

## New F Series Enters South African Market

Isuzu Truck South Africa (ITSA), a 50-50 joint venture between Isuzu and General Motors South Africa (GMSA), held events in four major cities in March to herald the coming of new medium-duty F Series trucks in April and heavy-duty FX Series trucks in August.

The launch theme was entitled F-Factor for the "fantastic, ferocious, forceful and functional" features that make these new trucks so exceptional.

The events were centered on a convoy of 21 new F and FX series trucks, 14 for


ride-and-drive sessions and the others for inspection, providing first-hand experiences that enabled the participants to fully appreciate the many benefits of the new models.

The inaugural event was held in Port Elizabeth, where GMSA produces N and F Series trucks, on March 3 and 4. The convoy then visited Cape Town (March 8-10), where Isuzu is the top truck brand in the local market; Johannesburg (March 15-19), the country's largest market; and Durban (March 23-25), where Isuzus are especially popular with municipal organi-

zations. Isuzu Executive Vice President Yoshihiro Tadaki flew from Japan to join the event in Cape Town.

In total, 1,279 customers and dealers attended the ride-and-drive sessions to experience the new F Series' cabin comfort, low engine noise, smooth acceleration off the line and excellent driving visibility. They also learned about Isuzu's SEE (Safety, Economic and Environmental) technology initiatives to develop and design advanced vehicles attuned to today's driving needs.

The events also gave dealers close-up views of the FX truck equipped with an F Series cab, a promising new breed for South Africa's Extra Heavy Commercial Vehicle category.

The convoy completed its 70,000-km tour by returning to Johannesburg on schedule, a fine demonstration of the new F Series' durability and reliability. 



Launch events in four major South African cities enabled nearly 1,300 participants to better understand the many benefits of the new F and FX series.




## New NZ Distributor to Sell Isuzu-Badged D-MAX

Isuzu Utes New Zealand Limited (IUNZ) is preparing to sell the Isuzu-badged D-MAX pickup following the signing of a distributorship agreement at Isuzu headquarters in Tokyo on April 21.

Isuzu Director Ryo Sakata and IUNZ President Howard Spencer represented the two companies at the signing ceremony.

IUNZ recently unveiled the 2010 Isuzu D-MAX, now produced for general CBU export in Thailand (see previous issue), which will become the first Isuzu-badged D-MAX pickup in the local market. The unveiling was conducted at New Zealand National Agricultural Fielddays 2010, the

nation's largest agribusiness exhibition, which took place at the Mystery Creek Events Centre in Waikato from June 16 to 19.

IUNZ aims to capture 5% of the 10,000-unit pickup market this year. 



## Chinese Ministry Chooses Isuzu to Haul Quake Aid

China's Ministry of Commerce placed an order with Qingling Motors in Chongqing for 30 N Series trucks to help deliver aid following the powerful earthquake that hit Yushu County, Qinghai Province in north-west China on April 14.

The first six trucks rolled off the line at Qingling Motors on April 19 and then were quickly organized into a caravan that left for Xining, Qinghai Province on April 21. They reached their destination *(Cont'd. on back)*

**400TH ISSUE!**

# New N Series Launches in Czech Republic

Czech Republic distributor Isuzu Trucks CEE (ITCEE) kicked off the new N Series truck on April 22, marking the official debut of Isuzu trucks in Central and Eastern Europe.

ITCEE held a press conference and launching event on the kickoff day at Letensky Zamecek in Prague, a former castle now used as an event hall known for its beautiful view. Journalists from newspapers and magazines attended the morning press conference, after which an important financial daily ran the headline "Japanese Giant Isuzu Enters Czech Market."

A launching ceremony in the evening



was attended by more than 120 guests, including Japanese Ambassador to the Czech Republic Chikahito Harada (fourth from left), local dignitaries and an Isuzu representative from Japan.

The series is debuting with 3.5-, 6.2- and 7.5-ton GVW models equipped with high-torque engines that also are very fuel efficient. All three engines meet the Euro 5 voluntary directive for enhanced environmentally friendly vehicles (EEVs), an initiative for even tougher exhaust emissions limits than Euro 5.

ITCEE expects sales of 3.5- to 12-ton trucks in the Czech market to double by 2014, which is why it decided to launch N Series light trucks at this time. The company now plans to offer businesses and self-employed operators the unique quality and durability that Isuzu trucks epitomize.

Soon after the launch of the N Series, ITCEE intends to expand into the Slovakian and Hungarian truck markets, and also is considering launching 10- and 12-ton (GVW) F Series trucks in the near future.

## Isuzus Appear in Lebanese International Motor Show

Dealer Impex Trading Co. (Lebanon) S.A.L. exhibited an NMR dump truck and an NPR cab chassis in an outdoor stand at the 2010 Lebanon Motor Show, which was held at the Beirut International Exhibition & Leisure Center (BIEL) from April 9 to 18.

About 150,000 people visited the 25,000 square-meter indoor/outdoor site

to view the exhibits of some 500 companies, including passenger cars, commercial vehicles, motorcycles, accessories and other automotive products.

Impex Trading's tradition of excellent after-sales service and support for Isuzu vehicles are two key reasons why the Isuzu brand has attracted many loyal customers in the Lebanese market.

## N Series for Quake Aid



(Cont'd. from front)

after a difficult 37-hour, 1,700-km trip through a snowstorm and over rugged off-road terrain in the Tibetan Plateau.

Soon after their arrival, the vehicles were donated to Qinghai Province in a ceremony and then put to work hauling relief supplies. On the same day, the vehicles and Qingling Motors' service team headed out in a snowstorm to deliver aid to residents of the stricken area.

The outstanding ability of N Series vehicles to withstand rough roads and extreme weather was praised when they were used to provide relief aid following the Sichuan earthquake in 2008, which is why the commerce ministry quickly turned to Isuzu for urgently needed relief vehicles in Qinghai.

Qingling Motors also has received orders for 80 N Series trucks from the provincial department of finance and the Red Cross Society of China to further support relief efforts.



## New Sales Promotion Materials

Showroom materials for the 2010 Isuzu D-MAX pickup for general export are ready for distribution. For most dealers and distributors, Isuzu Operations (Thailand) [IOT] handles orders, shipments and payments for these materials at [iot\\_mkc@tripetch-isuzu.co.th](mailto:iot_mkc@tripetch-isuzu.co.th). Please note that orders for D-MAX sales materials must not be combined with orders for the sales materials of other models; such orders will not be accepted by IOT or Isuzu. Dealers who deal directly with Isuzu Tokyo should contact the usual person in charge.



Box Tower

2-Sided Banner



Item	Size (mm)	Order Code	Price (FOB Bangkok)
Box Tower*	600 x 600 x 600 each	CB-TOWER-GE&ME	¥5,000
2-Sided Banner**	850 x 2,000	2S-BANNER-GE&ME	¥3,000

\*3 paper boxes per set \*\*Includes 3-meter cord for hanging