

All-New N Series Ready for General Export

Production of all-new N Series trucks began in October in preparation for distribution in general export markets and Gulf Cooperation Council (GCC) countries.

Fully changed for the first time in 13 years, the new N Series was released in Japan in December 2006. Under the "SEE (Safety, Economy and Environment) Global" concept, the series assures broad suitability for markets around the world.

Many of the changes upgrade driving comfort and visibility, and make driving easier. The cab was extended to create a roomier interior and better exterior views. Larger, redesigned door handles and a wider door opening enhance ingress/egress. Instrument-panel switches were carefully redesigned and repositioned for maximized visibility while driving. The glove compartment's highly functional layout facilitates easy access by the driver.

The cab's aerodynamic, flush-surface design not only improves environmental and economic performance, it also reduces body-surface grime and improves

The all-new N Series is ready to enter the general export market (below) and GCC countries (right) to extend its legacy of powerful, reliable performance.




engine-cooling efficiency.

Two new electronically controlled common-rail engines have been added—the 4JJ1-TC and the 4HK1-TCN—for higher fuel-efficiency, lower noise and more power. The popular 4JB1 and 4HG1 series engines also continue to be offered, ensuring a highly versatile new N Series lineup to meet wide-ranging needs.

The all-new N Series will now be sold under the name Reward, the first-ever common name for the series in general export markets and GCC countries. Reflecting the series' many advantages, including drivability, responsiveness,

practicality, durability and small yet powerful designs, the new name emphasizes that the Isuzu Reward helps owners make their businesses more successful. Hereafter, Isuzu will promote the series as the Reward in all applicable markets.

Since its 1959 debut in Japan, the Isuzu N Series has continued to adapt to the evolving needs of users while expanding its global market to more than 100 countries. With the release of these highly competitive all-new vehicles under the name Reward, the N Series is well positioned to maintain its status as the world's best-selling low-cab-forward truck in its class. 


New Engine Laboratory Opens in U.S.A.

Isuzu Manufacturing Service of America (IMSA), a research and development base in the U.S. city of Detroit, celebrated the completion of its new engine laboratory on June 17.

Operating alongside an existing laboratory, the new facility is now preparing to introduce equipment that will enable year-2010 models to meet emission reg-

ulations expected to be introduced by the U.S. Environmental Protection Agency (EPA). The lab boasts two new engine dynamos fitted with the latest systems, including gas-emission analyzers calibrated for the new regulations. The physical layout is scalable for future expansion.

Some 180 people attended the ceremony, including Isuzu Senior Executive Officer Masaru Odajima (second from left, right), who flew in from Tokyo, and Isuzu Motors Germany President Jun Arimoto (second from right). The guests toured the facility and viewed an exhibit of about 10 Isuzu and competing commercial vehicles in the U.S. market. For a bit of fun, the luncheon was joined by "Paws," the mascot of the Detroit Tigers baseball team.

Completion of the new lab means that the three focal points of Isuzu's global powertrain development—IMSA, Isuzu Motors Germany and the Fujisawa Plant in Japan—are now fitted with the same equipment and systems to facilitate the sharing of data and information. Moreover, each facility is capable of contributing to the development of engines that comply with Japanese, Euro or EPA emission regulations. 



All-New N Series Unveiled in Seven Chinese Cities

Qingling Motors Co. held a series of launching events in seven major cities of China to promote the all-new N Series, which the firm began rolling off the line in



Chongqing city on July 8 (see previous issue).


Qingling Motors, a joint venture formed by Isuzu, Qingling Motors (Group) Co. and other local investors, organized the events to raise awareness of the new models and thereby support its local dealers.

Events were held in Dongguan, Shanghai, Qingdao (left) and Beijing (right) in late July, and then in Urumqi, Wuhan (below right) and Shenyang in the latter half of August. Participants included major customers, dealers, body manufacturers and the press, as well as Isuzu representatives from Tokyo.



In each location, representatives from Qingling Motors, the local dealership and Isuzu Tokyo greeted guests and gave ceremonial keys either to the first local customer or a major purchaser of the new N Series. Presentations about the vehicle were held separately for customers and the media, and lunch was served to the guests.

Test drives enabled guests to try out the new models, after which many participants praised their low-noise performance and excellent visibility. Isuzu parts were put on display to allow visitors to confirm their high quality.

The long-awaited release attracted a high turnout even though the events were held just before or after the Beijing Olympics. 

Industrial Engine Conference Takes Place in China

Isuzu Motors Off-Highway Diesel Engine (Shanghai) Ltd. held a product-support convention at the New Century Grand Hotel in Xuzhou, China on August 5.


The convention, the fourth of its kind to be held by the company in China, provided customers and service personnel with the latest information about Isuzu's industrial engines. The audience included about 140 people from 80 Isuzu service centers and 34 manufacturers of construction machinery.

Isuzu's powertrain division in Tokyo presented technologies that will enable Isuzu industrial engines to comply with new emission-gas regulations that are expected to be introduced in Japan, the U.S.A. and EC beginning in 2011. Guests were informed about a website that provides up-to-date service information, and representatives of Isuzu Motors Off-Highway Diesel Engine introduced a training program and related equipment for servicing electronically controlled engines.

The conference was joined by local government officials and other people who came to celebrate the completion of Xuzhou Zhongda 4S Shop, a multifunc-

tional facility based in Xuzhou, a construction-machinery manufacturing center. In addition to serving as Isuzu's second Chinese service-training center, the facility will be responsible for full-scale repairs, parts sales and showroom displays, providing important backup for Isuzu industrial engines in the fast-growing Chinese market.

Toward the end of the conference, a ceremony was held to introduce 27 new service centers, part of Isuzu Motors Off-Highway Diesel Engine's plan to expand the network from 120 to 200 within this year.

The next convention will be held on November 27, timed to coincide with the Bauma China 2008 construction machinery exhibition in Shanghai. 



Sales Tools for All-New N Series Coming Soon

Sales promotion materials are scheduled to be released for all-new N Series vehicles that are being produced for general export markets and Gulf Cooperation Council (GCC) countries. Additional details about the materials, including order codes and prices, will be explained in a letter to dealers in December, as well as announced in the December issue of this newsletter.

Item	Version			Release
	DVD	General Export	English Spanish French GCC Arabic/English	
Catalogs	DVD	General Export	English Spanish French GCC Arabic/English	Early December
	Print	General Export	English Spanish French GCC Arabic/English	Early to middle December
Posters	Print	General Export	All Models NL/NM NP/NQ	Early December
		GCC	All Models	
Advertising Kits	CD or DVD	General Export	English Spanish French	Early to middle December
		GCC	All Models	

