

Filipino Motorists Award D-MAX and Alterra

The Isuzu D-MAX pickup and Alterra sport-utility vehicle topped their respective categories in the 2007 Petron Xtra Unleaded Auto Focus People's Choice Automobile of the Year Awards, based on a survey of local motorists from February to May.

The D-MAX was named Pickup of the Year for the third consecutive year and the Alterra was selected Large SUV of the Year for the second consecutive year. In addition, the Crosswind multipurpose vehicle was runner-up in the Asian utility vehicle category. Isuzu Philippines Corporation (IPC) is the exclusive distributor of the three vehicles.



The People's Choice Awards is held annually by the TV show Auto Focus to determine the year's most popular vehicles. Participants vote through the Auto Focus website and on-site balloting at various locations.

As part of the survey, a display of candidate vehicles was held at the World Trade Center in Pasay City. Visitors voted via computer set up by Sunshine TV Network, the producer of Auto Focus and organizer of the award program.

Isuzu exhibited two Crosswinds, an Alterra 4x4, a D-MAX 4x4, two passenger vans and three powertrain units (for automotive, marine and industrial applications). Isuzu was a big winner even at the show, winning the show's Best Display award, as well as the Best-Dressed Model with the D-MAX. The model has become the most distinguished vehicle in the history of the program. Building on its excellent reputation for durability, reliability, fuel economy and rugged good looks, the D-MAX has earned the enduring loyalty of the Filipinos.

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