

May 12, 2015

Isuzu Motors Limited Developed New Mid-Term Business Plan
(April, 2015 through March 2018)

Isuzu Motors Limited (hereinafter called "Isuzu" headed by President and Representative Director, Susumu Hosoi) has developed a new Mid-Term Business Plan through March 2018. This new Mid-Term Business Plan calls for further expansion of the Company's growth strategy under the previous mid-term business plan, propelled by two operations of engineering, sourcing and manufacturing, and of aftersales, the two of which will be closely linked and seamlessly run like two wheels.

Under the new business plan, Isuzu will focus more on "Isuzu Involvement in Distribution Business" and "Enhancement of Aftersales Business", the tasks carried over from the previous mid-term business plan, and in doing so it will firmly put in place "Operation to Minimize Downtime" (aftersales) in addition to the already established "Engineering, Purchasing and Manufacturing Operations". To that end, the plan sets forth six initiatives as described below, and by pushing for these initiatives, Isuzu aims to increase its global presence to that extent that it will be genuinely needed by customers around the world.

•Six Initiatives

1. 1) Push for global 3 plus 2 core business organizations.
2. 2) Boost product portfolio and technology.
3. 3) Expand aftersales business in emerging countries while refining business model in advanced nations.
4. 4) Move marketing function closer to markets.
5. 5) Link two operations of engineering, sourcing and manufacturing, and of aftersales.
6. 6) Lay a corporate foundation in support of next generation.

Through its efforts to achieve the above, Isuzu will aim to expand the scope of its business and to build a two-wheel-model where "Engineering, Sourcing and Manufacturing Operations" and "Operation to Minimize Downtime" are closely linked and seamlessly run like two wheels. At the same time, this effort will help the Company realize its corporate vision "Isuzu will always mean the best: A leader in transportation, commercial vehicles and diesel engines, supporting our customers and respecting environment".

Meanwhile, Isuzu will keep proper capital efficiency. At the same time it will maintain and improve the stable profitability and financial structure, while sufficiently investing in the growth strategy in order for its sustainable growth to stay on its desired path.

By setting the targets of global shipment in FY2018 of 380,000 units for CV (331,000 units in FY2015) and of 440,000 units for LCV (338,000 units in FY2015), the Company aims for steady growth and expansion of its business.

Click here for more information.

<https://www.isuzu.co.jp/world/investor/15-17/index.html>