

## Contest Boosts Service Skills in Vietnam

Isuzu Vietnam Co., Ltd. (IVC) continued to encourage the enhancement of service skills within its dealer network by holding the Technical Skill Contest 2009 on April 10. Twenty-one mechanics and nine service advisors from 12 dealerships took part in the sixth edition of the annual contest.

Dealerships formed teams of up to two mechanics and one service advisor each. Contestants competed in written and practical examinations covering vehicle inspections, engine repair and troubleshooting for the mechanics and customer communication skills for the service advisors.

Six automotive engineering professors served as judges and selected the winning mechanic, service advisor and overall team.

The contest's higher-placing mechanics will now take another examination to see who will be dispatched to the I-1 Grand Prix service skills contest in Japan



After helping to raise the scoring level above that of last year's contest, the winners received their trophies from IVC President Kenji Matsuoka (left) in a ceremony.




this November, when they will compete for the crown as Isuzu's number-one mechanics.

Average marks in both the written and practical examinations were higher than those in last year's contest, proof that local service skills are indeed rising. The improvement also showed that IVC is doing its part to strengthen service capabilities within the Isuzu global family.

IVC also conducts marketing research



to further enhance its customer satisfaction measures. The research is conducted mainly by an outside company that evaluates service quality by sending examiners pretending to be customers to the dealerships of Isuzu and other brands.

The dealerships claim to be motivated by the contest, as well as highly encouraged by the results of the marketing research, which ranked Isuzu tops in service quality among four major truck brands in 2008. 

## All-new N Series Launches in Panama

Panamanian distributor Empresas Melo, S.A., known locally as Copama, kicked off sales of an all-new N Series truck, named the Reward, at the Atlapa Convention Center in Panama City on March 18.


Some 200 guests, including fleet users, individual customers, related companies and the media, gathered to view six Rewards on display and learn about the many competitive features of the new light-duty truck.

The event helped to generate cover-



age in newspapers and on TV.

Thanks to Empresas Melo's steady efforts, the N Series has maintained the number-one spot among commercial vehicles in Panama for eight years in a row. The company has built strong reputations for the N Series' reliability and the high-quality servicing offered by dealers nationwide.

The Reward also debuted in Jamaica shortly before Panama, and then in Barbados, Guatemala and Honduras soon after Panama. Launches in other Central American and Caribbean countries are expected to follow. 



## New Distributors Kick Off Sales In Europe

Isuzu has selected a group of new distributors to launch sales of the Isuzu D-MAX pickup and/or N Series trucks (photos on back) in seven countries in Europe starting in June.

The distributors are Czech-based Isuzu Trucks CEE for N Series sales in Czech, Slovakia and Hungary; Polar Mobil Ltd. for D-MAX sales in Hungary; Isuzu Rom Auto SRL for D-MAX sales in Romania, Petromotor Bulgaria, EOOD for D-MAX and N Series sales in Bulgaria; and Isuzu Danmark A/S for D-MAX sales in Denmark.

(Cont'd. on back)

# Isuzu Diesels Support Chinese Antarctic Expedition

Isuzu diesel engines supplied by Isuzu Motors Off-Highway Diesel Engine (Shanghai) Ltd. completed 18 months of duty on a Chinese scientific expedition to Antarctica in April.

Xiamen XGMA Machinery Co., Ltd. (XGMA) from November 2007 provided the expedition with two excavators fitted with metal tracks and two wheel loaders—each powered by a 120 kW Isuzu 6BG1T diesel.

XGMA, a major Chinese manufacturer of construction machinery, selected Isuzu diesels for the first time for its sixth participation in the program organized by the Chinese Arctic and Antarctic Administration. China began conducting comprehensive scientific research in Antarctica in 1991.

According to XGMA Product Service Department Director Gai JunXian, who has gone to Antarctica three times with expeditions, the Isuzu diesel engines were selected for their highly reputed reli-




ability. Despite temperatures averaging  $-30^{\circ}\text{C}$ , the 6BG1T engines provided excellent power and reliable performance during 18 months on the job.

Isuzu Motors Off-Highway Diesel Engine is now collaborating with XGMA to jointly develop 20- and 33-ton excavators that can work in Antarctica at elevations of 4,000 meters or more, where temperatures plunge far below sea-level averages. The machines are to be used in the construction of a new Chinese research station.

Isuzu diesels have been performing mighty feats in Antarctica since 1956,

when Japan dispatched its first expedition to the icy continent. Since then Isuzu has provided all Japanese Antarctic expeditions not only with diesel engines, but also engineers who maintain the engines in peak operating condition. As the current provider of engines for power generators and almost all vehicles used in the expeditions, Isuzu's contributions to Antarctic research earned a meritorious service award from the National Institute of Polar Research in 2007.

Isuzu hopes that its selection by XGMA will lead to a new chapter in the company's long history with Antarctica. 

## New Distributors in Europe



(Cont'd. from front)

In addition, Isuzu Benelux Spolka Akcyjna Oddzial w Polsce (Isuzu Benelux N.V.'s branch) joined the new group to launch D-MAX sales in Poland, while the Czech and Slovak branches of Isuzu



Sales Deutschland GmbH will handle D-MAX sales in Czech and Slovakia.

The arrangement adds seven countries to the global market for the Isuzu D-MAX and four new markets for the N Series, and now gives Isuzu a sales and service network covering almost all of Europe.

Isuzu plans to sell more than 400 units of the D-MAX and 200 units of the N Series in these new markets combined in 2010. 

## Digital Materials Produced For Reward Sales Training


Isuzu has completed the new DVD/CD training materials for use by dealers selling the Reward (all-new N Series).

The Sales Training DVD features narrations in easy English or Spanish, the latter accompanied by English subtitles. In the version for general export markets, the Product Presentation chapter introduces product specifications and the Vehicle Comparison chapter compares the new Reward with a current N Series and a competing model.

Users should note that the DVD contains images of the all-new N Series for the Mexican market, where the name Reward is not used.

The DVD for the Central/South America and Caribbean markets also includes chapters on Sales Demonstration and Vehicle Delivery. Filming was shot in Mexico, so all N Series images are for the Mexican version.

A CD entitled Product Comparison Information for general export markets compares the Reward, a current N Series and competing models. The CD is a multilingual package of PDF files written in English, Spanish and French.

Vehicle specifications in the CD are based on data for general export models, but certain images and detailed comparative descriptions refer to Mexican-market vehicles. 



Sales Training DVD



Product Comparison Information CD

| Item                              | Version   | Order Code                       | Price (FOB Tokyo) |                         |        |
|-----------------------------------|---|----------------------------------|-------------------|-------------------------|--------|
| Sales Training DVD                | General Export (approx. 22 min.)                          | English                          | NTSC              | E2009-ST-REWARD-DV-N    | ¥1,300 |
|                                   |   |                                  | PAL               | E2009-ST-REWARD-DV-P    | ¥1,500 |
|                                   | Central/South America and the Caribbean (approx. 36 min.) | Spanish (with English subtitles) | NTSC              | S2009-ST-REWARD-DV-CSAN | ¥1,300 |
|                                   |   |                                  | PAL               | S2009-ST-REWARD-DV-CSAP | ¥1,500 |
| Product Comparison Information CD | General Export  | English/Spanish/French           |                   | ESF2009-PCI-REWARD-CD   | ¥1,000 |