

Isuzu Introduces New Corporate Vision

Isuzu announced its new corporate vision, mission and statement in October, clarifying the direction the company will follow under its New Mid-Term business Plan beginning in April 2005.

Under its new vision, "Isuzu will always mean the best," the company will solidify its position as a leader in commercial vehicles and diesel engines, while also supporting its customers and respecting the environment.

The new corporate mission commits Isuzu to customer trust, quick action and excellence by working as a global team to deliver inspired products and services that exceed expectations.

"Trucks for Life", the new corporate statement, will soon appear together with the Isuzu corporate symbol in catalogs and other corporate tools.

Isuzu President Yoshinori Ida, speaking during a press briefing at the Tokyo Motor Show 2004 on November 2, commented on the background of the new corporate principles.

"We are committed to our customers and the total operation of their Isuzu vehicles. And to do this, we need to provide not only the best vehicles possible, but also after-support and safety enhancements. These are our tasks as a commercial vehicle manufacturer.

"We will go the extra mile to deliver new technologies and services to our customers and live up to the trust they place in Isuzu.

"Isuzu's success and prosperity are tied directly to our ability to ensure that 'Isuzu will always mean the best'".

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