

ISUZU *Newsletter*

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200,000th Isuzu Produced in Colombia

Assembler and distributor General Motors-Colmotores S.A. in Bogota, Colombia passed two milestones in April when it turned out its 200,000th Isuzu vehicle overall and 100,000th commercial Isuzu.

GM Colmotores began assembling Isuzu pickups and selling them as the Chevrolet LUV in 1981. Over the years it has added additional models to its Isuzu production lineup. These have included sport-utility and commercial vehicles, such as N Series trucks, as well as buses, all sold under the Chevrolet brand.

In 2007 the company began the semi-knockdown assembly of Isuzu F Series medium-duty trucks, which it had been importing and selling under the Chevrolet badge since 2005. The F Series has ranked at the top of medium-duty truck



GM Colmotores is now pursuing production of its 300,000th Isuzu vehicle, working in close cooperation with GMICA-Colombia.




sales for the past two years.

To provide GM Colmotores with support for its dealer services, commercial vehicle marketing, sales and after-sales service, in March 2008 Isuzu Motors Limited and General Motors Corporation established GM-Isuzu Camiones Andinos de Colombia Ltda (GMICA-Colombia). The Bogota-based 50-60

joint venture is headed by Koichi Yoda (third from left, inset).

The collaboration through GMICA-Colombia is steadily helping to increase sales. Isuzu's share of monthly commercial and bus sales combined came to 57% in March, 50% in April and 54% in May, and shares in other categories were no less than 40% each.

Despite the current economic climate, GM Colmotores and GMICA-Colombia are working hard to maintain healthy sales in the Colombian market, aiming to extend Isuzu's consecutive-year streaks as the sales leader in many segments, including pickups (27 years), light-duty trucks (14), light-duty buses (16), medium-duty trucks (2) and heavy-duty buses (2). 

New Seminar Facility in Japan Promotes Eco & Safety Driving

Isuzu customers worldwide can look forward to receiving expert training in fuel-efficient and safety driving in a new seminar facility the company opened in Hokkaido, Japan on May 20.


The facility's first seminar was held in June for Japanese customers (below).

The Isuzu Premium Club Hokkaido is located at the company's WAcorn Hokkaido proving ground. It is the second of its kind after the Isuzu Premium Club, which Isuzu set up at its Fujisawa plant in 2006.

Although seminars usually are held for about 30 people, two lecture rooms at the facility have been designed to convert into one large room accommodating

up to 100 people. Practice driving is focused mainly on C&E Series heavy-duty trucks and tractors, while the Fujisawa facility uses mainly N Series light-duty trucks.

Isuzu began conducting seminars on eco/safety driving and other key subjects for global trucking industry customers at WAcorn Hokkaido in 1995. Including the Isuzu Premium Club in Fujisawa, 6,400 customers from 13 countries have attended these seminars.

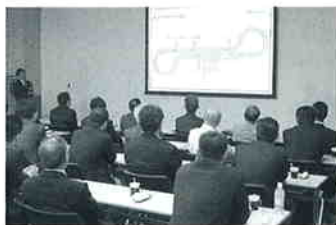
In addition to providing customers with quality products, Isuzu is proud to organize educational initiatives that enable its customers to reduce their operating costs and lower their environmental impact. 

Philippine Training Center Welcomes New Trainees

The TESDA Auto Mechanic Training Center in Tacloban, the capital city of Leyte province in the Philippines, held a ceremony to welcome 30 new trainees on May 8.

The vocational school for auto mechanics opened last November under the Isuzu Heart & Smile Project (see issue no. 386). The school is the result of a joint effort involving Isuzu, the Technical Education and Skills Development Authority (TESDA) and an international nongovernmental organization called Plan Japan.

(Cont'd. on back)



Isuzu Green Trucks Spotlited at Aussie Show

Isuzu Australia Limited (IAL) exhibited 16 new-generation trucks at the Queensland Truck and Machinery Show, which was held from May 14 to 17 at RNA Showgrounds in Brisbane, Australia.

Highlights of the stand included reference exhibits of NPR 250/300 and FSR 700/850 trucks, both powered by compressed natural gas (CNG), and a diesel-hybrid NPR 400 truck. The vehicles attracted attention as being more environmentally friendly and costing less to operate than diesel-powered trucks.

According to IAL Director & Chief Operating Officer Phil Taylor, CNG trucks have strong potential in the Australian market because, in addition to the cleaner emissions of the vehicles, the




country has abundant reserves of natural gas.

The stand also exhibited a broad selection of new and recently released conventional models, namely six N Series light-duty trucks (two cab chassis, two tippers and two ready-to-work package units), four F Series medium-duty models and three heavy-duty models (two Gigas and the newly released FXY 1500). The impressive display was vivid proof that Isuzu is at the forefront of designing environmentally friendly technology.

Isuzu offers the cleanest lineup of conventional diesel-powered trucks in the Australian market. Its new-generation trucks fully adhere to Euro 4 emission regulations, and the FX and Giga models comply with Japan's LT05 long-term emission regulations, which are stricter

than Euro 4 and about the same as Euro 5 in terms of NOx and PM emissions for diesel vehicles above 3.5 tons GWW.

Timed to coincide with the biennial show, IAL held a biannual dealer convention on May 13 and 14 at Stamford Plaza in Brisbane, attracting 103 representatives and sales managers from over 50 dealerships throughout the country.

Isuzu Executive Vice President Yoshihiro Tadaki (inset) flew in from Japan to speak about Isuzu's current business situation and to encourage dealers to help Isuzu to record its 21st straight year as the nation's top-selling commercial vehicle brand. The participants also heard presentations about Australian economic and market trends, IAL's business and sales strategies, new products, and new service-program and parts-supply initiatives. 

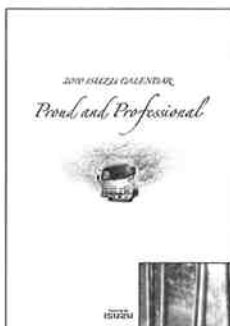
New Sales Promotion Materials

Isuzu personnel and their customers can enjoy the change of seasons in Japan with the 2010 Isuzu calendar and diary, which are ready for ordering.

The six-page calendar, entitled Proud and Professional, features photos of Isuzu vehicles and classic plants of Japan, including Japanese apricot, cherry, pine, maple and bamboo. The plants, revered as proud symbols of Japan's natural beauty, express the same level of pride that Isuzu takes in providing quality products for professionals in the logistics industry.

The calendar comes with stickers to mark local holidays.

For an additional charge, logos can be printed on the calendar or diary for orders of at least 100 pieces of either item. Digital reproductions of the dealer's logo, either in color or monochrome,



must be sent to Isuzu in Tokyo. Camera-ready photos are not accepted.

Philippine Training Center

(Cont'd. from front)


Additional support has been provided by Isuzu Philippines Corporation (IPC) and Isuzu Autoparts Manufacturing



Corporation (IAMC).

Isuzu Chairman Yoshinori Ida, who flew in from Japan, delivered a speech at the ceremony in which he encouraged the trainees to study hard to become nationally qualified mechanics. IPC President Keiji Takeda and IAMC President Shigeaki Shinohara joined the event.

The trainees, high school graduates ranging from 15 to 23 in age, were selected by examination and interview from among 1,000 youths in disadvantaged communities. They will live in a dormitory during their two-year course, aiming to become nationally qualified mechanics of the highest grade (NC4).

The ceremony also was a celebration for 30 other trainees who were certified as first-grade (NC1) mechanics following their completion of six months of study at the school (below). The trainees will continue studying for certification as NC2 mechanics over the next six months. 



Calendar



Diary

Item	Order Code	Price (FOB Tokyo)
2010 Isuzu Calendar (with stickers for local holidays)	Without logo	¥310
	With logo*	Black Color
2010 Isuzu Diary	Without logo	¥380
	With logo*	Silver-white

*Minimum order of 100 pieces

