

Isuzu-Badge Trucks Debut in Peru

Isuzu Motors Limited held a ceremony on October 21 to kick off sales of new N and F series trucks under the Isuzu brand in Peru. Previously, vehicles had been sold under the Chevrolet brand by distributor General Motors Peru S.A., which is continuing to handle sales.

High-ranking government officials were joined at the ceremony by representatives from GM Peru and Isuzu Chairman Yoshinori Ida, who flew in from Japan. Isuzu commemorated the occasion by presenting an N Series (Reward) truck (far right) to the administration of Peruvian President Alan Garcia. The vehicle now is being used by the Work and Family Institute, a non-governmental or-




Switching to the Isuzu badge is expected to boost sales of commercial vehicles in overseas markets, including Peru and other South American countries.



ganization headed by First Lady Pilar Nores de Garcia to deliver food and clothing to disadvantaged people.

Truck sales are expected to see steady growth in Peru, a market where Japanese trucks enjoy a very good reputation. Going forward, Isuzu hopes to expand commercial vehicle sales by enhancing the company's brand and reinforcing GM Peru's distribution network. The goal is to raise sales to 1,000 units by 2013.

Three weeks after the ceremony, Chairman Ida paid a courtesy call on President Garcia in Tokyo (left) on November 11, during the Peruvian leader's

official two-day visit to Japan. During the meeting, Mr. Ida gave the president a firsthand look at a pre-production compressed natural gas (CNG) model designed specifically for Peru, where CNG vehicles are gaining popularity. 



Seminars Promote New N Series in Caribbean Region

Educational seminars are one of the marketing strategies being used to promote the new Isuzu N Series truck (Reward) in the Caribbean region.

Autocamiones, C. Por A. (ACAM), the Isuzu dealer in the Dominican Republic, conducted a sales training seminar for 26 sub-dealers as part of a launching event for the new N Series on September 16 (below). A number of fleet customers also attended. The participants learned about the new models and then took part in a lively Q&A session, revealing their strong interest in the trucks.

A product seminar for major customers *(Cont'd. on back)*

Large-Truck Line Enhanced in Vietnam

Isuzu Vietnam Company (IVC) launched a 6x2 F Series model with a ceremony in Ho Chi Minh City, attracting more than 450 customers on October 24.


One of the largest F Series models at 24 tons GVW, the Forward Max FVM features a sophisticated design, rigid and durable cab, and effectively positioned halogen and fog lamps.

The model, the first FVM to appear in the Vietnamese market, is equipped with

a 6HK1-TC electronically controlled common-rail diesel, a fuel-efficient powerhouse delivering 280 PS output.

The gala launching ceremony included performances by popular singers and dancers on a stage built upon a specially decorated F Series truck.

Customers were given the opportunity to test drive seven FVMs at a separate location, which enabled them to experience the vehicle's spacious cab and high-quality performance. A questionnaire submitted to the participants has provided IVC with valuable information about how to present the new truck to prospective buyers.

The launch event proved to be highly successful judging from on-the-spot orders, the first step toward a 500-unit sales target set for the FVM's initial year in Vietnam. 



I-1 Grand Prix Contest Enhances Isuzu Brand

Teams from 10 economies gathered at the Isuzu Training Center in Kawasaki, Japan on November 4 to demonstrate their advanced service skills in the 4th I-1 Grand Prix contest. The team from Thailand won the Grand Prix, the third straight annual victory for this country, while the Japan team was runner-up and Vietnam placed third.

The annual contest for dealers and distributors in Asia and Oceania crowns Isuzu's number-one ("I-1") mechanics in terms of service skills and know-how. All teams must first qualify as the national representatives of their respective countries in preliminary contests.


Each team comprises two mechanics and a coach. The contestants compete



in practical and written examinations lasting 60 minutes each. This year's practical test covered vehicle inspections and maintenance, the repair of a 4HF engine and measurement of a rear axle and parts. The written portion included 25 questions about subjects such as vehicle structure, function and operation.

During the opening ceremony, Isuzu President Susumu Hosoi (inset) said that Isuzu service skills and know-how are

keys to providing the very best products for each market.

Excellent service is a crucial element of the Isuzu brand's competitiveness, particularly at a time when companies wish to minimize costs. The contest is a representative example of Isuzu's efforts to encourage service personnel around the world to develop skills that help to support the Isuzu brand in the logistics industries in their local markets. 


Crosswind Named AUV of Year In Philippines

The Isuzu Crosswind multipurpose vehicle was named 2009 Asian Utility Vehicle of the Year by the Auto Focus People's Choice Awards. In addition, the Alterra sport-utility vehicle was runner-up in the Large SUV category.

The awards, which are selected through a nationwide public poll, were announced on October 16.

This marked the fourth time Filipino consumers had selected the Crosswind as AUV of the Year. Since the awards program started in 2005, it has been the top-selected AUV every year but one, when it was runner-up. In 2006, the model also was selected as Automobile of the Year.

IPC president Keiji Takeda (center) attributes the Crosswind's popularity and longevity to its excellent performance, proven reliability and unmatched value for the money. With sales of 5,264 units in 2008, the highly popular vehicle ac-

counted for more than 50 percent of Isuzu's total sales in the Philippines. 



Seminars for New N Series

(Cont'd. from front)

was organized by Bravo Motors Investment Ltd. in Belize (below). Bravo Motors teamed up with Isuzu Commercial Truck of America, Inc. (ICTA), which is providing support for dealers in the English-speaking Caribbean region, to hold the seminar as part of a launch event for the new N Series on October 22. Bravo Motors has sold Isuzu commercial vehicles and pickups since 1999 in Belize, a market largely dominated by sales of used U.S. vehicles.


Product features were introduced to some 50 fleet users and other customers by an instructor dispatched by ICTA. The information covered a variety of subjects, including the new N Series' extra-low running costs and other merits for local customers.

In addition, an Isuzu-organized product



seminar for dealers from the English- and French-speaking regions of the Caribbean was held in the U.S. city of Miami on October 25 (above). The same seminar for dealers from the Spanish-speaking Caribbean was held last June.

The participants included representatives from dealerships in Aruba, the Bahamas, Saint Lucia, Barbados, Belize, Haiti, and Trinidad and Tobago, the first three of which will introduce the series by early 2010, thereby completing the launch in these seven markets. Personnel from Isuzu Tokyo and ICTA presented the main features of the new N Series and compared them with the current N Series and competing models. They also provided practical advice on sales techniques.

A spirited Q&A session gave proof that the event had improved the participants' understanding of the product and how to sell it. 



New Sales Promotion Materials

Item	Version	Order Code		Price (FOB Tokyo)
Reward Sales Training DVD	French (General Export)	NTSC	F2009-ST-REWARD-DV-N	¥1,300
		PAL	F2009-ST-REWARD-DV-P	¥1,500

