

January 31, 2008

Isuzu to End North American SUV Sales

Isuzu Motors Limited (President Susumu Hosoi; "Isuzu") has decided to end its North American SUV (Sport Utility Vehicle) new vehicle sales business as of January 31, 2009.

This decision to end the SUV new vehicle sales business was made because there are no forecasts for continuation of the SUV business through introduction of a next-generation vehicle model or a Isuzu-made model to replace the GM-OEM vehicle currently being marketed (Ascender and i-series pick-up trucks). The SUV parts and service business will continue.

Currently, Isuzu's North American business comprises the three businesses of CV (trucks), SUV and PT (diesel engines and components).

