



FOR IMMEDIATE RELEASE

May 1, 2025

## **ISUZU ENGINE SALES CELEBRATE A GOLDEN ANNIVERSARY**

50 YEARS OF POWERING INDUSTRY IN THE U.S.

**Plymouth, MI – May 1, 2025** – For half a century, Isuzu industrial engines have powered productivity across the United States. Isuzu diesel engines are known throughout the off-road equipment market for their unmatched reputation for reliability, durability, and long-term value.

Since 1975, Isuzu Diesel has remained a trusted name in powering a broad range of industrial applications – serving construction, agriculture, utility, and rental fleets with reliable engine solutions. In a market that has evolved dramatically over five decades, Isuzu engines have stood the test of time with proven performance.

“Fifty years of continuous presence in the U.S. industrial market is a proud milestone – one that reflects the long-standing support of our customers and distributors,” said Masaaki Sugino, Executive Vice President of Isuzu Motors America, LLC. “We owe this milestone to the many equipment manufacturers, end users, distributors and dealers who have placed their trust in our engines, year after year.

“As we move forward, our focus remains on delivering dependable engine solutions that support the evolving needs of our customers. We’re proud to carry forward our legacy of dependable performance. And we’re committed to supporting our customers in every phase of their equipment lifecycle – today, and for decades to come.”



## About Isuzu Motors America, LLC, PowerTrain Division

Today, Isuzu Motors America, LLC, PowerTrain Division, headquartered in Michigan, is the exclusive Isuzu engine distributor in the U.S., Canada, and Latin America. Marketed in the U.S. as Isuzu Diesel, our products are sought after by manufacturers and consumers who need durable engines and power units for the machinery that drives their livelihoods. The Isuzu PowerTrain Division has built a vast network of dealers and distributors numbering more than 400 to sell and service our customers, including engines, accessories, service tools and Isuzu genuine parts. Isuzu Diesel products include more than 30 engine models with power outputs ranging from 11.8HP to 512HP, for use in off-road industrial applications. For more information, visit [www.isuzuengines.com](http://www.isuzuengines.com) and [www.isuzu.co.jp/world](http://www.isuzu.co.jp/world).

**Isuzu Engines range from 11.8HP to 512HP within these industries/applications:**

**AGRICULTURAL EQUIPMENT**

- Cutters and Shredders
- Harvesting Equipment
- Hay and Forage Equipment
- Loaders
- Planting Equipment
- Sprayers and Applicators
- Tillage Equipment
- Tractors

**CONSTRUCTION EQUIPMENT**

- Backhoes
- Bore/Drill Rigs
- Excavators
- Pavers
- Forklifts
- Rollers and Graders
- Skid Steer Loaders
- Wheel Loaders and Dozers

**FORESTRY EQUIPMENT**

- Chippers
- Fellers
- Harvesters
- Loaders
- Skidders
- Swing Machines

**INDUSTRIAL EQUIPMENT**

- Aerial Lifts
- Air Compressors
- Aircraft Support Equipment
- Cranes
- Irrigation Sets
- Light Plants and Signal Boards
- Pressure Washers
- Scrubbers and Sweepers
- Surfacing Equipment

**PUMPS**

- Centrifugal
- High-Volume Drainage
- Trash
- Water

**POWER GENERATION UNITS**

- Standby and Prime Power

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