



FOR IMMEDIATE RELEASE:

February 25, 2025

ISUZU ANNOUNCES NEXT PHASE OF STRATEGIC COLLABORATION WITH THE SHYFT GROUP

ANAHEIM, Calif.— Isuzu North America Corporation today reaffirmed its long-standing strategic collaboration with The Shyft Group, Inc. as both companies build towards the next chapter in their relationship. Expanding upon more than a decade of successful cooperation, the two companies will continue working closely together as Isuzu establishes its new state-of-the-art assembly plant in Greenville County, South Carolina.

While Isuzu will be transitioning to in-house assembly, Isuzu and Shyft are advancing plans for new and expanded business initiatives in multiple strategic areas. As part of the transition, Shyft will continue to assemble Isuzu’s N-Series Gas, N-Series EV, and F-Series Diesel vehicles at its Charlotte, Michigan campus during the multi-year production ramp-up period in Greenville, ensuring uninterrupted supply and operational continuity. Additionally, Isuzu will benefit from Shyft’s assembly expertise and support in the planning and launch of Isuzu’s new facility.

“Shyft has been a trusted and highly capable collaborator for over a decade, and we are pleased to continue and expand our relationship as we grow our North American operations,” said Noboru Murakami, President of Isuzu “Their experience and know-how will be invaluable as we ramp up our new facility, and we look forward to working together in new and exciting ways.”

Further strengthening the relationship, Isuzu and Shyft are advancing plans to establish Shyft as a vehicle solutions provider supporting Isuzu’s North American operations. The companies are engaged in discussions for Shyft to develop a dedicated upfit and modification center near the Greenville plant that would support Port-Installed Options (PIO), final vehicle modifications, and other upfit services for vehicles produced by Isuzu.

Shyft’s establishment of this facility would ensure continued innovation and high-quality solutions for Isuzu customers. “We remain committed to a strong and productive relationship with Isuzu,” said Jacob Farmer, President, Fleet Vehicles & Specialty Vehicles, The Shyft Group. “Our shared

focus on innovation, quality, and customer satisfaction will continue to drive mutual success.”

Isuzu and Shyft look forward to this next phase of their strategic collaboration, reinforcing their commitment to delivering industry-leading solutions and driving long-term growth.

Isuzu trucks entered the North American truck market in 1984, and the company sold 44,000 units in the last fiscal year, its highest total ever. In addition to expanding its production base in North America, the company aims to increase its procurement of components necessary for the production of battery electric vehicles (BEVs), and to further expand its advanced automotive technology research and development initiatives in North America.

About Isuzu Trucks

Isuzu commercial trucks have been the best-selling low cab forward trucks in America every year since 1986. Headquartered in Anaheim, California, Isuzu North America Corporation supplies Isuzu commercial vehicles for sale in the United States and Canada and is a subsidiary of Isuzu Motors Limited, one of the world’s largest manufacturers of medium- and heavy-duty trucks.