

## Notice

Isuzu-designed "Mimamori-kun On-line Service" wins Grand Prix and  
the Minister-of-Internal-Affairs-and-Communications (MIC) Prize in MCPC Award 2007

Please be advised that Isuzu Motors Limited-designed "Mimamori-kun On-line Service" won the Grand Prix and the Minister of Internal Affairs and Communications (MIC) Prize in MCPC Award 2007 held on March 20 under the auspices of Mobile Computing Promotion Consortium (hereinafter called "MCPC").

"The MCPC Award" is given by MCPC, an organization for spread and promotion of mobile computing beyond the industries, to honor corporations, schools, organizations, and local autonomous bodies for having established sophisticated systems and attained outstanding achievements by introduction of the mobile computing. This time, the 5th MCPC Award was held, in which 52 applications have been filed for an award competition. As a result of the final screening in the MCPC Award 2007 held on March 20, Isuzu-designed Mimamori-kun On-line Service was awarded the Grand Prix and the MIC's Prize, which was newly established this time.



Isuzu Mimamori-kun On-line Service is a service system designed to collect and analyze ongoing truck operation data (driving operation information, engine operations information, vehicle velocity/ acceleration/deceleration information, and fuel consumption information) at the Mimamori Center through packet communications network and then inform truckers and shippers about the on-going vehicle operation status in real-time through Internet. The service can be used not only for Isuzu vehicles but also for any commercial vehicle of domestic make. (The service is applicable to 24-volt vehicles excepting for some vehicles.)

Truck transportation share accounts for about 90% of the domestic transportation. Safe transportation and environmental burden reduction are the big urgent task. There is more growing demand for visualization of vehicle operations status. The Mimamori-kun On-line Service has realized visualization of the vehicle operations status, thereby contributing to safe operations and environment burden reduction. Furthermore, the Service is designed to provide customers with the information in real time by utilizing mobile computing.

Isuzu is committed to continuing to contribute further to safe operation and environmental burden reduction of the trucks through the Mimamori-kun On-line Service in future.

\* Typical Service Menu

<Service of providing information in real time>

Vehicle positioning service/Possible accident warning service/quicker service/accident-prone area warning information

<Service of reporting for each operation>

Fuel efficient driving report service/fuel efficient driving digest/driving time analysis report service, etc.