

ISUZU *Newsletter*

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25th Year of U.S. Truck Sales Feted

Isuzu Commercial Truck of America (ICTA) held a ceremony at its headquarters in Anaheim, California on November 6 to mark 25 years of truck sales in the United States.

Isuzu Executive Officer Yoshifumi Komura flew from Japan and was joined by an executive from trading house

Itochu Corporation, a partner company of Isuzu in the North American market, who together presented ICTA representatives with an ornamental samurai in armor, standing about 40 cm high.


Isuzu has maintained the number-one position among low-cab-forward (LCF) trucks in the United States for an amazing 23 consecutive years, and currently commands a share of more than 70%. Of the 400,000 Isuzu-built diesel trucks sold in North America since the KS-22 model launched in



Isuzu Commercial Truck of America is working with dealers nationwide to extend the long-term popularity of Isuzu LCF trucks in the U.S.A.



1984 (left), an impressive 83 percent are still in service.

A total of 233 dealers distribute N Series LCF trucks across the United States. 

Isuzu Motors Polska Produces Its Two Millionth Diesel


Isuzu Motors Polska Sp. z o.o. (ISPOL), the joint venture between Isuzu Motors Limited and General Motors Company in Poland, produced its two-millionth diesel at its plant in Tychy on December 4. Later that day all employees gathered for a celebration of the event.



The milestone engine was a 1.7-liter direct-injection common-rail diesel that complies with stringent Euro 5 emission standards. The powerplant is mounted on the Opel Astra, a compact passenger car.

ISPOL ships most of its diesels to Opel and Vauxhall.

Established in 1997 by Isuzu as a wholly owned company, ISPOL in 2003 became a subsidiary of ISPOL Holding, B.V. (formerly ISPOL-IMG Holdings), a GM-Isuzu joint venture in which Isuzu owns 40 percent.

Production began in 1999 and the 100,000th unit was turned out in 2000, followed by the 500,000th unit in 2002. The millionth unit was produced in 2004, the year that annual production reached an all-time company high of 320,000 units. Since then, production has held steadily thanks to continually improved product competitiveness in terms of quality and cost. 



NPS Used for Quake Relief Efforts in Haiti

An NPS 4x4 truck donated by Isuzu to an emergency response unit (ERU) of the Japanese Red Cross Society was dispatched to Port-au-Prince for use in relief efforts following the deadly earthquake that hit Haiti on January 12.

The donation was organized with Autocamiones, C. por A., the Isuzu distributor in neighboring Dominican Republic.

The NPS truck was dispatched from the Dominican Republic loaded with emergency medical supplies, as well as *(Cont'd. on back)*



Isuzu Pickups Set 24-Hour Endurance Records in South Africa

The KB pickup (D-MAX in many countries) now holds the South African record for fastest diesel-powered pickup over a 24-hour period, the result of endurance tests carried out by General Motors South Africa (GMSA) at the Gerotek Test Facilities on the outskirts of Pretoria last November.

Although non-stop driving events in pursuit of speed and distance endurance records are very popular in South Africa, this is the first time GMSA has conducted such tests for commercial vehicles.

The 24-hour test, the precursor of a planned 72-hour test, involved three vehicles—two KBs powered respectively by 2.5- and 3.0-liter Isuzu diesel engines and an Opel Corsa Ute equipped with a 1.7-liter diesel produced by Isuzu Motors Polska.

The two KBs both broke the overall commercial vehicle record set by a 2.7-liter petrol model from the nation's top-selling pickup brand, also from Japan, as well as the overall diesel record previously held by a 3.0-liter diesel of the same brand.

The 3.0-liter KB averaged 168.8 km/h



and traveled 4,051.9 km in 24 hours, 9.7 km/h faster and 233.1 km farther than the previous records. The 2.5-liter KB scored marks of 159.31 km/h and 3,824.17 km, while the Opel Corsa Ute averaged 149.5 km/h and logged 3,587.4 km.

The models will be among nine vehicles equipped with one of the three same

powertrains in a 72-hour endurance test to be conducted by GMSA.

Since their launch in 1972, Isuzu pickups have steadily held a share of about 20 percent in South Africa, a major pickup market. The excellent results of the 24-endurance run are sure to add to the brand's strong image and provide support for GMSA sales of KB pickups. 

Fujisawa Transmission Line Produces One Millionth Unit


An MYY transmission rolled off the Fujisawa Plant line in Japan on November 30, 2009, marking the one millionth unit turned out by the plant's exclusive line for MZZ and MYY transmissions used in N and F Series trucks, respectively.

The two models combined account for the largest share of transmissions produced at Fujisawa.

The transmissions are mounted on N and F Series models for domestic and overseas shipments, as well as exported to many countries in knockdown kits. Currently, 70 percent of output is shipped

overseas in knockdown kits.


Production, which began in 2002, reached 100,000 units in 2003 and 500,000 units in 2006.

The Fujisawa Plant now looks forward to the next production milestone for these key transmissions, backed by tireless efforts to improve their performance and marketability. 



New Gallery Opens at Fujisawa Plant

An exhibition gallery in a newly opened office building at the Fujisawa Plant was launched on November 26 with an inaugural exhibit celebrating the 50th anniversary of the N Series truck, known in Japan as the "Elf."

The exhibit presents a "history tower" of photos showing important moments in the life of the series and the nation over the past half century, plus product catalogs, engines and three N Series trucks, including the first-generation model. 



NPS Aids Quake Relief

(Cont'd. from front)

construction materials and equipment needed by the ERU to set up a temporary clinic.

Auto et Mecanique, S.A., an Isuzu dealer in Haiti that fortunately sustained only minor damage to its office building, has provided space for the clinic. The clinic now is using the NPS to help provide medical treatment for a nearby camp where some 15,000 people are temporarily living. 