



*Commercial Truck of America, Inc.*

**FOR IMMEDIATE RELEASE:**

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## **ISUZU BEGINS PRODUCTION OF FIRST-IN-CLASS ENGINES TO MEET TOUGH 2010 EMISSIONS STANDARDS**

*EPA 2010 and CARB HD-OBD Compliant, Clean-Idle Certified*

**ANAHEIM, CA**—Isuzu Commercial Truck of America, Inc., distributor of America's best-selling low-cab-forward trucks, announced today that production has begun of the U.S. market's first and only low-cab-forward medium-duty diesel engines to meet the newest and strictest emissions standards.

2011 Isuzu N-Series trucks equipped with the clean, powerful and economical new powerplants have already begun to roll off the line at Isuzu Motors Limited's factory in Fujisawa, Japan and will begin arriving in U.S. dealerships in early August 2010.

"Isuzu is a world leader in clean diesel technology," said Shaun Skinner, executive vice president and general manager of Isuzu Commercial Truck of America. "So it's no surprise that Isuzu trucks would be the first in their class to meet these new regulations. The great news for our customers is that these engines are not only environmentally friendly, they are also more powerful and more fuel efficient than the engines they replace."

The new Isuzu N-Series trucks are the first medium-duty low-cab-forward trucks on the market to offer Selective Catalytic Reduction (SCR) technology with Diesel Exhaust Fluid (DEF) injection to meet three exacting and stringent requirements:

- Compliance with the U.S. Environmental Protection Agency's 2010 emissions standards (EPA 2010), which require reductions in NOx
- Compliance with the California Air Resources Board (CARB) HD-OBD requirement that trucks over 14,001 lbs. GVWR employ on-board diagnostics equipment to monitor and verify NOx and particulates emissions levels
- Clean-idle certified

### **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.isuzuev.com](http://www.isuzuev.com).

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