

Translation

For Immediate release:

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Isuzu Unveils New Mid-term Business Plan

November 18, 2004 (Tokyo) --- Isuzu Motors Limited (TSE code:7202), aiming to be "the global leading CV, DE company", announced the development of a New Mid-term Business Plan, covering three financial years from April 2005 to March 2008. Setting out to operate under a new corporate vision, Isuzu will expand its commercial vehicle and diesel engine businesses on a global basis. The company aims at achieving a 100 billion yen consolidated operating profit on consolidated sales revenue of a 1,600 billion yen in the fiscal year ending in March 2008, approximately an 16% and 10% increase respectively from the forecasted results in the most recent fiscal year ended in March 2005.

In October 2002, Isuzu Motors announced the New 3-year Business Plan to rebuild the corporate value. Since then, all of Isuzu Group companies made vigorous efforts in carrying out various measures set forth in the Plan. As the result, achievement of all the targets in the Plan is clearly in sight before waiting for the end of the three-year period. Accordingly, the company decided to develop a new mid-term business plan setting forth targets to be achieved in the fiscal year ending in March 2008.

The New Mid-term Business Plan announced today is positioned as a strategic stepping stone for the company's future growth and expansion, and the three-year period will see aggressive investments by the company. The New Plan clearly aims at establishing solid business foundation by enhancing product lineup with the development of global, strategic products, and reinforcing organizational capabilities and strengths in each business sector, whether by product or by market, and through the reinforced collaboration with General Motors Corporation.

More specifically, the New Mid-term Business Plan targets at: a 20% product cost reduction through modularization, component integration and new product introduction; new market introduction of strategic trucks to capture the No.1 position in Japan; realization of a 300,000-unit commercial vehicle sales organization through reinforcement of CV distribution capabilities around the world, and profit maximization through integration of LCV light-duty commercial vehicle platform and introduction of derivative models.

Furthermore, Isuzu will promote expanding its role as a key player in the General Motors group in the joint product development and manufacturing by aggressively reinforcing collaborative relationship with GM.

With these key focuses, Isuzu will strive to enhance its corporate value and solidify fundamental strengths to cement its competitive advantages.

I. Performance Targets

Fiscal Year to March 2008 JPY in billion

Consolidated revenue:	1,600
Consolidated operating profit:	100
Operating profit margin:	Over 6%

II. Corporate Vision:

"The World Leading CV, DE Company"

III. Outline of New Mid-term Business Plan

Development and introduction of Strategic Products
for Global Markets

Reinforcement of Business Activities by Market /
Product

- Develop strategic products
- Reinforce cost structure
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