

ISUZU MOTORS AMERICA, INC. ATTENDS POWER-GEN INTERNATIONAL 2007

NEW ORLEANS, LOUISIANA, DECEMBER 11-13, 2007 – Isuzu Motors America, Inc., PowerTrain Division (ISZAPT) exhibited at the world's largest power generation event, Power-Gen International 2007. It appeared nearly every company involved with power generation was present. Companies such as Wacker, Magnum, Terex, Multiquip, Shindaiwa, Global Power Products and Airman all had booths featuring one or more Isuzu engines.

For the last two years ISZAPT has displayed (ran a booth) in hopes of generating leads and keeping the Isuzu name in front of our customers. The power generation market is one of Isuzu's largest market segments so our attendance is not only expected, but required. This year the booth size was increased from 10'x20' to 20'x30' allowing the display of more engines and a much larger presence in general.

Four engines were displayed in the booth and all were well received by potential customers. Each engine was in a different stage of build-up to demonstrate "what" and "how" ISZAPT supplies to the market. The greatest amount of interest was in the Tier 3 product. The following product was displayed at the show:

- 4LE2PV-01 power unit
- 3CA1-GZG01 power unit
- 4HK1XYGV-01 in skid frame
- 6UZ1XYGV-01 on feet made by M & L Engine, LLC

Eric Dinkel and Ken Martin represented the service department while Shawn Akins, Bob Links and Greg Pelton represented the sales department within ISZAPT. Mike Barrett and Jason Benoit from M & L Engine, LLC (ISZAPT distributor in Houma, LA) each did a great job in providing support at the booth.

ISZAPT looks forward to attending Power-Gen International in 2008. This 2008 event will be held December 2 – 4 at the North/South Building, Orange County Convention Center in Orlando, FL USA. More information on the show itself can be found at www.power-gen.com.

Isuzu is a leading technological innovator globally within the diesel engine market. The company's diverse product portfolio encompasses such leading products as industrial diesel engines for on- and off-road use, marine, commercial vehicles, sport utility vehicles, and pickup trucks. Further information on Isuzu can be found on the company's web sites at www.isuzuengines.com, www.isuzumarine.co.jp, www.isuzucv.com, www.isuzu.com, and www.isuzu.co.jp.

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