

# Isuzu's History of Underpinning the Evolution of Transportation

## 1950s

## 1960s

## 1990s

## 2010s



Social Issues

Demand for heavy-duty trucks rises due to an increase in the need for long-distance transportation while demand for light-duty trucks increases among small and medium-sized enterprises.

Demand increases for highly durable means of transportation in Asia and emerging countries

Demand increases for stable, fuel-efficient vehicles with lower maintenance costs

Transportation needs diversify to include cutting-edge safety technologies, carbon neutrality, and CASE technologies

Isuzu's Countermeasures

### ► Diversification of lineup to include light- and heavy-duty trucks

In 1959, Isuzu, whose mainstay products up to the time were 5- and 6-ton trucks, introduced the 8-ton TD truck and the TL light-duty truck (N-Series/ELF) to meet the shift in demand for larger freight loads and longer-distance transportation. Isuzu responded to the polarizing needs of large enterprises and small and medium-sized enterprises with a diverse lineup of trucks. The first-generation N-Series, a small truck that responded to the need to efficiently transport goods on Japan's limited land area and narrow roads and highways, was first produced in 1959 and has become synonymous with Isuzu to this day.



N-Series/ELF TL 2-ton truck

- 1959 Isuzu announces TD 8-ton truck and N-Series/ELF TL 2-ton truck
- 1961 Isuzu completes first phase of construction and opens the Fujisawa Plant

### ► Expansion of global customer base

Isuzu Motors Co., (Thailand) Ltd. was established in 1966. Furthermore, in 1971 the Company formed a partnership with General Motors Company of the United States that would see Isuzu expand its overseas bases beyond Asia to North America and Africa. By creating products that accurately addressed unique needs and challenges, such as vehicle and engine durability and performance on uneven terrain, in each country and region to which it expanded, Isuzu contributed to the development of local logistics networks and grew to become one of the world's leading manufacturers of commercial vehicles.



The Faster KB 1-ton pickup truck

- 1966 Establishes Isuzu Motors Co., (Thailand) Ltd.
- 1971 Signs basic agreement on full alliance with General Motors Company
- 1972 Announces Faster KB 1-ton pickup truck

### ► Development of operational support services to ensure efficient and stable vehicle operation

With the increase in the volume of goods being transported, there was a rise in demand for reliable vehicles that achieved lower running costs through improved fuel efficiency and other means. In 1990, Isuzu established Transtron Inc. as a joint venture with Fujitsu Limited, where it soon began work on the advancement of electronic controls. Furthermore, MIMAMORI, Japan's first telematics service for commercial vehicles, launched in 2004, and PREISM, an advanced genuine maintenance service that uses vehicle information to prevent breakdowns, launched in 2015. Utilizing these industry-leading connected services, we have helped enhance the efficiency and operational stability of transportation.



PREISM

- 1990 Establishes Transtron Inc. as a joint venture with Fujitsu Limited
- 2004 Launches MIMAMORI online service, a real-time telematics system for commercial vehicles
- 2015 Launches PREISM, an advance genuine maintenance service
- 2022 Launches GATEX, an information platform for commercial vehicles

### ► Transition from underpinning transportation to creating next-generation transportation solutions

Amid ever-changing transportation needs, Isuzu has created the optimal technologies, products, and services to meet the requirements of society and its customers while collaborating with a broad range of business partners in every era. Today's society requires solutions to next-generation issues such as carbon neutrality; connected, autonomous, shared & service, and electric (CASE) technologies; and advanced safety. We will continue our efforts to address these issues through open innovation, alliances with a variety of partners, and collaborative efforts with customers.



The N-Series EV launched in 2023

- 2019 Signs a comprehensive partnership agreement with Cummins Inc. to develop powertrains
- 2020 Signs an agreement with Honda R&D Co., Ltd. to conduct joint research on fuel-cell-powered heavy-duty trucks
- 2020 Concludes memorandum with the Volvo Group for a strategic alliance
- 2021 Establishes new company with Hino Motors, Ltd. and Toyota Motor Corporation to accelerate the promotion of the domain of CASE for commercial vehicles
- 2023 Executes full-model change of N-Series and F-Series trucks and adds electric vehicles to the N-Series lineup

For a more detailed time line, please refer to our website. <https://www.isuzu.co.jp/world/company/history.html>

# Vehicle and Product Lineup

## Commercial Vehicles

### • Light- and Heavy-Duty Trucks

Isuzu trucks are manufactured in Japan and overseas to address the diverse challenges of the logistics industry and boast exceptional fuel efficiency, reliability, durability, advanced safety, and low environmental impact.

### • Buses

As a form of public transportation, buses are required to deliver safety, comfort, and environment-friendly performance to support people's daily lives and mobility needs. Isuzu buses are manufactured by J-Bus Ltd., a joint venture with Hino Motors, Ltd., and are sold throughout Japan under both the Isuzu and Hino brands.



## After-Sales Services

We provide a variety of after-sales services that ensure optimal operation of our vehicles and products, both to our customers in Japan and internationally.

### • Connected services

**MIMAMORI:** Cloud-based fleet management service that remotely collects and analyzes vehicle operation information

**PREISM:** Advanced genuine maintenance system that utilizes remote data

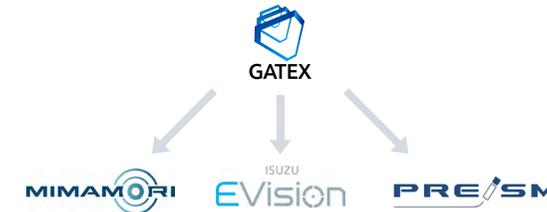
**EVision:** A comprehensive solutions program that supports customers in considering, introducing, and measuring the effectiveness of commercial electric vehicles

**GATEX:** A commercial vehicle information platform that serves as the basis for all of Isuzu's connected services

### • Maintenance services offered by our dealerships

**Leasing businesses**  
Maintenance leases, finance leases, and maintenance contracts

### • Used vehicle sales



Please see [page 29](#) for more information on Isuzu's connected services.

## Light Commercial Vehicles

Our pickup trucks are primarily geared toward emerging markets. Pickup trucks, which can be used as both passenger cars and commercial vehicles, are mainly produced in Thailand and exported to approximately 100 countries, where they support economic growth and day-to-day life.



## Powertrains

We supply diesel engines to manufacturers in a variety of fields, including construction machinery, agricultural equipment, power generators, and commercial vessels. Our diesel engines contribute to the growth of these industries by offering power and environmental performance developed for use in automobiles.



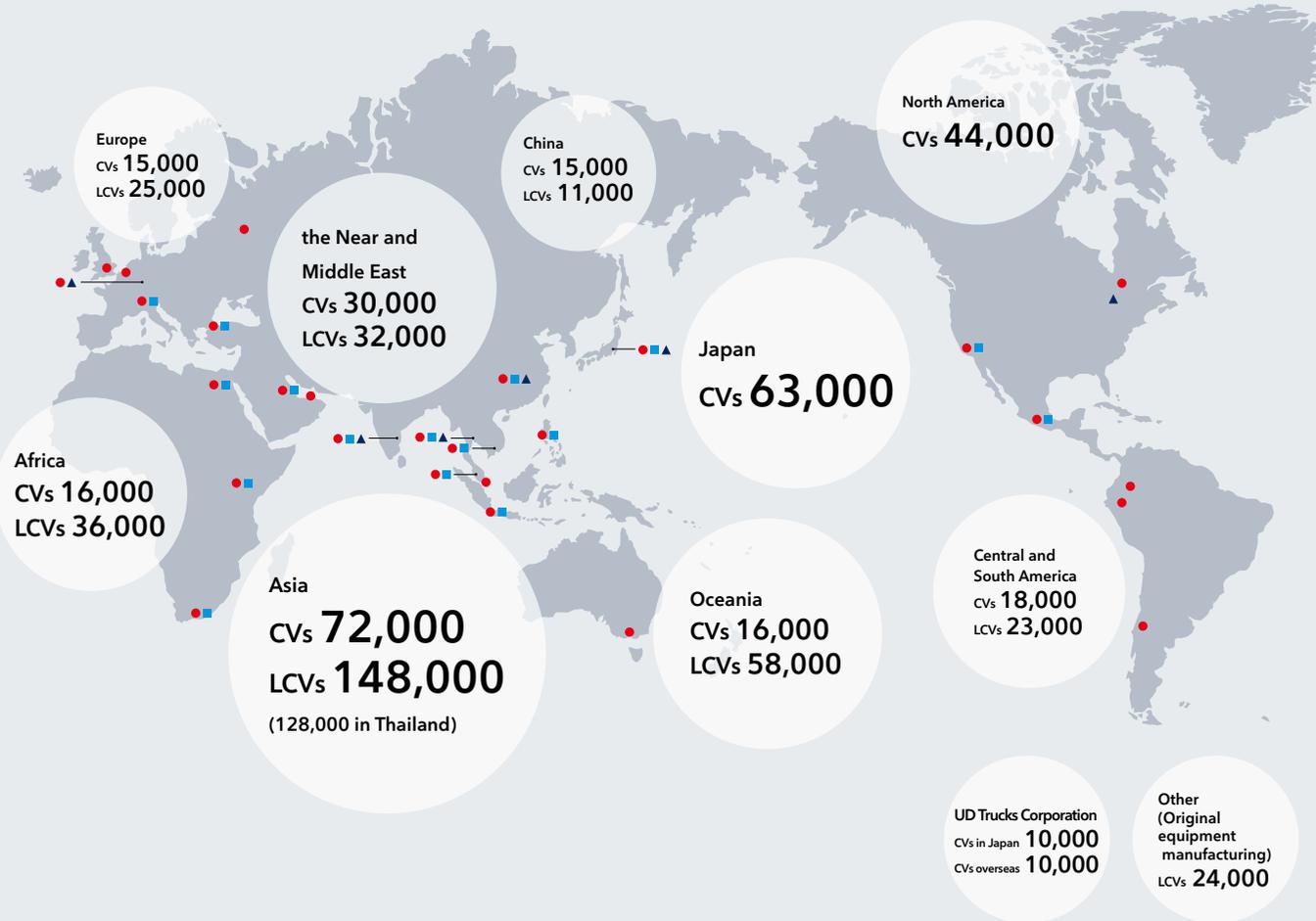
Please see our website for more information on Isuzu's connected services. <https://www.isuzu.co.jp/world/product/>

# Isuzu at a Glance

Areas of Operation  
Over **150** countries

Countries in Which Isuzu Holds No. 1 Market Share\*1  
**35**

Global Unit Sales\*2  
Approx. **670,000**



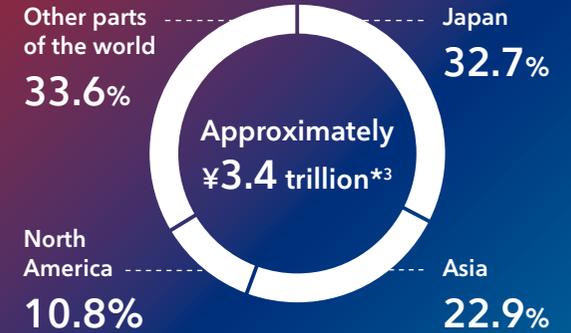
● Fiscal 2024 unit sales\*2 ● Sales site ■ Manufacturing site ▲ Development site  
CVs: Commercial vehicles such as light-, medium-, and heavy-duty trucks and buses  
LCVs: Light commercial vehicles such as pickup trucks

\*1 CY2023 results (January 2023–December 2023) Please refer to Isuzu's website for details regarding countries in which Isuzu holds the No. 1 market share.  
\*2 Figures include units delivered by knockdown shipment and assembled locally.

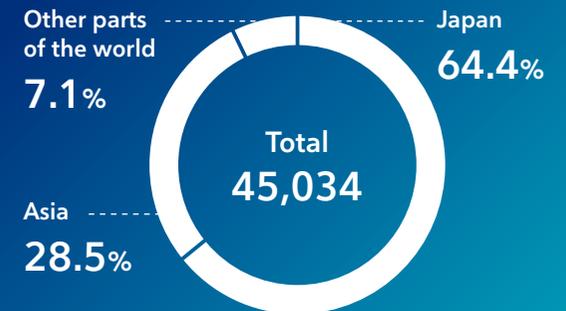
Founding  
**April 9, 1937**

Share Capital  
**¥40.6 billion**

## Net Sales



## Number of Employees by Region



\*3 Consolidated: ¥3,386.7 billion; non-consolidated: ¥1,318.0 billion