

NEWS RELEASE  
Jan. 23, 2014  
FOR IMMEDIATE RELEASE

**To: ALL CUSTOMERS & PRESS**

**Subject: ISUZU EXECUTIVE BIOS**

PLYMOUTH, MI – Engines are the heart of Isuzu Motors Limited, an industry leader of over 20 million diesel engines worldwide. Isuzu products, noted for reliability and durability, have stood the test of time.

Today, home base for the PowerTrain Division of Isuzu Motors America, LLC is Plymouth, Michigan. Thanks to the hard work and determination of this team, we are proud to offer more than 30 different engine models with power ranging from 15 to beyond 500 HP, for use in both on- and off-road applications. Meet some of the team that will represent Isuzu Motors Limited at this year's CONEXPO 2014 in Las Vegas, NV March 4-8.

#### **Atsumi Morita**

Atsumi Morita is the Isuzu Motors America, LLC, Vice President of Industrial and Marine Engine Sales. Previously, he served as General Manager for the Industrial Engine International Sales Group, PowerTrain Business Division, for Isuzu Motors Limited. He also has been the director of the Sales Division for Isuzu Marine Engine, Inc.

While he has worked for Isuzu Motors Limited for several years, Mr. Morita has worked with Isuzu Motors America since July 2013. He graduated from Yokohama City University.

Mr. Morita enjoys hiking and cycling. He is also a fan of karaoke. He is currently living a quiet life on his own in the United States, while his wife and 14-year-old daughter settle into a new home in Tokyo with their miniature dachshund, Lin. His favorite sayings are "Tomorrow is another day" and "Never give up to the last."

#### **John Dutcher**

John Dutcher is Director of Sales & Marketing for Isuzu Motors America, LLC, PowerTrain Division. John enjoys distribution and the social atmosphere it creates. He is fascinated by the number of steps it takes to install each component in a piece of equipment before it gets to market. John believes distribution incorporates an interesting combination of low-cost and high-volume manufacturing. John says distribution and networking are present both before and during the manufacturing process and then beyond, by placing finished goods into the market. Often, he said, the methods of distribution are what differentiate companies and their products.

He has worked with Isuzu for 15 years and previously worked in OEM and distributor sales for Isuzu. Prior to joining the team at Isuzu, John worked in product support at WW Williams. He graduated from Ferris State University with a Bachelor's Degree in Business Management.

Spending his free time with his family is John's favorite thing to do. His children are in their late teens, and as a result, he and his wife spend a lot of time cheering on the home team at various athletic events. They also spend time sailing in Northern Michigan on lakes Huron and Michigan. He recognizes that working in a sales and management capacity and realizing success often depends on those who support his work. John tries to include the people he works with as family. He's known for his great sense of humor.

### **Kimberly Murray**

Kimberly Murray is the Manager of SCM & Compliance Support, for Isuzu Motors America, LLC, PowerTrain Division. Prior to her work as a manager, Kimberly held various sales support roles within the company.

She recently celebrated her 15-year milestone working for Isuzu. Kimberly's primary focuses are internal operations, supply chain, emissions compliance, system enhancements/integrations, publications and website visibility. She earned an Associate's Degree in Business Administration from Bay de Noc Community College, a Bachelor's Degree in Marketing from Michigan State University and her MBA from Walsh College.

She moved to the Detroit metro area from a small town in Michigan's Upper Peninsula. During her tenure with Isuzu, her family has grown. Her children constantly remind her of the true values in life and keep her on her toes. She and her family love the outdoors and all that it offers. Her hobbies include anything and everything outdoor-related including bicycling, gardening, 4-wheeling, canoeing, playing catch, shooting hoops and swimming.

### **Cody Garcelon**

Cody Garcelon is the Director of Sales, Engineering & Service for Isuzu Motors America, LLC, PowerTrain Division. He has 24 years of professional experience in the diesel engine industry with a primary focus on application and service engineering, also known as product support. Cody graduated from Ohio State University with a Bachelor's Degree in Mechanical Engineering and earned an Associate's Degree in Automotive Technology from Iowa Western Community College.

He brings a wealth of knowledge to the Isuzu team through his work in the past with Cummins Engine Company Inc., Robert Bosch Corporation and, in addition, previous employment with ISZAPT in the early 2000's as Applications and Sales Engineer and Regional Sales Engineering Manager. His previous experience includes spearheading technical and commercial account management of major OEM customers and the Bosch NAFTA area diesel off-highway team. He was the primary contact for all commercial and technical interaction with OEM accounts, negotiated and implemented contracts, as well as facilitated technical product presentations aimed at future installations and managed engine, fuel systems and engineering tool development.

Hunting, snowmobiling, watching college football and spending time with his wife and three children are some of Cody's favorite things to do.

**Ken Martin**

Ken Martin is the Service and Operations Manager for Isuzu Motors America, LLC, PowerTrain Division. Ken is responsible for managing the implementation and coordination of all service programs and policies at the distributor and OEM manager level. He manages a team that provides technical assistance to distributors, OEMs and end users to assure Isuzu service availability, capability and customer acceptance. Ken's most recent challenge has been launching an industrial engine remanufacture program that is scheduled to begin production in January 2014. In addition, he and his staff support the Director of Sales, Engineering & Service toward achieving the Division's goals.

Ken has worked for Isuzu for 15 years since April 5, 1999 and prior to joining Isuzu, was employed by both General Motors and DaimlerChrysler. He earned both his Associate's Degree in Automotive Technology and his Bachelor's Degree in Business Administration from Ferris State University.

Ken loves spending time and enjoying life with his family and friends. His hobbies include power boating in Michigan on Lake Erie, Torch Lake, Higgins Lake, Lake St. Clair and small inland lakes. In the winter months, he enjoys snowmobiling in the Upper Peninsula of Michigan and Canada.

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](http://www.isuzuengines.com), [www.isuzumarine.co.jp](http://www.isuzumarine.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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