

# MY22 mu-X

Dealer Sales Training



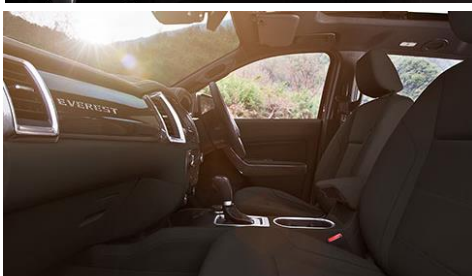
# 1. SUV-D Market Data

ISUZU

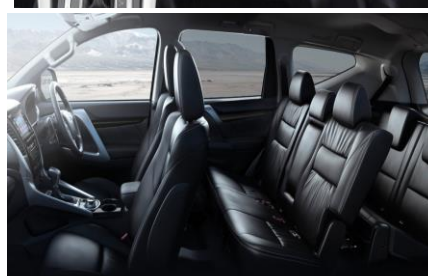
## Toyota Fortuner



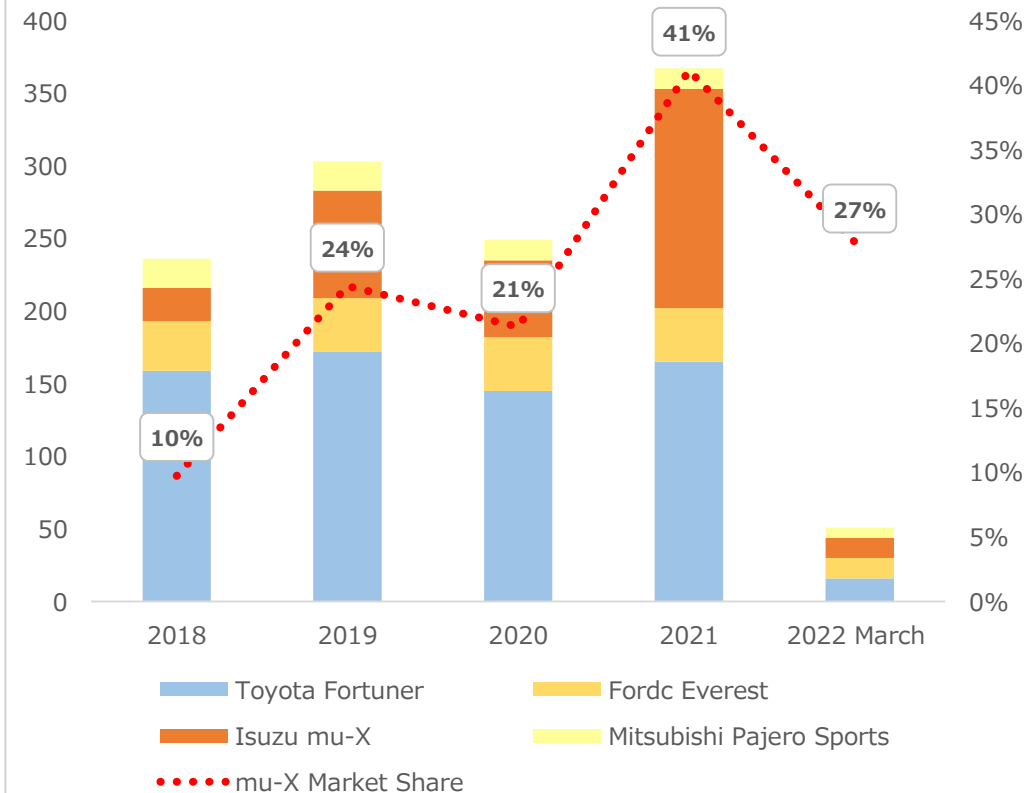
## Ford Everest



## Pajero Sport



- **Market Segment**
  - SUV D (Industry size approx. 600 p.a.)
- **Key competitors**
  - Toyota Fortuner
  - Mitsubishi Pajero
  - Ford Everest
- Sales in KE mostly driven by government and corporates
- Fortuner market leader in KE
- mu-X steady growth in vol and m/s



## 2. SUV-D Target Persona

ISUZU

- LSM 10+ (Mainly urban, Travel often on business or leisure, The true professional, Large amounts of disposable cash)
- Individuals + Corporates + Government Institutions + Aid and Development
- **Reasons for Target Market**
  - Intrigued by Creative designs, Utility, Luxury, Performance & Safety.
  - His vehicle is a symbol of his social standing/status.
  - Looking for the comfort of a car and the power and functionality of a utility vehicle.
  - He uses the vehicle in urban areas as well as for adventure.
  - He is family oriented

*\*Imagery is key for this target persona*





# Major Leap in Design



Global shift to more economical engines

- IEA change from 2.5L to 1.9L engine
- More powerful
- More fuel efficient
- More environmentally friendly

Item	RF35 2.5L mu-X	=>	RJ05 1.9L mu-X
Drive, Transmission	4X4, Automatic		4X4, Automatic
Type	2.5L, 4-cylinder common-rail direct fuel injection with intercooled VGS turbo charger		1.9L,4-cylinder common-rail direct fuel injection with intercooled VGS turbo charger
Displacement (cc)	2,499		1,899
Max Power kW(PS)/rpm*	100 (136) / 3,400		110 (149) / 3,600
Max Torque Nm(kgm)/rpm*	320 (32.6) / 1,800 - 2,800		350 (35.7) / 1,800 - 2,600
Transmission	5-speed auto		6-speed auto
Brake system -Front & Rear	Ventilated front disc 16"with twin piston calipers		Ventilated front disc 17"with twin piston calipers
Tires	255/60 R18 (H/T Pattern)		265/60 R18 (H/T Pattern)
Wheels	18" x 7.0J Alloy		18" x 7.5J Alloy
Length (mm)	4,825		4,850
Width (mm)	1,860		1,870
Height (mm)	1,840		1,822
Ground clearance (mm)	230		227
Fuel Tank capacity (litre)	65		80
Driver's Seat Adjustable	Manual height control		Manual Assist - Six-way adjustable
Air conditioner	Automatic Climate Control with rear cabin cooling vents		Automatic Climate Control , dual zone with rear cabin cooling vents
No Of Speakers	8		6
LSD/Difflock	LSD Equipped		Difflock Equipped

### 3.

## Sporty Exterior

ISUZU

Exterior style theme is sporty. Design ensures you stand out and it appeal to all senses. It is:

- ✓ Powerful/Bold
- ✓ Elegant
- ✓ Noble
- ✓ Sporty



# MY22 mu-X RJ05 Exterior

ISUZU



- Sporty body design
- Wider design for aerodynamic performance
- Chrome colour window moldings
- Body colour door handles
- Roof rails for roof mounted accessories



- New Innovative grill design
- Combination of Piano black and chrome
- Contrast enhances quality and sporty appearance



- Arrow signature light design
- Bi Led headlights, with Auto leveling & DRL
- Enhances elegant and sporty look
- Enhances safety



- Passive Entry and Start System
- Driver and front passenger door
- Increased convenience



- Alloy wheel, 18 inch 265/60R18
- dual tone makes them more elegant & stylish
- Emphasizes high performance image



- Taillights LED
- Winglet signature design
- Rear fog lamp



- Underbody protection



# New Colour Range

ISUZU



Splash White  
(c/o colour)



Dolomite White  
**NEW** colour



Onyx Black  
**NEW** colour



Mercury Silver  
**NEW** colour



Obsidian Gray  
(c/o colour)



Red Spinel  
(c/o colour)



Santos Brown  
**NEW** colour



Sapphire Blue  
**NEW** colour

# Unmatched Luxury and Conveniences

- ☑ Interior design theme is elegant. Designed to appeal to all human response sensors



**Visual Response**



**Tactile Response**



**Body Response.**



# All-new MU-X Interior Styling

## Tactile & Visual Response



ISUZU

Luxury cabin design



New front console design



Ambient light



Chrome highlights on centre console controls and door function switches



Premium leather seats, Driver seat 8way electric



Spacious 3 row , & 7seater, leather



Leather wrapped steering wheel



Push start button



Electric handbrake



Leather wrapped gear selector



Remote Start

# All-new mu-X Interior Styling

## Interior Conveniences



Multiple Storage solutions



7/9" infotainment apple car play & android



Remote engine start: Cool cabin on hot day



Multi function steering wheel with paddle shift



Charging station 12 V & 2 USB



Dual zone Automatic A/C



Reverse camera



# Enhanced Comfort Body Response



ISUZU



- ✓ 1<sup>st</sup> row seats feature side bolsters designed to embrace occupants
- ✓ Comfort when travelling on winding roads or long journeys



- ✓ 2<sup>nd</sup> row seats are of a wide designed for enhanced comfort
- ✓ 2<sup>nd</sup> row is also designed for ease of entry and exit



- ✓ 3<sup>rd</sup> row seats provide both comfort and safety for adults or children.



- ✓ Inner door trim, door arm rest and centre console arm rest are shaped to maximize occupant comfort, and the thick soft trim materials provide luxurious relaxation
- ✓ Centre console has large soft-to-the-touch knee pads for increased comfort



5.

# Enhanced MY22 mu-X RJ05 Performance

ISUZU



3.0 (190 Hp 450 Nm ) and 1.9 (150 Hp 350 Nm)



6 speed A/T , with rev tronic



Terrain command /shift on the fly



Suspension with coil spring & stabilizer bars, Front double wishbone /Rear 5 link



Rough terrain mode 2H,4H,4L



800mm wading depth



Rear diff lock



Rough Terrain Mode



Hill start & Hill decent control



Ultra high tensile structure



6.

# Enhanced Safety for you & your loved ones

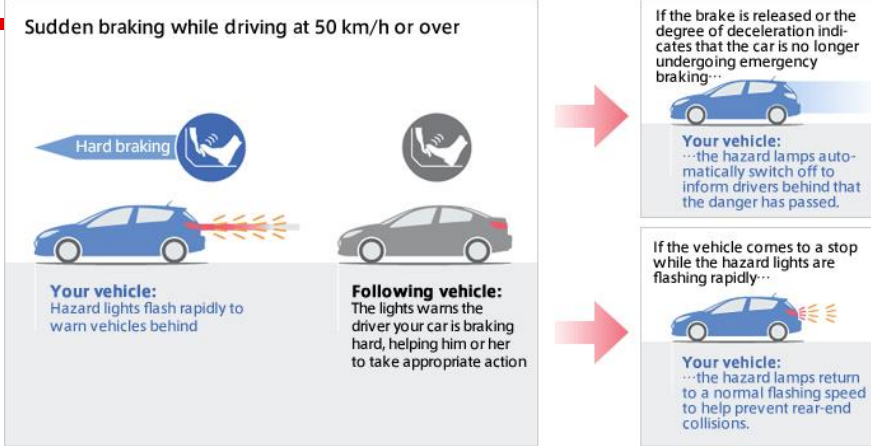
ISUZU



7 Airbag front, pillar, side, knee (driver & passenger)



Headlamp Automatic lighting control – Auto On/Off



Emergency stop system



Follow me Home lights



Walk away door lock



Rain sensing auto wipers



Park assist (Front & rear)



Auto Dim rear view mirror (Electromatic/Light sensitive)

# Carry-over Active Safety Features

ISUZU

- Passive entry and start system
- Anti-lock Braking System (ABS)
- Electronic Brake-force Distribution (EBD)
- Emergency Brake Assist (EBA)
- Electronic Stability Control (ESC)
- Traction Control System (TCS)
- Hill Start Assist (HSA)
- Hill Descent Control (HDC).



Led fog lamp



ABS



Hill start & Hill decent control



## ISUZU mu-X Specifications

MODEL	mu-X RJ05 1.9 L	mu-X RJ05 3.0 L
Drive, Transmission	4X4, Automatic	4X4, Automatic
ENGINE		
Type	1.9L, In-line 4-cylinder common-rail direct fuel injection with intercooled Variable Geometry System turbo charger	3.0L, In-line 4-cylinder common-rail direct fuel injection with intercooled Variable Geometry System turbo charger
Emmission Level	Euro 2	Euro 2
Displacement (cc)	1,899	2,999
Max Power kW(PS)/rpm*	110 (149) / 3,600	140 (190) / 3,600
Max Torque Nm(kgm)/rpm*	350 (35.7) / 1,800 - 2,600	450 (45.9) / 1,600 - 2,600
TRANSMISSION	6-speed auto	6-speed auto
SUSPENSION SYSTEM		
Front	Independent, coil springs, gas shock absorbers, upper & lower wishbones, stabiliser bar	
Rear	Five-link coil suspension, gas shock absorbers, stabiliser bar	
Brake system -Front & Rear	Ventilated front disc 17"with twin piston callipers	
TYRES & WHEELS		
Tyres	265/60 R18 (H/T Pattern)	265/60 R18 (H/T Pattern)
Wheels	18" x 7.5J Alloy	18" x 7.5J Alloy
Spare Tyre	18" Alloy	18" Alloy
WEIGHT, CAPACITIES & DIMENSIONS		
Length (mm)	4,850	4,850
Width (mm)	1,870	1,870
Height (mm)	1,822	1,822
Ground clearance (mm)	227	227
Seating capacity (persons)	7	7
Fuel Tank capacity (litre)	80	80
INTERIOR FEATURES		
Power Assisted Steering (PAS)	Equipped	Equipped
Height adjustable steering column	Manual / Tilt	Manual / Tilt
Leather steering wheel with multifunction controls	Equipped	Equipped
Seat trim	Leather	Leather
Seating capacity	7	7
Driver's Seat Adjustable	Manual Assist - Six-way adjustable	Power Assist - Eight-way adjustable electric
Air conditioner	Automatic Climate Control , dual zone with rear cabin cooling vents	Automatic Climate Control , dual zone with rear cabin cooling vents
Sun visor vanity mirror	Driver & Passenger with Vanity Mirror & Driver Ticketholder	Driver & Passenger with Vanity Mirror & Driver Ticketholder
Multi Information Display (MID), Dashboard illumination control	Equipped	Equipped
Cruise Control	-	Equipped
Electrically operated windows	All with Driver Auto Up/Down with Jam Protection	All with Driver Auto Up/Down with Jam Protection & Timer
Door trim with storage pockets and integrated cupholders	Equipped	Equipped
Fixed rear window, with defogger	Equipped	Equipped
Interior courtesy lights	Equipped	Equipped
High-mounted centre stop light	LED	LED
Front reading lights	Equipped	Equipped



ISUZU mu-X Specifications		
MODEL	mu-X RJ05 1.9 L	mu-X RJ05 3.0 L
<b>EXTERIOR FEATURES</b>		
Exterior mirrors	Power Adjustable, Retractable	Power Adjustable, Retractable
Side steps	Equipped	Equipped
Mudflaps	Front & Rear	Front & Rear
Daytime running lights (DRL)	LED	LED
BI-LED Headlights with "on" warning buzzer, Rear LED combination tail-lights, Luggage lamp	Equipped	Equipped
<b>INFOTAINMENT</b>		
CD Frontloader, USB, auxiliary, Steering Wheel Controls and Bluetooth	Equipped	Equipped
No Of Speakers	6	8
<b>SAFETY</b>		
ABS Brakes, Electronic Brake-force Distribution (EBD), Emergency Brake Assist, Electronic Stability Control (ESC), Hill Descent Control (HDC)	Equipped	Equipped
Variable Speed Intermittent Wipers	Equipped	Equipped with Rain sensing wipers
Airbags	6 - Dual front airbags(driver+passenger), roof rail, and side airbags	7- Dual front airbags(driver+passenger), roof rail, and side airbags, Knee
Automatic Door Unlock with SRS Airbag Deploy	Equipped	Equipped
Daytime running lights (DRL)	Equipped	Equipped
Fog Lamps - Front	Equipped	Equipped
Fog Lamps - Rear	-	Equipped
Front Headlamp Levelling	Automatic	Automatic
Rear LED Tail Lamps	Equipped	Equipped
Side Impact Protection Bars	Equipped	Equipped
Height adjustable 3-point seatbelts	Equipped	Equipped
ISOFIX Child Seat Anchorage	Equipped - 2nd Row Seat Outside & Centre	Equipped - 2nd Row Seat Outside & Centre
High Level Brake Light	Equipped	Equipped
Rear Park Assist	Equipped - Rear Camera	Equipped - Rear Camera
Anti-theft Alarm, transponder Immobiliser & Keyless Entry, Remote Central Locking and Speed Sensing		
Automatic Door Lock	Equipped	Equipped + Remote start Engine
Passive Entry and Start System (Push Button)	Equipped	Equipped
Follow Me Home Headlamps	Equipped	Equipped
ESS (Emergency Stop Signal)	Equipped	Equipped
Walk Away Auto Door Lock	Equipped	Equipped
LSD/Difflock	Difflock Equipped	Difflock Equipped

