

ISUZU Newsletter

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No. 394-12-09

New D-MAX and MU-7 Released in Thailand

Distributor Tri Petch Isuzu Sales Co., Ltd. (TIS) held a dealer conference and press launch on September 17 to announce the local launch of the 2010 Isuzu D-MAX pickup, as well as the MU-7 multipurpose vehicle, a derivative of the new D-MAX.

The conference, which took place at the IMPACT convention complex in the suburbs of Bangkok, was followed by an evening reception for some 500 people from the media and some 600 people from dealerships and Isuzu

Group companies.


Isuzu President Susumu Hosoi, who flew in from Japan for the events, gave a speech in which he expressed great confidence in the new vehicles and said Isuzu is resolved to continue introducing globally competitive vehicles in response to changing market needs.

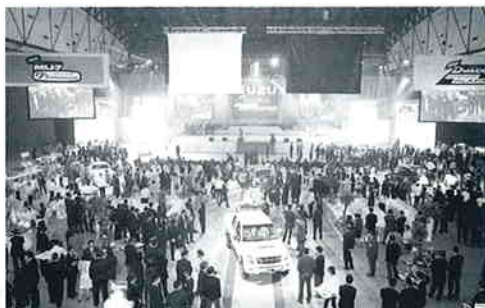
The new D-MAX and MU-7 were introduced as the Super Platinum series. The Gold series was released in 2007 to commemorate Isuzu's golden jubilee of doing business in Thailand, and the



Platinum series was launched in 2008. The naming scheme reflects how the series is being continually upgraded, this year with newly introduced colors for the body and instrument panel.

An increased number of D-MAX models also boast a stylish, limited-edition radiator grille. A GPS navigation system, named "i-GENii," is available with higher-grade models, a first in the Thai pickup market.

With its many stylish enhancements, the Super Platinum series appears to be sitting pretty as it prepares to extend the long-term popularity of Isuzu pickups in Thailand. 



The new Isuzu D-MAX (left) and MU-7 (right) were presented to some 1,100 guests during a gala reception in Bangkok.



IPC Contributes to Philippine Society

Importer, assembler and distributor Isuzu Philippines Corporation (IPC) recently carried out two socially minded programs as part of the company's ongoing efforts to contribute responsibly to Philippine society.

One of the programs was a donation of 5,000 seedlings to the Road to 2020 campaign to restore one million hectares of rainforest by the year 2020. Seedlings of 12 native tree species were donated to symbolize the company's 12th anniversary this year. It is hoped that the planting of native species will help to recover biodiversity, optimize the beneficial effects of rainforests, reduce the risk of natural hazards and enhance options for sustainable livelihoods.

A total of 3,000 seedlings were planted

in a rainforest in the Caliraya area of Luzon on September 3. IPC helped to plant the seedlings in cooperation with Haribon Foundation, a non-governmental organization that is managing Road to 2020. Personnel from local community partners, the government's Department of Environment and Natural Resources, and the National Power Corporation, the government agency in charge of the Caliraya-Lumot Watershed, joined the event.

Various members of the above group also planted 1,000 seedlings on Cebu in the Visayas Islands on October 17 and another 1,000 seedlings in the Surigao area of Mindanao on October 24.

IPC also donated environmental markers with eco-friendly messages for the



public to read while walking through the rainforests.

According to a Haribon Foundation spokesperson, "A rainforest can provide ecological benefits that are linked to human survival. 'Reforestation' also *(Cont'd. on back)*

Fleet Drivers Practice Eco-driving in Vietnam

About 90 drivers from two fleet operators in Vietnam learned fuel-efficient driving techniques during a series of Isuzu Eco Drive seminars held by Isuzu Vietnam Co., Ltd. (IVC) in Ho Chi Minh City recently.

The seminars enabled participants to understand how daily driving habits can be corrected through fuel-efficient driving methods to realize better fuel consumption, minimize costs, increase driving safety and contribute to environmental protection by reducing CO₂ emissions. The drivers basically were taught four key techniques: early shifting when accelerating, use of higher gears, maintenance of constant speed and effective use of engine braking.

Twenty-five truck drivers from Vietnam Dairy Products Joint Stock Company (Vinamilk), a leading dairy, attended an Eco Drive Seminar on July 19 (above left). As a result of the training, they achieved fuel savings of up to 37% with an NLR truck and up to 60% savings with an NMR truck. Another 25 Vinamilk




drivers who took part in a seminar on August 2 also achieved excellent results.

Seminars also were held for members of Ajinomoto Vietnam Co., a subsidiary of the Japanese food maker Ajinomoto Company. A group of 18 drivers attended a seminar on September 11 and 12 (above right) and 22 more received training a week later. The two-day programs comprised both classroom and practical training sessions.

Topics in the classroom covered subjects such as why accidents occur and how to prevent them, traffic regulations and safe driving techniques. Practical



training focused on helping drivers to deal with specific kinds of driving situations. The drivers also were advised about vehicle maintenance, including what to check on a daily basis.

The seminars were widely recognized by the drivers as being very informative. In addition, IVC personnel learned how to hold successful Eco Drive seminars with the help of an Isuzu representative who was dispatched from Tokyo to assist with planning and organization. 


Social Contributions

(Cont'd. from front)
provides economic benefits.”

IPC President Keiji Takeda (right, front page photo) gave a speech in which he said that Isuzu shares Haribon's vision. He explained that reforestation underscores the reality that “all of us—whether we're in the business/private or non-governmental sector—need to act now if we are to save our planet and its natural resources.”

IPC's other recent social contribution was to join hands with affiliate Isuzu Auto Parts Manufacturing Corp. to help survivors of typhoon Ketsana (locally “Ondoy”), a deadly storm that slammed into the Philippines in late September.

On October 9, the two companies distributed relief goods such as sleeping mats, canned goods, bread, bottled water and hygiene kits to 800 families in three districts of Cabuyao, Laguna, which was badly affected by flooding. The area is not far from IPC's headquarters in Binan.

It is estimated that relief goods reached 4,000 individuals. 

Saudi Arabian Dealer Opens Large Service Center

Alissa Universal Motors (AUM), one of Isuzu's dealers in Saudi Arabia, has opened a large service center in the industrial district of Riyadh.

The facility, which sits on a 3,000-square-meter site, is the company's second service center for Isuzu vehicles and the first exclusively for trucks. It features 16 service bays, each big enough to accommodate one F Series truck, one C&E Series truck or two N Series trucks.


Booths are equipped with the latest tools and machinery for everything from checkups and minor work to major repairs, making this one of the best-equipped service centers in the region.

The center is staffed with professionally certified technicians to guarantee high-quality service.

To mark the opening, as well as the local launch of the heavy-duty CYH truck



and EXZ tractor, AUM held a grand party at the Riyadh Marriott Hotel, attracting some 300 fleet and individual customers. AUM CEO Essam Mujallid and General Manager Mazen Yousef presented commemorative gifts to customers and a representative from Isuzu's Dubai Office briefly introduced several new products.

The enthusiasm of the participants underscored the beneficial effects that high-quality service can have on customer satisfaction. 

Green Report Posted Online

The English-language version of Isuzu's Environmental & Social Report 2009 is now available in PDF format on the Isuzu website. Now in its 11th year, the report reviews the Isuzu group's global activities in environmental protection and social responsibility during the fiscal year that ended March 31, 2009. Printed versions are no longer distributed, but the full report can be viewed at www.isuzu.co.jp/world/environment/report.

