

## All-New Pickup Hits Global Market

The all-new Isuzu pickup is now under full production for general export and distributed to the world market under the name Isuzu D-MAX ("Rodeo" in the UK only). Customers around the world will soon be enjoying the vehicle's stylish design and enhanced durability, reliability and strength.

The Isuzu D-MAX is positioned as a sport-utility vehicle for active lifestyles. With its strongly emotional appeal, the Isuzu D-MAX is sure to be a source of great pride for the owners of this vehicle. At the same time, the Isuzu D-MAX is a highly practical vehicle suited to many commercial uses.

The exterior design is characterized by the Isuzu D-MAX's distinctive lines and sleek, flush surfaces. A clean, roomy and strong design makes this a timeless vehicle backed by high quality and innovation.

With its highly rigid body, the Isuzu D-MAX sets a new standard for durability. Optimally arranged basic frame members and enlarged side panel members offer increased durability and safety. Double-sided galvanized steel sheets improve anti-rust performance under the floor and in other key areas.

The side door beams, front bumper and chassis frame are reinforced for enhanced cabin safety. Chassis frame thickness and configuration are selectively optimized, with the frame's front and rear sections designed to absorb more impact, and the center section reinforced for greater resistance to impact.



