

New N Series Powers into Turkish Market

Anadolu Isuzu Otomotiv Sanayi ve Ticaret A.S. (AIOS), Isuzu's assembler and distributor in Turkey, unveiled its lineup of new N Series light-duty trucks at the Istanbul Commercial Vehicles and Components Expo (COMVEX) 2009, which was held last December 3 to 6.

During a press conference on the first day of the expo, AIOS announced its new N Series lineup of locally assembled, fully Euro 4-compliant trucks, including the series' first long-wheelbase model in the market. Journalists seized the opportunity to take a close look at eight NLR, NNR and NPR models on display.

Also launched were three new buses developed by AIOS and equipped with Isuzu engines and transmissions. The models were unveiled in Belgium in



AIOS's launch of the new N Series marked the first step toward a new quarter century of Isuzu vehicle production in Turkey.


October at Busworld Kortrijk 2009, a leading international show for coaches and buses.

AIOS Chairman Kamil Eser noted that

his company celebrated its 25th anniversary of Isuzu vehicle production in 2009. Since 1984,

AIOS has produced 115,000 Isuzu commercial vehicles, including 30,000 buses of which 10,000 have been exported to neighboring countries. The company has led Turkey's medium-bus category in both production and exports for the past five years.

Isuzu Senior Executive Officer Toshio Sasaki, who flew in from Tokyo, presented AIOS with a commemorative gift to celebrate their anniversary (inset) and thanked everyone who has helped to firmly establish the Isuzu brand in Turkey. Noting that the N Series is produced under the Isuzu Manufacturing Management System to assure high quality, and that it has undergone rigorous test driving both inside and outside of Turkey, Sasaki proclaimed his confidence that the new models will highly satisfy local customer expectations.

After the conference, AIOS held a cocktail reception for dealers and customers to celebrate the 25th anniversary and new N Series launch. 

D-MAX Earns More Honors in Malaysia

The Isuzu D-MAX has proven its excellence once again by earning two more honors in Malaysia.

First, the model was named the country's most fuel-efficient pickup for the second consecutive year by Asian Auto-Mudah.my Fuel Efficiency Awards 2009.

The awards program, now in its second year, is sponsored by Malaysia's oldest monthly motoring periodical, *Asian Auto Magazine*.

The Isuzu D-MAX Hi-DEF Diesel was verified to be more fuel efficient than its competitors despite boasting a three-liter common-rail diesel, the largest engine in the Pickup Trucks category.


According to Isuzu Malaysia Chief Ex-



ecutive Officer Takashi Hata, the award is a testament to the superior engine know-how Isuzu uses to balance performance and fuel efficiency.

The D-MAX earned its second honor by winning the AAM Malaysian 4x4 Rally Championship 2009 (above), which ended with a fourth round on December 19 and 20 in Temerloh, Pahang.

This marked the second consecutive year in which Isuzu's rugged pickup has won the championship. Moreover, thanks to capturing four of the top five places in the final round, D-MAXs also took the championship's second and fourth spots.

Hata expressed his joy that so many of the top drivers made the Isuzu D-MAX their vehicle of choice as the best machine for the demanding rally. 



Isuzu Takes Part In Japan-China Workshop

Isuzu presented its leading technologies for environmental logistics during a workshop held to consider ways to reduce airborne nitrogen oxides (NOx). The event was organized by the governments *(Cont'd. on back)*

Isuzu Commercial Vehicles Exhibited in Algeria

Several Isuzu trucks and a D-MAX pickup were exhibited at the 3rd Salon International des Vehicules Industriels (SIVI), which was held in the Algerian capital of Algiers from November 30 to December 6.

The event, which exhibits industrial vehicles from around the world each year, attracted 7,000 visitors with exhibits organized by 44 commercial vehicle manufacturers.

Diamal, Isuzu's dealer in Algeria, exhibited an NPR light-duty truck, FTR




medium-duty dump truck, FTR cab-chassis, EXR tractor, CYZ heavy-duty truck and a D-MAX pickup, showcasing the Isuzu lineup's versatility.

The new N Series (Reward) trucks' growing reputation for durability and drivability has enabled Isuzu to sharply increase commercial vehicle sales in the highly competitive Algerian market in recent years. Thanks to the early popularity of the N Series, mainly NPR models with midrange gross vehicle weights, the Isuzu brand's favorable image has helped to stimulate demand for larger F and C&E Series models.

The D-MAX, which marked the return



of Isuzu pickups to Algeria in 2009, made such a positive impression that a number of on-the-spot-orders were transacted during the exhibition. 

First Locally Manufactured Industrial Engines Shown in China

Isuzu Motors Off-Highway Diesel Engine (Shanghai) Ltd. (PT-C) unveiled Isuzu's first China-produced industrial engines at the 10th Beijing International Construction Machinery Exhibition & Seminar (BICES 2009), which was held at the Jiu Hua International Exhibition Center from November 3 to 6.

Some 880 exhibitors attracted 78,600 visitors with displays of the latest construction machinery and equipment.

More than 1,000 visitors visited the Isuzu booth to view seven of the company's latest industrial engines, including the new locally produced QL4JG1 and its turbo charged version, the QL4JG1T. The two models, both of which comply with the U.S. EPA Tier 2 regulations, were launched on the first day of the event.

Shunichi Tokunaga, chairman of PT-C and also a senior executive officer at Isuzu, said that Isuzu decided to start producing diesel engines in China to respond quickly to changing demands.


Qingling Isuzu (Chongqing) Engine Co.,



Ltd., a joint-venture company established between Isuzu Motors and Qingling Motors in 2007, is manufacturing the engines with a highly automated production system.

Tokunaga noted that local production is a clear demonstration of the emphasis Isuzu is placing on the Chinese construction machinery sector. Going forward, the company plans to broaden its range of diesel engines for the Chinese market.

To commemorate the launch, QL4JG1 engines were presented as samples to selected construction-machinery makers, hoping to encourage them to equip their new products with this China-made powerplant.

Timed to the exhibition, PT-C organized the 7th Isuzu Powertrain-China Industrial Engine Conference at the Yong An Hotel in Beijing on November 5. Nearly 100 people from 60 Isuzu service shops and 10 construction machinery manufacturers participated. One of the announcements at the gathering was that 15 new service shops had been approved by PT-C (left) since July 2009, bringing the total number to more than 230 outlets nationwide. 

Workshop for Less NOx



(Cont'd. from front)

of Japan and China in Beijing on November 4 and 5.

This was the second workshop to promote Japanese cooperation with China's efforts to improve air quality, including the expected introduction of NOx emission controls in the near future.

From Japan, representatives from the Ministry of the Environment, International Center for Environmental Technology Transfer and the electric power and logistics industries attended the workshop to give presentations on NOx-related policies and technologies that have proved effective in Japan.

Two people, one from the Isuzu Advanced Engineering Center and the other from Isuzu Motors, drew praise from the audience for their presentations on Isuzu's latest engine technologies and the Mimamori-kun vehicle-diagnostics telematics system, both of which promote enhanced efficiency leading to lower NOx emissions. 