journalists, Isuzu Director Shunichi Satomi, also visiting from Japan, talked about the reasons why Isuzu expects the new N Series to inherit its predecessor's reputation for outstanding quality, durability and reliability. He explained that Isuzu will assist Qingling Motors' efforts with support for production and sales of the all-new series.


The rapid growth of the Chinese economy has seen demand for commercial vehicles rise by about 20% annually over



Qingling Motors organized a press conference (left) and test drives (below) to promote the all-new N Series' many advanced features.



the past several years. Sales in 2007 totaled 2.1 million units, of which the N Series' segment accounted for more than half at 1.1 million.

The all-new N Series is expected to capitalize on this strong demand, backed by the series' traditional strengths and the latest in Isuzu's industry-leading technologies, including low-impact diesel engines and innovations for advanced logistics. 

## Distributors and Dealers Confer in Panama

Isuzu held a conference for distributors and dealers in the Latin American and Caribbean region from June 19 to 21 in Panama City, Panama.

The regional meeting, the first in four years, attracted 21 executives from 13 distributorships and dealerships in 12 countries, and some 40 people from trading firms, as well as personnel from D-MAX exporter Isuzu Operations

(Thailand) and Isuzu global headquarters in Tokyo.


Topics on the first day centered on the all-new N Series truck, which is scheduled to be released in the region by the beginning of next year. The audience heard detailed information about models, specifications, accessories, sales tools and engines, including the latest three-liter 4JJ1-TC for crew-cab models in

some markets.

Isuzu announced that it hopes to raise its share of the Latin American and Caribbean truck market from 31.5% in 2007 to 36.5% in 2011, the final year of the company's current three-year business plan. An Isuzu representative encouraged distributors and dealers to strengthen their sales programs to help Isuzu achieve its target.

The first day ended with a gala dinner, which included a colorful folk-dance performance.

On the second day, representatives of Isuzu Operations (Thailand) presented plans for the D-MAX product lineup and sales.

Meetings also were held over the three-day period to discuss specific markets and exchange views on how to build stronger ties between Isuzu and individual companies. 



# First European Parts Center Opens in Belgium

Twenty-four representatives from 12 Isuzu distributors attended the milestone opening of the European Isuzu Parts Distribution Centre on the premises of Isuzu Motors Europe in Antwerp, Belgium on May 29.

The ceremony was organized to highlight the new 5,000-square-meter warehouse that now serves as the hub for vehicle and industrial engine parts in Europe. The facility, the first of its kind for Isuzu in Europe, will be a benchmark for similar facilities elsewhere in Isuzu's overseas parts operations.

The parts center will enable Isuzu to improve its parts operations in several ways, including shorter delivery times and increased capacity to meet both existing and future demand throughout Europe.

Hirokichi Nadachi, a senior executive



officer of Isuzu and chairman of Isuzu Motors Europe, spoke during the ceremony about the importance of the



European market and Isuzu's commitment to the region. He pledged that Isuzu will do its utmost to surpass the service quality of rival auto firms in the market. [M]

## Isuzu Vehicle Sales Start in Kazakhstan

Isuzu officially started sales in Kazakhstan based on a dealership agreement signed on July 17 with CBC-Auto LLP, which has been selling Isuzu vehicles on a spot-deal basis since June of last year.

CBC-Auto is now selling N Series trucks and plans to add the F and C&E series lineups in the future.

Isuzu hopes to see annual sales in Kazakhstan rise from 500 units in 2009 to an eventual 1,000 units. The country has been experiencing economic growth based on rich supplies of natural resources, such as petroleum and natural gas.

The N Series is an ideal choice for locally popular configurations, including delivery vans, bottle carriers and cargo trucks with cranes. Moreover, strong demand for longevity and quality gives Isuzu confidence that its diverse lineup of durable, high-quality trucks will do well in Kazakhstan. [M]

Isuzu held its annual European service conference on June 25 and 26 in Malta, an island country in the Mediterranean Sea, attracting 24 representatives from 15 distributors to consider how to provide more efficient borderless services in the EU.

Isuzu Motors Europe (ISZE), Isuzu Automotive Europe (IAE) and Isuzu Operations (Thailand) [IOT], helped to organize the conference.

On the first day, Isuzu and ISZE representatives delivered reports on the 2007 Isuzu Dealer Standard Survey. Isuzu presented plaques to dealers whom the survey identified as having met various standards for dealer operations. The top dealer of each distributor was also presented an award.



Another report covered last year's Distributor Satisfaction Survey, a separate annual survey that evaluates Isuzu's after-sales operations for European distributors.

The participants also received information about service readiness issues and materials, and a new parts center in Belgium (see related story). In addition, Mira Motors Sales in Malta and Isuzu (UK) gave presentations on their company profiles, and pickup-truck exporter IOT presented the latest service information about the Isuzu D-MAX.

On the second day, the conferees learned about the all-new F Series and the NLS, a Europe-only addition to the all-new N Series lineup, as well as service readiness and plans for upcoming training.

The conference, besides raising the distributors' overall awareness and understanding of service operations in Europe, also enhanced Isuzu's ties with its European distributors. [M]

## New Sales Promotion Materials

Giveaway Catalog

Item	Version	Order Code	Price
2008 Giveaway Catalog	English	E2008-GAC	Free
2008 Annual Report*	English	E2008-ISUZU-AR	Free

\*Viewable online from end of September at [www.isuzu.co.jp/world](http://www.isuzu.co.jp/world)



Annual Report



### Correction

In issue 380 (back page), the name of the exhibitor at the engine show in Germany should have been Isuzu Motors Off-Highway Diesel Engine (Shanghai) Limited.