

# ISUZU Newsletter

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## N Series Fetes 50th Anniversary in Japan

Isuzu marked the golden jubilee of the N Series, popularly known as the Elf in Japan, with a celebration at the Fujisawa Plant on August 25.

A group of 46 people from dealerships and partner companies from around Japan joined 36 Isuzu representatives, including President Susumu Hosoi and Executive Vice President Yoshihiro Tadaki (far right), to celebrate the light-duty truck series' half-century of longevity. The celebration included a toast, a presentation about the Elf's storied history and an Elf-shaped birthday cake with 50 candles (inset).

The history of the N Series in Japan dates back to August 26, 1959, when the original series' first gasoline-powered model was released as the Elf. The next year, the series introduced Japan's first light-duty truck equipped with a diesel engine.

Now in its sixth generation, the N Series has steadily evolved with the times to consistently remain a cornerstone of Isuzu's vehicle lineup. Today, the current lineup also includes CNG and diesel-hybrid models, responding to the increasing environmental consciousness of many fleet users. Since 1970, it has been Japan's most-registered 2-3 ton payload cab-over truck for all but one year, and commanded a 40% market share in 2008.

The Elf's pioneering record includes a long list of firsts for light-duty trucks in Japan. Besides the first diesel engine, other innovations include a flat, low cargo bed introduced in 1974, front independent suspension in 1990, and a common-rail diesel engine in 2002 that helped the Elf KR to be the first light-duty truck to



The N Series began shipping overseas from its very early days.



*Fifty years of excellence have elevated the all-new N Series to the pinnacle of light-duty truck technology.*




comply with new emission regulations launched in Japan in 2003. In addition, the all-new Elf released in December 2006 was the first in its class to meet a new government fuel-economy standard.

The history of the N Series overseas began with the shipment of two gasoline-powered models to Papua New Guinea in 1961. Diesel-powered models were sent to Peru, Canada and the Marshall Islands the next year. Boasting unmatched durability and reliability as well as responsiveness to individual market needs, the N Series has become a globally popular model available in



106 countries as of last year, accounting for 49.3% of all Japanese truck exports in its class.

Praised for its safety, economy and increasing environmental friendliness, the ever-popular model shows no sign of slowing down as it launches into its second half-century. 

## All-new F Series Trucks Ready for General Export

All-new F Series trucks entered production in July prior to distribution in general export markets.

The sixth generation of the F Series, which underwent its first full change in 13 years, debuted in Japan in May 2007. The changes were based on the concept of integrating light- and medium-duty trucks into a single category, aiming to raise the efficiency of engineering and production operations while enhancing safety, fuel economy and environmental impact. The new trucks were first sent to Australia and are now available in several countries.

In addition to improved durability and reliability, the series offers new value in terms of environmental and safety performance, riding comfort and application versatility.

The new engine lineup features the four-cylinder 4HK1-TCS and six-cylinder 6HK1-TC powerplants, both of which offer high output and torque. An aerodynamically designed cab enhances driving stability and contributes to better fuel economy.

*(Cont'd. on back)*



## Filipino Fleet Users Learn Eco-driving Techniques

Isuzu Philippines Corp. (IPC) held an eco-driving seminar at Sherwood Hills in Cavite on August 3 for fleet users of the all-new Isuzu F Series, which was released as the Forward in January in the Philippines.

IPC organized the Isuzu Forward Eco-Drive seminar to help customers learn how to reduce costs for greater efficiency in their businesses as well as the local economy. The seminar, the first of its kind for medium-duty truck owners in


the country, is one of many eco-driving seminars Isuzu is conducting for users worldwide.

Timed to the release of the all-new Forward trucks, the seminar introduced techniques for maximizing vehicle performance, especially fuel efficiency. Ten automotive journalists joined 18 fleet owners at the event.

The seminar started with a workshop on normal driving and then another workshop and hands-on exercise on fuel-efficient driving. Participants took the wheel of either a Forward truck or a Forward-based bus. The Forward truck line in the Philippine market is powered by a six-cylinder common-rail intercooled turbo diesel engine, which boasts remarkable fuel-efficiency.

"In today's economy, it is imperative that your business is always moving forward," said IPC President Keiji Takeda



(left, above). "With these new Isuzu Forward trucks, owners have a powerful and dependable yet highly economical transportation partner that will ensure their business's forward progress." 



## Industrial Engine Conference Strengthens Service in China

Isuzu Motors Off-Highway Diesel Engine (Shanghai) Ltd. (PT-C), aiming to enhance service quality and the Isuzu brand in China, held its 6th Isuzu Industrial Engine Conference in the southeastern coastal city of Xiamen on July 9.

Attending the event were representatives from Isuzu service centers, manufacturers of construction machinery equipped with Isuzu engines, and sales companies. PT-C Chairman and Isuzu Senior Executive Officer Shunichi Tokunaga delivered a speech (right).

The convention confirmed that Isuzu's advanced management system continues to assure world-class customer service in China. Discussions ranged from the Isuzu service website, which provides customers with important information about services, to Isuzu's manufacturing management system, which is being introduced in the country. Participants also learned how to distinguish between genuine and fake Isuzu parts (below).



PT-C proudly announced that 36 new service centers approved by the company have been added since November 2008, giving PT-C more than 200 centers nationwide.

After the convention, the participants visited the site of a major customer, Xiamen XGMA Machinery Co., Ltd. (XGMA), where they were greeted by XGMA Chairman Chen Ling. SEO Tokunaga took the opportunity to talk with Cai Kuiquan, XGMA's new president, about mutual business opportunities going forward.

Although China's construction machinery industry has been impacted by the global financial crisis, overall demand in the Chinese market has remained quite strong, thanks to the government's massive injection of money into the economy. PT-C believes this is an excellent time to strengthen service quality and diesel parts supply and thereby enhance the Isuzu brand in China. 



### Road to a Low-carbon Society

Isuzu Executive Vice President Yoshihiro Tadaki (second from left) attended a press conference in Tokyo on August 6 to announce the kickoff of a verification study to develop an eco-friendly fully flat-floor bus powered by electricity. The project is officially recognized by the Ministry of the Environment as a joint undertaking of the private, public and academic sectors to develop state-of-the-art environmental technologies. Isuzu will work with Kanagawa Prefecture and Keio University to provide advanced technologies for the bus's body design.

## All-new F Series

(Cont'd. from front)

Safety measures include the cab's high rigidity, increased reinforcement of doors, and better visibility. A roomier interior and easier ingress/egress provide greater comfort. The GVM of both the FVM and FVZ models was increased from 21 tons to 25 tons for extended compatibility with various body types.

The new trucks will be marketed uniformly for the first time under the common name Forward in all general export markets. The unified branding is expected to help emphasize the all-new series' potential to help owners throughout the world advance their businesses. 