

Press Release
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Isuzu Motors India drives into East India; opens its first dealership outlet in Kolkata

- Inaugurates “**Mohanmotor Isuzu**”– company’s 1st dealership outlet of East India in the state of West Bengal.
- Marks its entry into the state with the culmination of 3rd ‘**Max Run Challenge**’ from **Lucknow to Kolkata**

Kolkata: In line with its network expansion drive, Isuzu Motors India Private Limited, a subsidiary of Isuzu Motors, Japan, one of the world’s largest commercial vehicle manufacturers and a leader in pick-up trucks, today announced its entry in the Eastern part of the country. To mark the occasion, Isuzu Motors India inaugurated the first dealership outlet of East India in Kolkata – “**Mohanmotor Isuzu**”..

Isuzu made its entry into the market with the culmination of the 3rd edition of the **Isuzu “Max Run Challenge”** which was held at the new dealership facility located at Ecosuite Business Tower, 1st Floor, Plot II, D/22 Action Area –II, New town Street No 676 and 775, Rajarhat, Kolkata – 700156. Kolkata being the main commercial city of Eastern and North Eastern India, the new dealer facility will cater to the needs of the customers in the region with best-in-class products and services.

The Isuzu “Max Run Challenge” drive conducted from Lucknow to Kolkata achieved a mileage of 20.42 km/litre in covering 1033 kms with 50.58 litres of fuel.

Speaking at the inauguration, **Mr. Shigeru Wakabayashi, Deputy Managing Director, Isuzu Motors India**, said, “We are extremely happy to be here in Kolkata, as we are progressing rapidly in terms of our network expansion. With our presence in Kolkata, we will provide customers in the east unique advantages of our product portfolio that will help them invigorate their businesses. We are happy to be partnering with “**Mohanmotor Isuzu**”, as they are well known for their customer-oriented approach.”

Mr. Sandip Bajaj, Dealer Principal, Mohanmotor Isuzu, said, “We are happy to be associated with Isuzu Motors, a brand that is known for its pioneering effort in diesel engines and commercial vehicles. I am extremely happy to be associated with Isuzu Motors India to bring Isuzu’s world-renowned pickup trucks and sports utility vehicle to this part of the country. We will offer the best in sales and service support to all our customers with Isuzu.”

The award winning Isuzu D-MAX is tough, reliable and fuel efficient. It is built on a heavy-duty chassis that offers Isuzu’s legendary durability and superior performance, making it one of the most competitive pick-up trucks in the country. The Isuzu D-MAX has a large and wide cargo deck that can carry loads with ease. The cab of the Isuzu D-MAX is made from high-tensile steel that ensures greater safety. The front and rear suspension having independent coil springs and rigid leaf springs respectively, provide greater stability to the vehicle. It sports a bold and aggressive look on the outside and sophisticated, passenger-vehicle like interiors, making it a pride for the owner. Powered by the legendary Isuzu engine technology and its practical features, the Isuzu D-MAX helps the customers to ‘**Go More, Do More and Get More**’.

The Isuzu D-MAX is now available in Cab-Chassis and A/C variants offering customers a wider choice suiting their business requirements.

A completely new concept in India, the new Isuzu D-MAX Space Cab’s unique feature is its extended cabin space of 1.5 feet behind the drivers’ seat, which can store valuable/ fragile goods. It offers significant features like power steering, power windows, centralized door lock, etc., making it ideal for commercial use in industries like Agriculture, Retail, Dairy, Engineering, Manufacturing and Small businesses.

Isuzu is rapidly expanding its dealer network in the country and has plans to open 60 outlets across India by end of 2015-16. Isuzu currently has 21 dealership facilities at Delhi, Noida, Jaipur, Mumbai, Chennai, Bangalore, Hyderabad, Coimbatore, Madurai, Visakhapatnam, Tirupati, Cochin, Calicut, Ahmedabad, Rajkot, Ludhiana, Lucknow, Gurgaon, Indore, Vadodara and Kolkata.

About Isuzu Motors (India)

Isuzu Motors Limited, Headquartered in Tokyo, Japan is a global manufacturer of light, medium and heavy commercial vehicles, utility vehicles and diesel engines. With operations in 25 countries, selling in more than 100 countries worldwide, the company is a leader in pickups and pickup based derivatives in many markets. The company manufactures and sells over 6 lakh units annually across the world.

Isuzu Motors India Private Limited (IMI), a subsidiary of Isuzu Motors Limited, Japan, was established in August 2012 in Chennai, Tamil Nadu. Headquartered in Chennai, Isuzu currently has a contract manufacturing agreement with Hindustan Motors (HML) under which HML is assembling CKD kits of Isuzu's Sports Utility Vehicle MU-7 and pick-up truck D-Max, at its Thiruvallur, Chennai plant.

Isuzu began civil works on its proposed manufacturing plant site in SriCity, TADA, Chittoor District, Andhra Pradesh, in January 2014. The company had acquired 107 Acres of land in 2013 after signing a MoU with the Andhra Pradesh State Government in order to start automobile manufacturing operation in India. This new facility is likely to commence commercial operations by early 2016, with the initial production capacity at 50,000 units/ year. Isuzu will scale up the production capacity to 120,000 units/year, with the accumulated investment of Rs. 3,000 Crore, and is expected to generate 2000 - 3000 jobs. The company has plans to open 60 dealership outlets across the country by 2016 and aims to have 160 by 2020.

Isuzu Motors India plans to achieve 100% percent localisation within three years of commencing production in 2016. It is an exemplary showcase of Isuzu's long term commitment to the Indian market.