

All-new N Series Launches in Sri Lanka

Distributor Sathosa Motors PLC began selling a full line of all-new N Series ("Reward") trucks in Sri Lanka on June 12. The lineup includes the NLR, NMR, NPR, NPS and NQR models, ranging from 3.3 to 8 tons GVM.

The company marked the launch with a celebration at the Bandaranaike Memorial International Conference Hall in Colombo. The 260-some guests included a representative from Isuzu Tokyo and the media, as well as many others. Sathosa Motors Executive Director Tilak Gunasekera was the host.




The Sri Lankan market has welcomed the arrival of the Reward, which rewards fleet users with cost-effective, green-enhanced performance.



After speeches, everyone went outside to view several Rewards on display (inset) and then hear a brief presentation about the features of Isuzu's internationally popular light-duty truck.

The guests moved back inside the hall to watch three major fleet owners receive the keys to their Rewards and then they viewed video presentations. Cocktails, dinner and a gala dance performance completed the evening.

Sathosa Motors sells Isuzu N and F series trucks and D-MAX pickups. The

Reward, developed under Isuzu's Safety, Economy and Environment (SEE) initiative for strengthened global competitiveness, is expected to enhance the Isuzu brand in Sri Lanka, where the N Series has enjoyed great popularity. 

Isuzu Helps Restore Forest On Mt. Fuji

Isuzu Chairman Yoshinori Ida led a group of 134 Isuzu employees and their family members in planting 1,400 saplings over a 1.4-hectare area some 1,600 meters up the slopes of Mt. Fuji on June 6.

The initiative coincided with a collaborative effort organized by Yamanashi Prefecture, private companies, organizations and an NGO named OISCA International, which pooled their resources to *(Cont'd. on back)*

Promotional Events Support All-new N Series Sales in Panama


Two separate events held on consecutive days have reinforced sales of the newly released all-new N Series ("Reward") in Panama.

The first event, a sales training session, was organized by Isuzu for distributors in the Central America and the Caribbean regions on June 23. A group of 29 representatives from seven dealerships in Guatemala, El Salvador, Nicaragua, Costa Rica, the Dominican Republic and

Panama took part in the session at the head office of distributor Empresas Melo, S.A. (Copama).

Representatives from Isuzu Tokyo explained the Reward's competitive features and compared the vehicle with current N Series and competing models.

The sales session was so well received by the dealers that Isuzu now plans to extend it to local English-speaking markets mainly in the Caribbean region. In addition, the distributor in the Dominican Republic plans to organize its own Reward sales training for local dealers.

The second event, which took place on the next day, was a meeting organized by Copama to introduce the Reward and its advanced features to fleet users in Panama. Twenty representatives from dealerships learned about the vehicle's competitive advantages through presentations and inspections of four vehicles. 



Comprehensive Training Facility Opens in Indonesia

Assembler and distributor PT. Isuzu Astra Motor Indonesia (IAMI) held a ceremony and press conference to mark the opening of a new training center in Pondok Ungu Bekasi, east of Jakarta, on May 25.


The center, which comprises a training facility and a dormitory for up to 40 trainees, covers nearly 11,000 square meters at an IAMI plant site. Service and sales training will be provided annually to more than 1,000 service personnel, in-

cluding mechanics, service advisors and group leaders, plus parts and sales personnel. Nine classrooms and eight work stalls are available for workshop, repair and teardown training.

IAMI is reinforcing its customer support initiatives because the company understands that providing customers with quality vehicles is not always enough to ensure repeat orders. By enabling IAMI to continuously nurture highly skilled front-line personnel, the new training facility will strengthen the company's efforts to make Isuzu the top brand in Indonesia's commercial vehicle market.

The high standing of IAMI's mechanics has been recognized by the I-1 Grand Prix service skill contest, in which teams from dealers and distributors in the Asia and Oceania regions compete with each



other to be crowned as Isuzu's number-one ("I-1") mechanics. As the Indonesian representative, IAMI's team placed second in 2006 and third in both 2007 and 2008. IAMI held its National Skill Competition on July 4 to select its representatives for the 2009 I-1 Grand Prix contest later this year. 




Forestation on Mt. Fuji



(Cont'd. from front)

restore a prefecture-owned forest damaged by disease and insects in 2002.

Isuzu tied up with the effort under its Isuzu Heart & Smile Project, an educational and environmental undertaking launched to mark the company's 70th anniversary in 2007. Isuzu's logistical and financial support for the forestation project began last year and will continue for another two years. Isuzu planted 1,000 saplings last year. 

Service Conference Held in Germany For European Distributors

Isuzu held its annual European service conference on July 1 and 2 in Mainz, Germany, attracting 22 representatives from 14 distributors to discuss how to provide customers with more efficient borderless services in the EU market.

Isuzu Motors Europe, Isuzu Automotive Europe, Isuzu Motors Germany and Isuzu Operations (Thailand) co-organized the conference.

On the first day, conferees listened to reports about the 2008 audit. They also heard about the 2008 Isuzu Dealer Standard Survey, which helps to determine dealer compliance with Block Exemption Regulations that were imple-




mented to assure consistent levels of customer service throughout the EU. Citations were presented to all dealers who met the standards, and the top dealer from each distributor received a trophy.

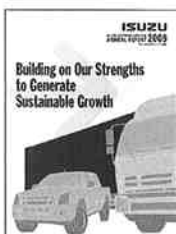
The conference looked at last year's Distributor Satisfaction Survey, under which European distributors evaluate Isuzu's after-sales operations. Participants also learned about Isuzu Sales Deutschland's service network and the Technical Information Report Web System, which distributors use to analyze product-quality issues in the market.

The first day ended with a group discussion about how to make after-sales activities more profitable in the current economic climate.

On the second day, the conferees toured an R&D facility of Isuzu Motors Germany and heard presentations about readiness issues, the Belgian parts warehouse and D-MAX pickup servicing.

Overall, the conference enhanced the distributors' service knowledge and capabilities, as well as strengthened ties among their companies and with Isuzu. 

New Sales Promotion Materials



Annual Report

ISUZU COMMERCIAL VEHICLES		
ENGINE MODELS	BASIC MODELS	EXAMPLES OF MAJOR APPLICATIONS
		

Vehicle Chart

Item	Version	Order Code	Price (FOB Tokyo)
2009 Vehicle Chart	—	E2009-ALL TRUCKS	¥350
2009 Annual Report*	English	E2009-ISUZU-AR	Free

*Viewable online at www.isuzu.co.jp/world