I suzu "2011- 2013 Mid-term Business Plan"

November 8, 2011

Isuzu Motors Limited (Susumu Hosoi, President and Representative Director, as hereafter defined "Isuzu" formulate new

"Mid-term Business Plan" (April 2011 to March 2014) focus on transition and establishment of "Three Global Core Business

Organization" including CV (Commercial Vehicle) business for emerging market, in anticipation of FY2016, in addition to

existing Japan-based CV business and Thailand centered LCV (Pick-up and Pick-up derivative) business.

3) Group Strategy
Enhance cross-business functions to support Regional Strategy
1. Engineering
• Japan focuses on core engineering and transfers engineering function to ASEAN to develop specific products best suited
for emerging market.
2. Manufacturing
• CV full line-up development in ASEAN. Transfer manufacturing function from Japan to China to establish foothold for
next-generation HD.
• Expand localization of CV components in ASEAN by utilizing LCV infrastructure and promoting local production by ISZ
Group companies.

4) Alliance Strategy
• Isuzu will aggressively promote discussions for alliance with possible partners on a product by product basis and on a
market by market basis so that ISZ can grow as an independent entity.

Click here for more information.
 https://www.isuzu.co.jp/world/investor/11-14/index.html