

Isuzu PUVs Becoming Popular in Philippines

Total sales of Isuzu's public utility vehicles (PUVs) surpassed the 130 mark in May, roughly one year after Isuzu Philippines Corporation (IPC) delivered its first set of PUVs in June 2018 to the Senate Employees Transport Service Cooperative (SETSCO) under the national government's Public Utility Vehicle Modernization Program.

The PUVs are based on the IPC-assembled QKR77 platform and their rear bodies are designed and manufactured by Almazora Motors.

IPC's president and other executives recently visited the Parañaque Integrated Terminal Exchange, a public transport terminal in Parañaque City, to see how the PUVs, including a number of vehicles delivered to SETSCO, are supporting transportation to and from the terminal (below).



Isuzu PUVs are becoming a common sight on Philippine streets, including in Tarlac Province (left) and on Boracay island.



This year, fleet deliveries to major customers began on March 15 with a shipment of 20 units to the Paniqui Gerona Tarlac Transport Services Cooperative in Paniqui, Tarlac, an umbrella organization of the Pasang Masda drivers' association. Related government organizations supported the delivery.

In May, 15 units were delivered to the Metro Comet Transport Cooperative for deployment along a loop road between Rodriguez, Rizal, and Cubao, Quezon City. Another 15 units were received by the Lucban Genesis Transport Service and Multipurpose Cooperative in Quezon Province for use on a 60-km route between Lucban and Tayabas and another route between Mauban and Lucena City.

Also in May, three Isuzu PUVs were delivered to the Boracay Land Transport

Multi-Purpose Cooperative on Boracay island. Last October, the Grab Philippines ride-hailing service also received two Isuzu PUVs (above) soon after the world-famous resort island was reopened following a six-month closure that was implemented to help the local ecosystem recover from excessive tourism.

Going forward, Isuzu hopes to see its practical PUVs increasingly contribute to the quality of daily life in the Philippines.



D-MAX Honored Again in Germany

VerkehrsRundschau, a German logistics magazine, and its sister magazine *Trucker* selected the Isuzu D-MAX Double Cab 4x4 as their Green Light Truck 2019, marking the D-MAX's second straight year to be honored with an environmental title. An awards ceremony was held in Munich on June 3.

Every year, the two magazines recognize the most environmentally friendly
(Cont'd. on back)

Middle Eastern Media Test D-MAX

Isuzu Motors International Operations (Thailand) organized a media trip from March 25 to 28 to enable Middle Eastern journalists to test drive the 2019 D-MAX pickup at Isuzu 4x4 Land in Pathum Thani, Thailand.

Six journalists from Saudi Arabia,

Kuwait, Jordan, Oman and the United Arab Emirates experienced the excellent performance of various D-MAX 4x4 models, which they piloted through seven driving sections, each with its own special obstacle, such as a 10-meter hill and a 40-degree ramp.

The trip's itinerary included a visit to the Gateway plant of Isuzu Motors Co., (Thailand) in Chachoengsao, where the D-MAX is produced. The group also visited the Bangkok International Motor Show to view 13 D-MAX and mu-X models on display.

The well-planned trip effectively generated a number of media stories in the Middle East, a major market for the D-MAX.



Isuzu Products Showcased In Sri Lanka and Germany

Isuzu vehicles and non-road engines attracted attention at trade shows in Sri Lanka and Germany in March and April, respectively.


Sri Lankan distributor Sathosa Motors PLC (SML) launched the 2019 D-MAX 4x4 Double Cab during Colombo Motor Show 2019 (below), which was held at



the BMICH convention center from March 15 to 17. The D-MAX, which has a Euro-4-compliant three-liter engine paired with a six-speed manual transmission, also offers a number of luxury options. In addition to a display of two new D-MAXs, a separate exhibit of four N and F series trucks was arranged outdoors.

About one month later, Isuzu Motors, Isuzu Motors Europe and Italian-based vehicle distributor MIDI Europe jointly organized an Isuzu stand at bauma 2019 (above right), which took place in Munich from April 8 to 14. The show, which is held every three years as the world-leading trade fair for construction machinery and vehicles, attracted more than 620,000 people this year. The Isuzu ex-



hibit consisted of two N series trucks and an F series truck, plus a display of five industrial engines: four Stage-V-compliant diesels and a 4HV1 natural gas model. 


Joint Trucking Efforts Begin in Japan

Four major transport companies in Japan—Seino Transportation, Nippon Express, Japan Post and Yamato Transport—launched joint-highway-trucking operations with a ceremony on March 28. The collaborative project involves the use of 25-meter full tractor-

trailers, including models made by Isuzu.

The initiative was prompted by new vehicle regulations introduced in Japan to extend the legal length of full tractor-trailers from 21 to 25 meters from January of this year. The change was made to support the transport industry by expanding load capacities and adapting to a shortage of truck drivers.

The joint operation entails a full tractor of one company hauling a trailer of a different company between two logistics hubs.

Isuzu added a new full-tractor variant to its Giga heavy-duty truck lineup last year in anticipation of increased demand for 25-meter full tractor-trailers. 



N Series Anniversary Logo Available

Isuzu dealers, distributors, subsidiaries and affiliates outside of Japan are encouraged to use a just-released logo that has been created to celebrate the N Series' 60th anniversary this coming August 26.


The logo is meant to unify the Isuzu N Series' global brand among customers and other stakeholders worldwide while concurrently strengthening a sense of unity among all members of the Isuzu family.

The "0" in the logo's "60" is designed to symbolize the world, the stage upon



which N Series trucks have been playing a vital role for 60 years. The logo's smart, clean image expresses the sophisticated, eco-minded future that Isuzu envisions for its ever-popular truck series.


Eligible companies are strongly recommended to use the commemorative logo in their documentation and sales-promotion materials.

The logo is available for official display until March 31, 2020, so don't wait—contact the Isuzu representative in your market soon for further information! 

University Auto Courses Assisted In Vietnam

Isuzu Vietnam Co. (IVC) recently donated a variety of materials for use in automotive-education courses at universities in Ho Chi Minh City (HCMC) as part of the company's ongoing Heart and Smile CSR program.

On April 19, IVC donated engines and transmissions to the HCMC University of Technology. A representative of IVC, speaking during a ceremony, noted that his company continuously supports the nurture of future generations for the automotive industry.

IVC also donated an FVM truck to TW3 College on May 10 and an NPR truck, an engine and transmission to the HCMC University of Technology and Education on May 17. 



D-MAX Honored Again

(Cont'd. from front)

commercial vehicles with their Green Truck, Green Van and Green Light Truck (pickup) awards based on environmental data, such as fuel consumption and greenhouse gas emissions, which are determined in independent vehicle tests.

The D-MAX, which has a 2,100-kg curb weight, 900-kg payload and 3.5-ton towing capacity, scored an average fuel-economy rate of 9.05 liters per 100 km and a CO₂-equivalent emission rate of 287 grams per 1 km. 