

## "Champion through the years, Champion through the roads"

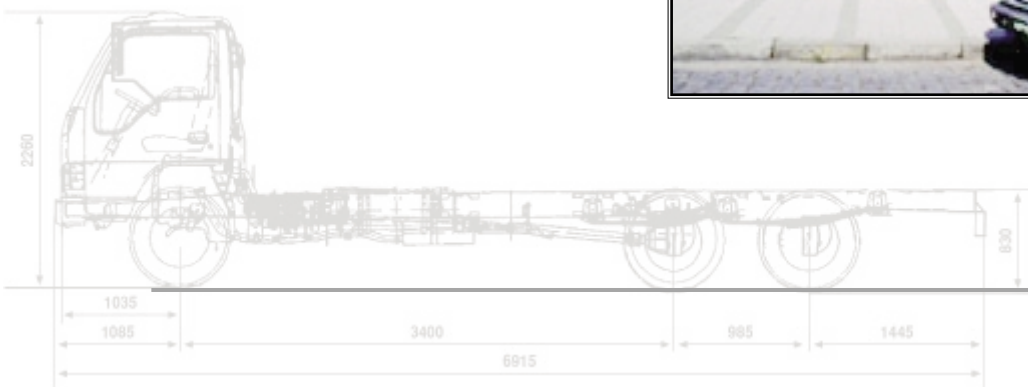
**A**nadolu Isuzu manufactures vehicles according to the latest world technology, taking the conditions in Turkey in consideration. These vehicles show the highest performance on every road, in every condition, staying robust through the years, never leaving its owner halfway thanks to their high quality. They give their drivers confidence with the 2-year unlimited mileage guarantee. For these reasons, Isuzu is the number 1 choice of the world, the never-changing champion of the years and the roads!



## Isuzu Trucks and Light Trucks Family

*"The responsibility in service and product quality carried to every corner of Turkey"*

Anadolu Isuzu has been an important name in the commercial vehicle sector since the day of its foundation, introducing stronger and higher quality vehicles to the transport sector with its new types and models every year. The 2-year unlimited mileage guarantee applied in Turkey has been the solid indication of Anadolu Isuzu's confidence in its quality and the importance it assigns to customer satisfaction. Anadolu Isuzu established a product range full of varieties appealing to different needs, not only with the manufactured, but also with the imported models, and this diversity is getting richer in its new manufacturing site. The Isuzu Trucks and Light Truck are transporting more and earning more every day...





NPR

**NPR**

The 7.5 ton, 120 HP NPR is Anadolu Isuzu's main product. Completely overhauled in 1996, NPR trucks are recognized for their superior design, fuel economy, durability and comfort. The leading model in its class, NPR is equipped with a variety of standard features, including power windows, central locking and adjustable power steering, as well as a host of innovative features that give new meaning to the concept of what a truck is.



NQR

**NQR**

The Isuzu NQR was first imported to Turkey in 1998. Designed to transport heavy loads, the NQR, which has a maximum payload capacity of 9 tons, went into production in November of 1999. Thanks to its 146 PS turbo engine, the NQR performs flawlessly on even the steepest, roughest roads. With its advanced 4HE1-T turbo engine, NQR also minimizes engine noise and fuel consumption. Other distinctive features of the NQR include ergonomic aero-cubic cab design, part of the overall emphasis on driver comfort, and the LSPV braking system, which automatically adjusts to compensate for heavier loads.

**NKR-Wide**

The 3.5 ton, 100 HP NKR-Wide was specifically designed for urban driving by Anadolu Isuzu's team of engineers. Economical Std. and the comfortable LX versions of the NKR-Wide line of small trucks are also available.



NKR-Wide

**NKR**

The 3.5 ton, 80 HP NKR was one of the first vehicles to be imported from Japan, starting in 1985. Domestic production of the single-wheeled small truck class NKR began in October of 1998. With a 1,846 kg. payload capacity, the vehicle is small and agile enough to drive on even the narrowest side streets, making the NKR ideal for urban transport.



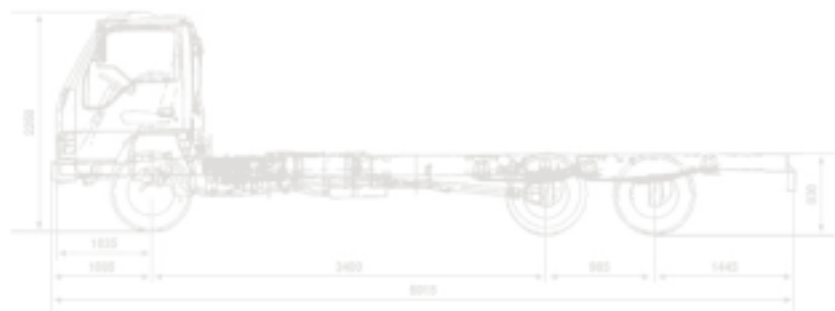
NKR

**NKR-Low**

The driving safety and comfort are at the maximum level by the NKR-Low, the unmatched champion of inner-city transport with the rear small dual tyre. NKR-Low, with a gross vehicle weight of 3.5 tons, providing convenience in loading and unloading through its low chassis and can easily enter the narrowest streets with its excellent manoeuvrability. The NKR-Low has a power of 80 HP and a payload of 2 tons.



NKR-Low

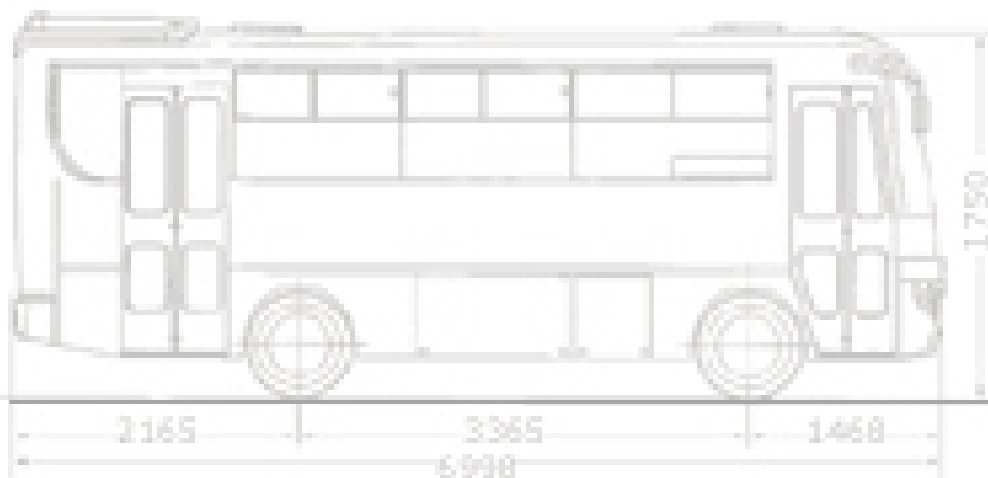




## Isuzu Bus Family

*"A journey in comfort and trust to every corner of Turkey"*

The buses of Champion Isuzu are the closest friends of the drivers carrying passengers day and night. The Isuzu buses manufactured with the latest technology in the Gebze Sekerpinar site are the constant champions of the roads with their high performance and low fuel consumption. Their periodic maintenance is economical, they don't leave the driver halfway, or cause unnecessary expenses. Isuzu takes everyone to their loved ones in the Isuzu comfort and Isuzu trust...





TURQUOISE



**TURQUOISE**

Turquoise offers seat options for 31 or 27 persons and draw attention with its wide, comfortable seats and spacious aisle. The wide doors of TURQUOISE, providing getting on and off in ease, makes the bus quite advantageous among this range of buses. The effective heating system and heavy-duty air conditioner are one of other distinctive specifications increase the feel of comfortability for the passengers. TURQUOISE, with 146 HP Turbo diesel engine and consisting of large luggage capacity volume of 4,5 m3, also provides a perfect sense of driving through the existence of panoramic wind-screen, driver side and front door windows along with anti-mist heaters, electric powered adjustable heated outside mirrors and air-actuated and adjustable driver seat.



ROYAL

**ROYAL**

The new ISUZU midibus serie; now much more attractive with the renewed front mask, radiator grill, front/rear bumpers together with the illumination and signalization group as well as the functional interior control panel. The Royal, with rear air suspension system, driver side and front door windows with anti-mist heaters, reclining and sidesliding seats, digital clock, fabric roof lining and large colorful side windows, is a product of detailed and superior ISUZU technology. ISUZU Royal provides a sense of perfect voyage and enjoyable driving, with a powerful engine and comfortable interior equipments.



**Classic 27**

The new Isuzu Classic, attracting people's admiration by its modern design, provides the most comfortable voyage. The new Isuzu Classic is a star on the roads with its renewed front mask, interior control panel, front/rear bumper with the illumination and signalization group.



CLASSIC 27

**Classic 23**

Classic 23 Carry more, earn more! Classic 23 combines both driving and traveling pleasure at shuttle service. Classic 23 which is suitable for frequent stop and go experiences at mid-distances, is comfortable and strong. Classic 23 is a Champion that combines travelling and comfort together with excellent manoeuvrability and dual wing air door!



CLASSIC 23

**URBAN**

Powerful, comfortable, economical and durable... Isuzu bus serie, with renewed illumination-signalisation group, dashboard, radiator grill and rear/front bumpers, is again the leader of public transportation through providing large inner volume and remarkable superiorities.



URBAN

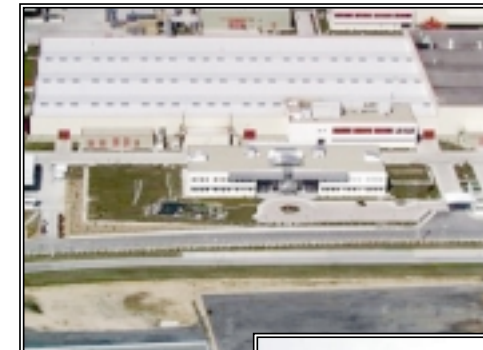
# The Champion Plant

*The World Champion Isuzu, New Plant in Turkey*



Isuzu vehicles first began being produced in Turkey 19 years ago. Isuzu was at that time, the largest Turkish-Japanese joint-venture, and building on both partners' record of success, operations expanded rapidly. The world's number one brand quickly became Turkey's champion, too.

Anadolu Isuzu has raised the bar for both its objectives and investments. The new Isuzu plant in Gebze Şekerpınar went into operation on July 2, 1999, and mass production began in August of 1999. The new \$50 million plant is located on a 230,000 square meter site, with buildings covering 78,500 square meters.

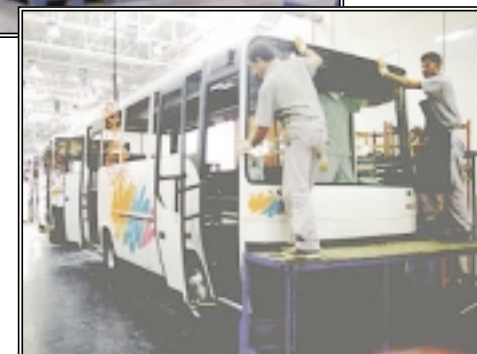


The current annual production capacity of Isuzu's truck and bus plants, after modest add-on investments, will be increased from 13,155 units annually to 20,000 units.



Anadolu Isuzu Truck Plant covers 38,400 square meters, and is comprised of a press-shop, cab and chassis production area, paint shop, assembly line, offices and warehouse.

Anadolu Isuzu Midi-bus Plant covers 23,000 square meters, and consists of cab production, assembly, trim and paint lines.



Isuzu produces the largest and highest quality light commercial vehicles. Whether in Japan, America or Turkey, Isuzu vehicles always feature the most advanced technology and highest standards of quality...

Long live the Champion!

