

NEWS RELEASE  
January 5, 2016  
FOR IMMEDIATE RELEASE

**TO: ALL CUSTOMERS & PRESS**  
**SUBJECT: ISUZU DIESEL POSITIONS TOP-OF-THE-LINE ENGINES UNDER ISUZU RED TECH™**

Plymouth, MI — Isuzu has proven itself for 100 years and with the number one Cab-forward truck since 1986 and over 20 million Diesel engines Worldwide, ISUZU RED Tech™ has become the next logical step to who we are in the marketplace. "We have always been known for Reliable, Eco-friendly, Durable, and Technologically Advanced Diesel Engines", said John Dutcher, Director of Sales and Marketing, Isuzu Motors America, LLC. "What we are doing now is packaging these benefits in a more memorable way for our Top-of-the-line Tier 4 Diesel Engines under ISUZU RED Tech™," Dutcher continued.

From their proven manufacturing history beginning in 1916, Isuzu continues to bring engineering solutions into the 21st Century for On- and Off-road customers for today's applications.

"ISUZU RED Tech™ focuses on our fuel-efficient, low noise, and maintenance-free Diesel engines that are designed to meet our customers exact requirements," said, Atsumi Morita, Vice President, PowerTrain Marketing and Product Planning, Isuzu Motors America, LLC.

Known for being reliable, environmentally friendly, durable, and technologically superior, Isuzu Diesel engines have performed in every environment and customer application needed. Isuzu Diesel plans to continue this proven customer focus by providing diesel engines for today and into the future.

Isuzu is reliable because of their global leadership in manufacturing of high technology engines, trucks, and buses that are being used throughout the world. Resources dedicated to continuous improvements through thousands of employees who are disciplined in engineering, manufacturing, and management help ensure the right products for customers.

From its beginning, Isuzu has always been concerned about the earth. Their Eco-friendly Diesel engines use a unique technology applied in low load applications achieving Tier 4 Final without a DPF (Diesel Particulate Filter). Each engine is precision tuned for its highest efficiency, reducing oil and fuel consumption.



*ISUZU RED Tech™ 4L*



Isuzu Diesel Engines are built durable because of an optimized robust fuel injection system with efficient distribution, including a precise cylinder-to-liner fit which enhances proper combustion and eliminates excessive oil consumption throughout the life of the engine.

"Our engines have long-lasting and robust fuel injection systems designed for excellent fuel economy and extended service life," said Dutcher. "Stringent criteria is used to help lower NVH (noise, vibration, harshness) and is engineered into every Isuzu engine," Dutcher continued.

Technologically advanced so every application is designed to meet customer specifications and is engineering validated for each environment. Isuzu Diesel engines provide reliable performance, durability, and high thermal efficiency to help eliminate downtime.

#### About Isuzu

Established in 1916, Isuzu has developed into a technological leader in transportation, commercial vehicles, and Diesel engines worldwide, with a diverse portfolio of industrial Diesel engines for on- and off-road use, marine, commercial vehicles, sport utility vehicles, and pick-up trucks. These customer-focused products are reliable, Eco-friendly, durable, and technologically advanced. Additional information about Isuzu can be found on the following company websites: [www.isuzuengines.com](http://www.isuzuengines.com), [www.ies.isuzu.co.jp](http://www.ies.isuzu.co.jp), [www.isuzucv.com](http://www.isuzucv.com), [www.isuzu.com](http://www.isuzu.com) and [www.isuzu.co.jp](http://www.isuzu.co.jp)

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