

Customer Relations Expand in Vietnam

Customers increased their knowledge and awareness of Isuzu vehicles while having fun at two events organized recently by Isuzu Vietnam Co., Ltd. (IVC) in cooperation with two "I-mark Salon" dealerships.

At one event, customers and their families were invited to join the Fuel Economy Driving caravan in their Isuzu D-MAX pickups on May 30. The drive was organized with I-mark Salon An Lac in Ho Chi Minh City.

Besides helping customers to improve their safety and fuel-economy driving skills, the event enables IVC and dealerships to deepen their relationships with customers while relaxing together at a seaside resort, the destination of the drive.

After an opening ceremony at An Lac's showroom at seven o'clock in the morning, the participants headed for the coastal community of Vung Tau in a caravan of 70 people in 25 D-MAXs—11 owned by customers and 14 provided by IVC and dealerships.

The remaining fuel in the tanks was checked when the caravan arrived at its destination—the Paradise Resort. Afterwards, the results were announced and the winners were presented prizes during a midday party. The guests also were en-



The Fuel Economy Driving caravan (above and right) and the Isuzu stand at the Nha Trang Sea Festival (lower right) both educated and entertained customers in Vietnam.




tertained with singing and dancing, a magic show and games during the party, and they were invited to stay after the festivities to enjoy the resort.

The second event was an Isuzu stand at the Nha Trang Sea Festival, a biennial cultural exposition that took place in the coastal city of Nha Trang between June 6 and 12. The event attracted about one million people, including many international visitors.

IVC and I-mark Salon Kabusco jointly organized the stand to promote the Isuzu brand among the show's nationwide audience. The stand featured a spacious open area where large numbers of visitors could easily view a display of D-MAX, N and F series trucks.

The center stage of the stand was ac-



tually a platform built on an NQR truck, which was used for flamenco and break dancing and magic shows daily. Visitors were invited to earn prizes by answering questions about Isuzu vehicles, and they were happily surprised by the Isuzu "Forward Man," who appears at promotional events as Isuzu Vietnam's official character. 

D-MAX Tops All Diesels in Australian Desert Race

The Isuzu D-MAX was the top-finishing diesel in the 2009 Tattersall's Finke Desert Race, which was held in Australia's Northern Territory on June 7 and 8.

Driver Bruce Garland and co-driver Harry Suzuki teamed up to drive their D-MAX on a round-trip course between Alice Springs and the Aboriginal community of Finke. They also placed third in the Extreme 4WD class for highly modified 4WDs powered either by petrol engines under six liters or diesels under 7.2 liters.

Garland and Suzuki were second in class on the first day, a 226-km ride over a rough, sandy track. On the second day, the ride back to the finish line was a


rougher, slower run due to wreckage from numerous cars and bikes.

"We had a puncture on the return leg. There was debris from broken buggies all over the track and we snagged the tire



on a piece of metal, which lost us a bit of time and probably cost us the [Extreme 4WD] second spot," Garland said.

This year's Finke Desert Race also helped the driving team prepare for the 2010 Dakar Rally. "Obviously we'd have liked to be further up the order, but we've learned a lot from the event," said Garland. Five months prior to the race, Garland and Suzuki drove a D-MAX in the world-famous Dakar 2009 rally and placed first among diesel pickups.

The Finke Desert Race, which began in 1976 as a "there and back" challenge for local bike riders, added cars and buggies in 1988. This year's entries numbered 468 bikers and quads, plus 77 cars. 

Isuzu Exhibits Eco-friendly Technologies in Japan

The 2009 Automotive Engineering Exposition, which took place in Yokohama, Japan from May 20 to 22, enabled Isuzu to update automotive engineers and researchers on its environmentally conscious technologies for commercial vehicles.

The 18th annual exposition, organized by the Society of Automotive Engineers of Japan, Inc. (JSAE), presented the latest products and technologies of 338 exhibitors in the automotive industry and related fields. Attendance exceeded 51,000.

A highlight of the Isuzu stand was a demonstration of the Mimamori-kun Online Service, a vehicle-diagnostics telematics system that fleet operators use to improve the fuel efficiency of their commercial vehicles. The system received a Minister's Award from the Ministry of Economy, Trade and Industry in the 19th Energy Conservation Grand Prize program.


Visitors also learned about technologies incorporated in Isuzu's low-pollution vehicle lineup, including diesel hybrid trucks and a CNG-MPI truck powered by



compressed natural gas and enhanced with multi-point injection.

Other exhibits included a cutaway model of an intake manifold from a CNG-MPI truck and an Isuzu-developed center console box (inset) made with materials recovered from used plastic bumpers. More than 40% of the console box is produced with recovered materials, which earned an Eco Mark from the Japan Environment Association.



A computer-generated animation of a conceptual ultra-modern truck showed onlookers what futuristic inter-city delivery trucks might look like someday. 

Coating System Honored In Japan and France

A compact paint booth for applying top-coats developed by four Isuzu engineers has earned honors both in Japan and France.

The booth has been operating since last September at Isuzu's Fujisawa Plant in Japan, where it is part of a coating line for N Series cab bodies.

In a ceremony held on May 27, the Japan Coating Technology Association recognized the facility as Japan's first fully automated booth for applying top-coats. The Isuzu engineering team was presented with the association's technology award, the highest honor for coating engineers in Japan.


The booth also was honored in France with a Surcar 2009 Award, presented by the biennial Surcar international conference for automotive body finishing.

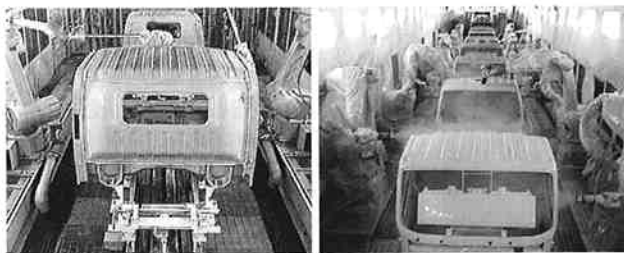


This year's conference was held in Paris on June 11 and 12 and attracted 185 groups from 16 countries.

A key topic of the gathering was how the industry can combine "green and lean." Yoshinobu Tamura (right), one of the four Isuzu engineers, flew from Japan to give a presentation on lean, green compact coating booths. He also

represented the company at the awards ceremony on the second day.

The Surcar Award is further proof of the international automotive community's high regard for Isuzu production technologies. 



Annual Report Earns U.S. Award

Isuzu's 2008 annual report, entitled "Challenging the Next Generation," received an award in the annual report transportation section of the 2008/09 Mercury Awards.

The program was established in the U.S.A. in 1987 by the independent awards organization MerComm, Inc. to recognize excellence in public relations and corporate communications.

Entries are judged against a predefined set of criteria and all those that meet the criteria are awarded, so the entries actually compete against themselves rather than each other.

The criteria include how effectively the report meets its stated objectives, how well it communicates with its audience, use of imaginative or original solutions, and the overall expressiveness of the message.

More than 980 entries from 21 countries were entered in 20 categories this year. 