

NEWS RELEASE

July 23, 2018

FOR IMMEDIATE RELEASE

**TO: ALL CUSTOMERS & PRESS****SUBJECT: ATSUMI MORITA ASSIGNED TO EXPAND ISUZU ENGINE SALES IN EUROPE**

PLYMOUTH, MI – Isuzu Motors America, LLC Atsumi Morita, Vice President, PowerTrain Division in the USA accepts a new role to expand Isuzu Engine sales in Europe where new emissions regulations will begin in 2019. Achieving successes with engine emission regulations in America, Mr. Morita will now work under Isuzu Motors Limited in Japan to bring new energy to the Industrial Solutions Division.

As Vice President for Isuzu Motors America for almost five years, Mr. Morita managed Engineering, Marketing and Sales Executives to expand and support Isuzu product offerings and customer relations in the Americas.

Over the years, Mr. Morita has managed Isuzu's Japanese dealership network in Hokkaido, Tohoku and Kanto in Japan which included engine sales, powertrain development and sales and industrial engine and powertrain manufacturing, marketing and sales. Later, he added overall business and product planning with domestic and overseas engine development, sales and distribution. Mr. Morita developed and implemented cost control policies and procedures, while increasing sales volume and positive brand recognition.



Atsumi Morita, Vice President  
PowerTrain Division in USA  
Assigned to Isuzu Engine Sales, Europe

### 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.IsuzuREDTech.com](http://www.IsuzuREDTech.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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