

NEWS RELEASE
February 5, 2018
FOR IMMEDIATE RELEASE

TO: ALL CUSTOMERS & PRESS
SUBJECT: ISUZU EXHIBITING AT ARA THE RENTAL SHOW 2018

PLYMOUTH, MI – Isuzu Motors America, LLC PowerTrain Division (ISZAPT) is pleased to announce plans to exhibit, for the first time, at ARA The Rental Show in New Orleans, LA February 19 through the 21, 2018. This annual exclusive Rental Industry event will have more than 700 exhibitors in Construction/Industrial, General Tool and Party/Events. This Industry is projected to reach rental revenue of \$63.2 billion by 2020.

ISZAPT will be located at booth #6931 and will be showcasing the new 4HV1 and 4L-Series Power Unit engines. The ISZAPT sales team will be in attendance to provide more details on these engines inclusive of our entire product offering or to answer any questions.

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, www.isuzuREDTech.com, www.ies.isuzu.co.jp, www.isuzucv.com, www.isuzu.com and www.isuzu.co.jp

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