

May 8, 2003

### Isuzu Earns Three More Awards in Thailand

Isuzu has earned another three automotive awards in Thailand, including a second-straight car-of-the-year trophy.

The Isuzu D-MAX, the local name for the all-new Isuzu pickup series, was named Best 4-Door Pickup (D-MAX CAB-4 2WD) and Best Technology & Design Pickup (D-MAX 4WD).

The third award was created specially to recognize Isuzu as the nation's best-selling commercial brand for an impressive 20 consecutive years.

The awards program was organized by Grand Prix International, the nation's leading automotive publisher, in cooperation with the Society of Automotive Engineers of Thailand, Thai Automotive Journalists' Association and Royal Automobile Association of Thailand. This is the program's fifth year.

Labor and Social Welfare Minister Suwat Liptapanlop presented the awards in a ceremony at the Bangkok International Motor Show on March 28. Tri Petch Isuzu Sales Co., Ltd. (TIS) was represented by President Goro Shintani, Senior Vice President Ryuichi Hasuo, and Vice President Kunikazu Ishiwatari.

The annual show, open to the public from March 28 to April 6 at the Bangkok International Trade and Exhibition Center, attracted 130 companies from 11 countries.

TIS, which has participated in every show for the past 24 years, presented a special exhibition of limited-version Isuzu D-MAX vehicles. Sales of the D-MAX rose in each of the first three months of this year, setting a new all-time local-market record for Isuzu pickups for three consecutive months yielding the unprecedented 45.7% share year to date. Isuzu enjoyed a leading 37.4 percent share of the Thai one-ton pickup truck market in 2002.



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