



**FOR IMMEDIATE RELEASE:**

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## **ISUZU NPR ECO-MAX JOINS THE ANTIQUE ARCHEOLOGY TEAM**

*Isuzu Truck to Store and Transport Recovered Treasures  
for Famed Picker Mike Wolfe*

**ANAHEIM, Calif.**—Isuzu Commercial Truck of America, Inc., distributor of America’s best-selling low-cab-forward trucks, has delivered a 2011 Isuzu NPR ECO-MAX truck to Antique Archeology, the nationally known retailer with headquarters in LeClair, Iowa, and an outpost in Nashville, Tennessee.

The NPR ECO-MAX will support Antique Archeology’s founder and owner, famed “picker” Mike Wolfe, as he scours the country looking for valuable treasures from America’s past. The vehicle will be used to store Wolfe’s finds and deliver them to Antique Archeology’s two locations.

“Mike Wolfe and his team at Antique Archeology have dedicated their lives to finding and preserving the artifacts that tell the story of our nation and our people,” said Shaun Skinner, executive vice president and general manager of Isuzu Commercial Truck of America. “We are thrilled that the NPR ECO-MAX will provide Antique Archeology with a fuel-efficient, rugged, reliable way to transport their discoveries.”

Fans of Antique Archeology will be able to track Wolfe and the Isuzu NPR ECO-MAX; Wolfe will post pictures from his travels on his Facebook pages and will tweet his current and upcoming locations via his Twitter feeds. Updates and photos will also appear on Isuzu Commercial Truck’s Facebook page.

The NPR ECO-MAX uses the newest and most modern powerplant in the Isuzu family, the 3.0-liter 4JJ1-TC dual overhead camshaft, turbocharged diesel engine. Its high-pressure common-rail fuel injection system and intercooled, variable-geometry turbocharger help the engine produce 150 horsepower and 282 lbs.-ft. of torque. The 4J can be driven up to 10,000 miles between oil changes and has a class-leading B10 durability rating of 310,000 miles—meaning that 90% of 4J engines will reach that mileage before requiring an overhaul. The engine is as clean as it is efficient, meeting demanding EPA 2010 and CARB HD-OBID emissions standards and clean-idle certified in all 50 states.

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## **Isuzu Commercial Truck of America, Inc./Antique Archeology NPR ECO-MAX**

The NPR ECO-MAX delivered to Antique Archeology is outfitted with a streamlined Aero Body manufactured by Supreme Corp. Available exclusively at Isuzu Truck dealers, the Aero Body achieves up to 30% better fuel economy than the previous-generation 12,000-lb. GVWR Isuzu NPR.

“Sometimes, preserving the oldest relics requires the newest technology,” Skinner said. “That’s why the Isuzu NPR ECO-MAX and Antique Archeology make the perfect team.”

### **About Isuzu**

Isuzu Motors Limited (Isuzu) is one of the world’s largest manufacturers of medium- and heavy-duty trucks. Since building its first truck in 1918, Isuzu has sold over 26 million trucks worldwide. Among its innovations are the first air-cooled diesel engine in 1936, the first two-ton low-cab-forward truck in 1959, and the first direct-injection diesel engine.

Headquartered in Anaheim, California, Isuzu Commercial Truck of America, Inc. (ICTA), is the distributor of Isuzu commercial vehicles in the United States. Isuzu commercial trucks have been the best-selling low-cab-forward trucks in America every year since 1986. For more information, call (866) 441-9638 or visit [www.isuzucv.com](http://www.isuzucv.com).

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