

Isuzu's All New Pickups Popular in Thailand and Australia

Isuzu all new pickup trucks enjoy a good reputation in the Thai and Australian markets where the products were already introduced prior to the launching in the general export markets scheduled in June 2003.

Isuzu has developed this vehicle with General Motors Corporation (GM) as a next generation pickup which is positioned also as a global strategic vehicle in GM group. In addition to boasting excellent fuel economy and durability, both inherited from earlier models, the pickup offers its superior features including sophisticated exterior styling, comfort interior as well as powerful and clean engine line-up, which assures high competitiveness in the world markets.

In Thailand where Isuzu has attained the leading position for long time in this largest segment, this pickup truck was launched under the name "Isuzu D-MAX" in May 2002. Since then, the D-MAX series has been enjoying brisk sales in this tough market while competitors have introduced their new products one after another. The D-MAX sales figure for the year 2002 was 83,610 (including the previous model), which accounts for 35.3% of the market share and Isuzu gained the top market share for seven consecutive years. Although almost one year has passed since its launch, the March sales amounted to the record-breaking 10,345 units, keeping the