



7th Gen N-Series Sales Training

Tuesday 15th September 2020

History

We are **Innovative Truck Manufacturer**
First car builders of Japan
First truck rolled out **over 80 years** ago

We are **Worlds Leading Diesel Manufacturer**
N and F series is the **best selling trucks in the world.**

700P is the 7th generations of the best truck
Introduced in 2008 **as the best quality and Best performance truck in the world.**



1937 Tokyo

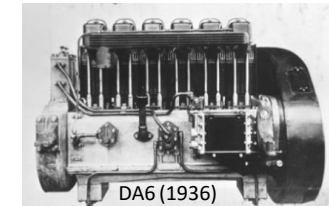


2018 All Over The World

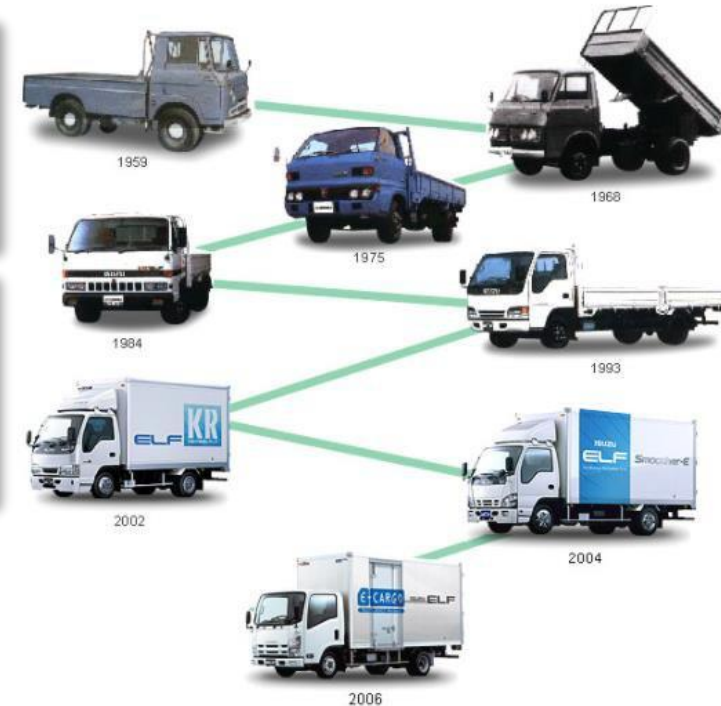
ISUZU



Type TX35 (1933)



DA6 (1936)



7th Generation Identity



Bolder Isuzu Emblem



Bigger cabin



Fang shaped front grill













Bigger Headlamps

How to spot a 7th Gen Isuzu.

- Fang Front Grill
- Bigger Cabin Space
 - Standard and wide cabin for both N&F series
- Bolder Isuzu Emblem
- Bigger Cabin Headlamps

The New 7th Generation Isuzu N-series

ISUZU

N SERIES CURRENT		DRIVE	GVW (Ton)	ENGINE POWER (PS)	WHEEL BASE	7 th Gen-N SERIES		N A R R O W C A B	4W	VLO1
	NHR55E	4x2	3.3 → 4.1	80 HP→ 106 HP	2.5 m		NLR77			
	NKR66L	4x2	5.7	103 HP→ 130 HP	3.4 m		NMR85			
	NPR66P	4x2	7.3 → 8	120HP→ 150HP	3.8 m		NQR81			
	NQR66R	4x2	8 → 8.5	120HP→ 150HP	4.2→ 4.5 m		NQR81 xtra			
			6	150 HP	3.4 m		NPS81	W I D E C A B	6W	



The cab is restyled and there are two types of cab width:

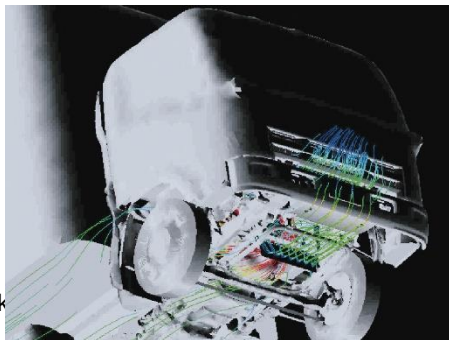
High cab:

Applied model is NLR & NMR and cab width is 1,815 mm.

Wide cab:

Applied model is NPR & NQR and cab width is 2,040 mm.

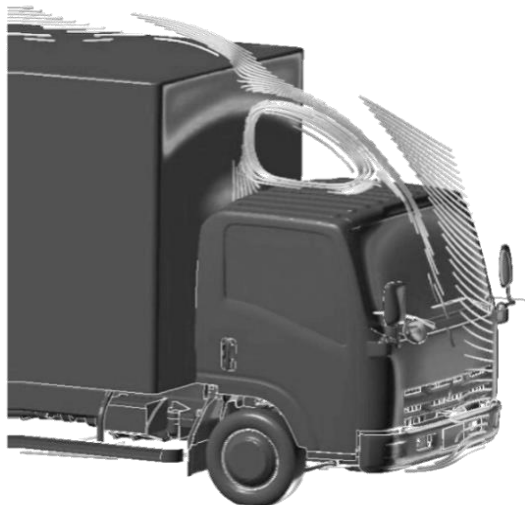
The air resistance is decreased according to the corner circumference and the roof shape to consider aerodynamic, and it contributes to the fuel consumption.



Aero dynamic shape :Low air resistance
,Better fuel consumption

Aerodynamic Effective & Widest Cabin

Aerodynamic Design



Wide and Roomy Design

NHR/NKR



1,695mm

7th Gen NLR/NMR



1,815mm

NPR/NQR



1,995mm

7th Gen NQR

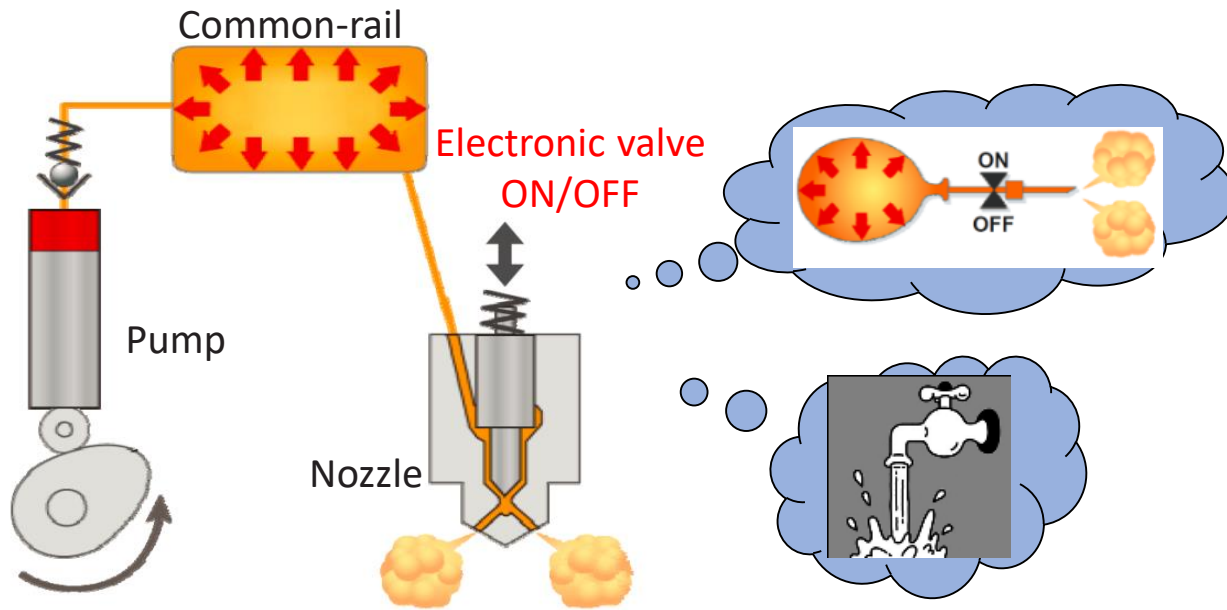


2,040mm

Features	Advantage	Benefit (Customer)
Widest cabin in the class	High roominess & wide work-space	Comfortable for driver
Aerodynamic design cab	Less air resistance	Enhance fuel efficiency
Flat surface + Round corner		

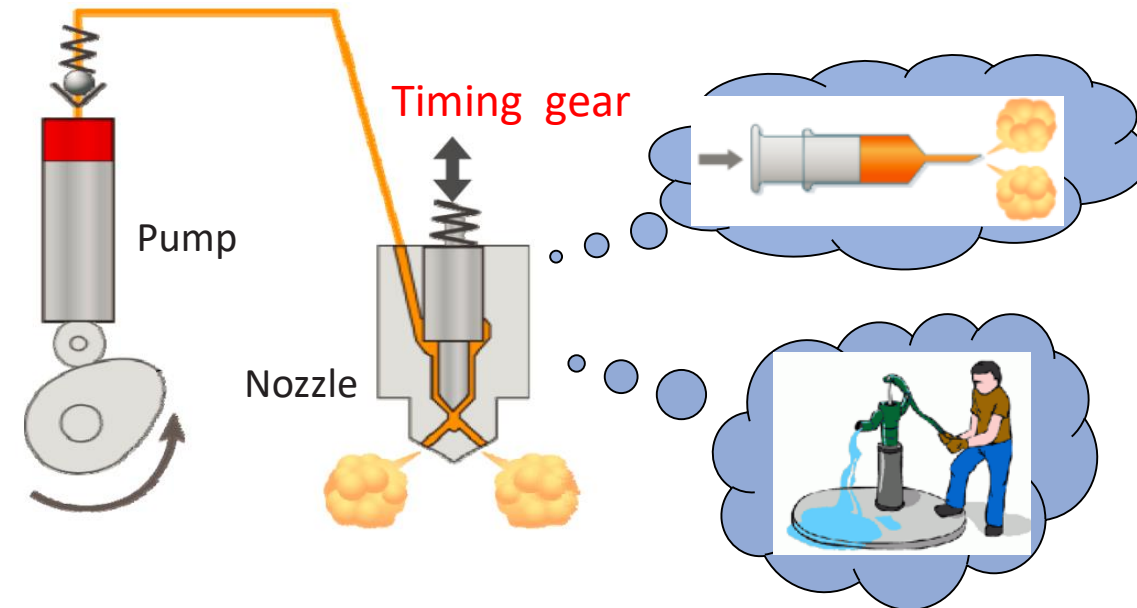
Difference of engine mechanism

Common-rail (Electrically controlled)



- ❖ Reduce emissions level (CO, PM, HC, Nox)
- ❖ High output
- ❖ High fuel efficiency

Mechanical



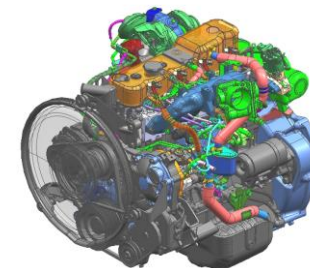
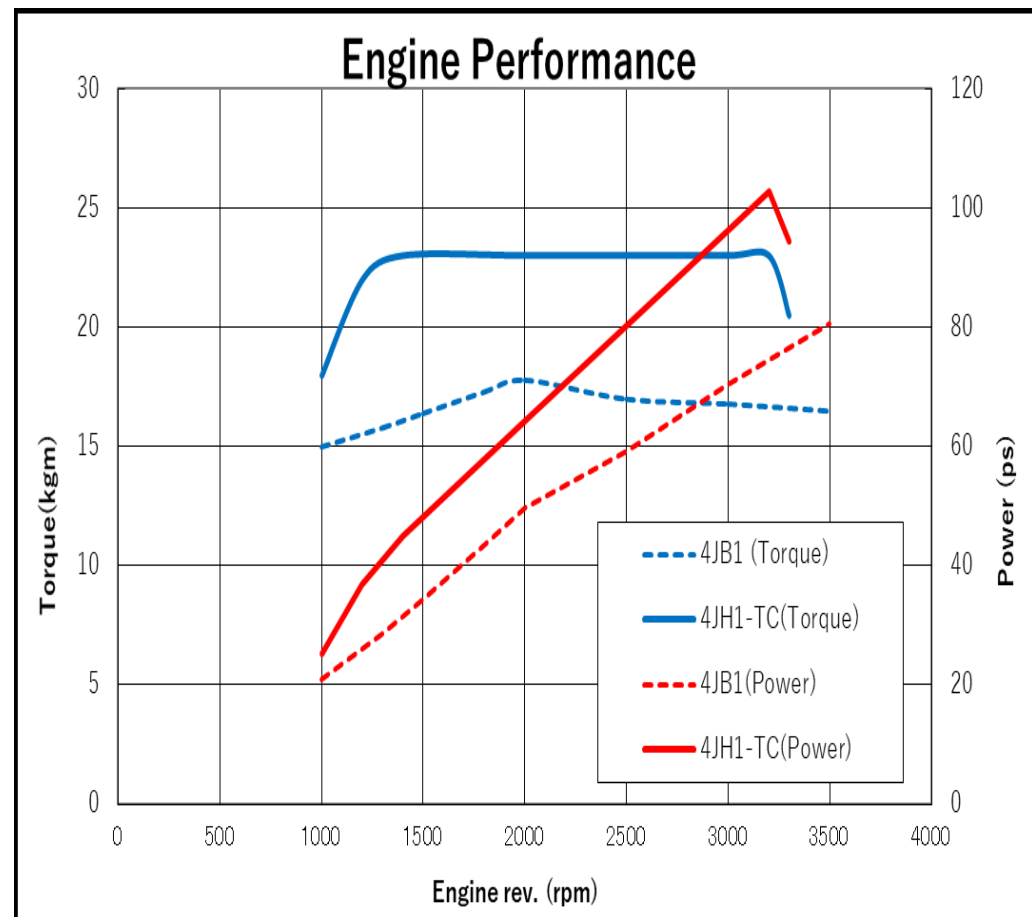
- ❖ Much NOx
- ❖ Noisy



Current: NHR

7th Gen :NLR

	4JB1 (2.8L)	4JH1-TC (3.0L)
Emission	Euro-0	Euro- II
Power Hp/rpm)	80/3400	106/3200
Torque (Nm/rpm)	175/2000	230 / 1500 – 3200
T/M	MSB5S	MSB5S
Rr Axle	φ244	φ244
P/Shaft	P15	P15



Why 7th Gen is better ?

- ✓ New engine is turbo intercooled engine Euro II.
- ✓ Power and torque of new engine are much higher than current



Benefit to the customer

- Better performance on 4JH1-TC higher torque & power than 4JB1
- Green, eco conscious



Current :NKR

7th Gen-NMR

4HF1- II
(4.3L)

4JJ1-TC
(3.0L)

Emission

Euro- I

Euro- II

Power
(Hp/rpm)

103/3200

130/2800

Torque
(Nm/rpm)

268/1600

380 /
1600 – 2600

T/M

MY5T

MY5T

Rr Axle

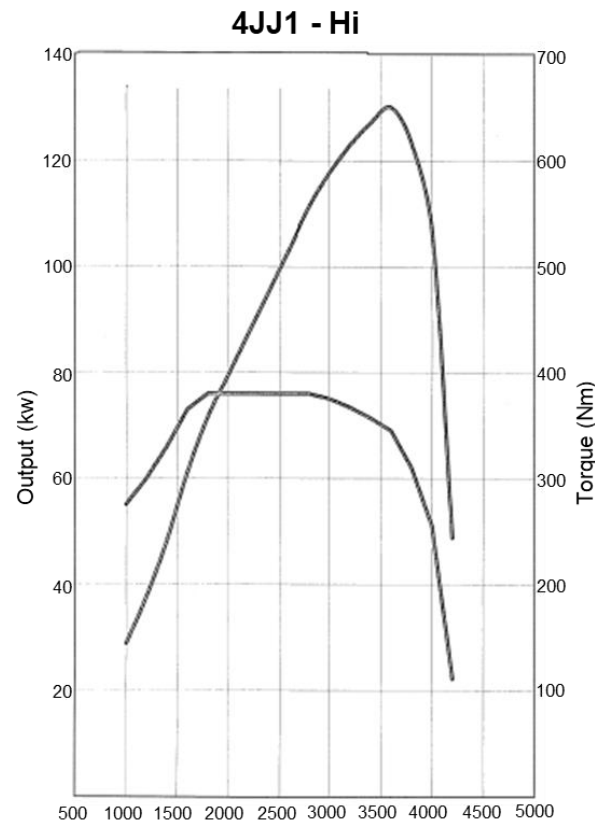
φ292

φ292

P/Shaft

P26

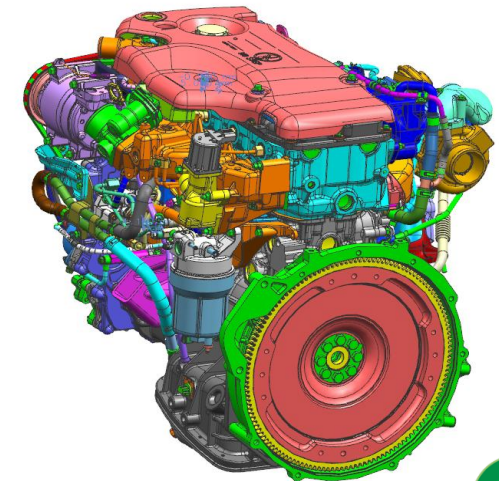
P26



Maximum power	130 Kw (3600 rpm)
Maximum torque	380 N m (1800-2800 rpm)

Engine 4JJ1-TC (Euro 2)

- Power : 130/2800rpm
- Torque : 380Nm/1600~2600rpm
- Injection : Denso common rail direct injection
- Displacement : 2999cc
- Cylinder Bore : 95.4mm
- Cylinder Stroke : 104.9mm
- Cylinder : 4-cylinder, in line DOHC
- Operating cycle : 4-cycle, turbocharged and intercooler



Why 7th Gen is better ?

- ✓ New engine is turbo intercooled engine Euro II.
- ✓ Power and torque of new engine are much higher than current

Benefit to the customer

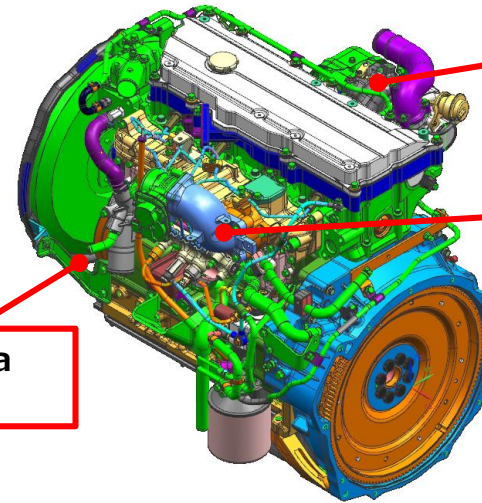
- Better performance on 4JJ1-TC higher torque & power than 4HF1
- Green, eco conscious



Current: NQR

7th Gen: NQR/NPS

	4HF1 (4.3L)	4HL1-TCS (4.8L)
Emission	Euro- I	Euro- II
Power (Hp/rpm)	120/2600	150/2600
Torque (Nm/rpm)	284/1600	402/ 1400-2600
T/M	MYY5T	MYY6S/ MYY5T
Rr AXLE	φ320	φ320
P/SHAFT	P30	P30



Adopt 130MPa
Injector


4 Valve
Head(OHC)

Adopt Denso
G2 Inj. Pump

Why 7th Gen is better ?

- ✓ New engine is turbo intercooled engine Euro II.
- ✓ Power and torque of new engine are much higher than current
- ✓ Introduction of 6 speed trans on NQR, better fuel efficiency

Transmission : Line up

	CURRENT	7 th Gen
NLR	MSB5S Over Drive (5 speed)	
NMR	MYY5T Over Drive (5 speed)	
NQR	MYY5T Over Drive (5 speed)	 MYY6S Over Drive (6 speed)
NPS	MYY5T Over Drive (5 speed)	



6-speed gearbox

**Benefit to the Customer**

- ✓ NQR changed MYY5T to → MYY6S.- smooth shifts & increased fuel efficiency

Average Fuel Consumption

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Current Model	Average Fuel Consumption	7 th Generation N Series	Average Fuel Consumption
NHR	9.1KM/L	NLR	9.2 KM/L
NKR	7.2KM/L	NMR	8.1KM/L
NPR	5.6KM/L	NQR81K	5.8KM/L
NQR	5.4KM/L	NQR81	5.8KML
NPS7	5.9KM/L	NPS81	6.1KM/L

Benefit to the customer

- 7th Generation N Series has better fuel economy .
- With lighter fiber bodies and wind deflector, fuel economy improves by 14%.

Axle : Axle capacity - N series

ISUZU

Current Model	7 th Gen Model				
NHR	NLR	Front Axle Capacity (kg) Rear Axle Capacity (kg)	1800 3000	2900 3600	
NKR	NMR	Front Axle Capacity (kg) Rear Axle Capacity (kg)	2500 5000	2900 5000	
NPR	NQR	Front Axle Capacity (kg) Rear Axle Capacity (kg)	3100 6600	3300 6600	
NQR	NQR xtra	Front Axle Capacity (kg) Rear Axle Capacity (kg)	3100 6600	3300 6600	
NPS 4x4	NPS 4x4	Front Axle Capacity (kg) Rear Axle Capacity (kg)	2800 6600	2800 6600	

Benefit to the Customer

- ✓ NLR, NMR, NQR Increase in front or rear axle capacity, hence durability is better than current .



Chassis - N series

Cargo Handling, Body Building, and Loading Capability

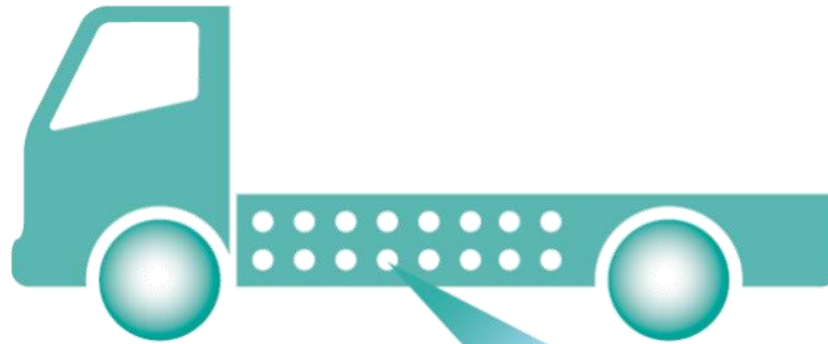
2

Module Holes Used

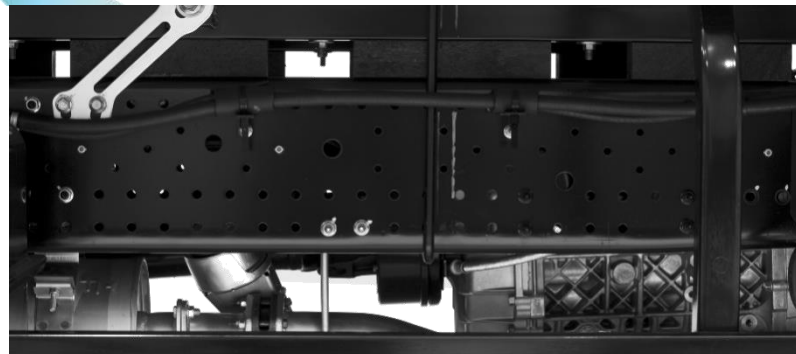
NEW

Mounting holes are arrayed at equal pitch between the wheel base. This eases installation of accessory items and standardizes brackets used for custom design, improving the vehicle's capacity for body building.

■ Mounting hole array

**Benefit to the Customer**

- ✓ Ease of mounting different body applications

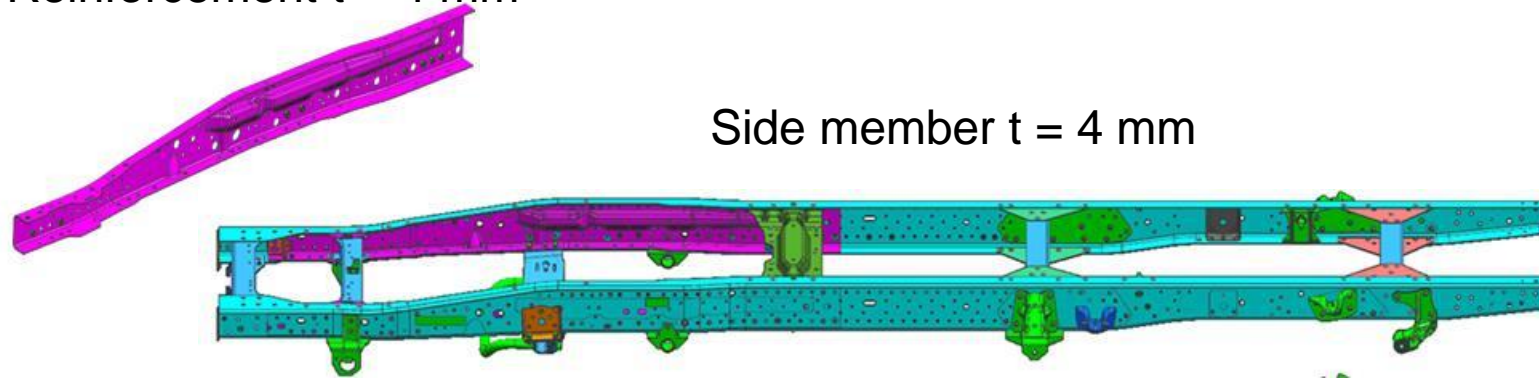


Chassis - N series

Side member thickness is changed from 4.0 mm to 5.3 mm.

Current Frame

Reinforcement $t = 4$ mm



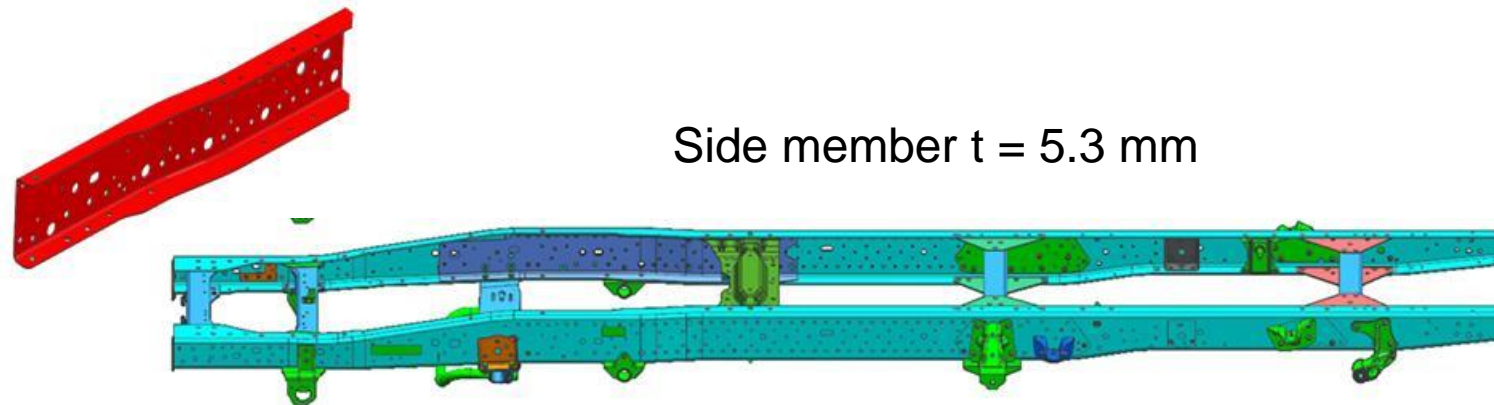
NLR/NMR



- Improved chassis durability & strength for increase loading & different terrain

7TH Gen Frame

Reinforcement $t = 4$ mm

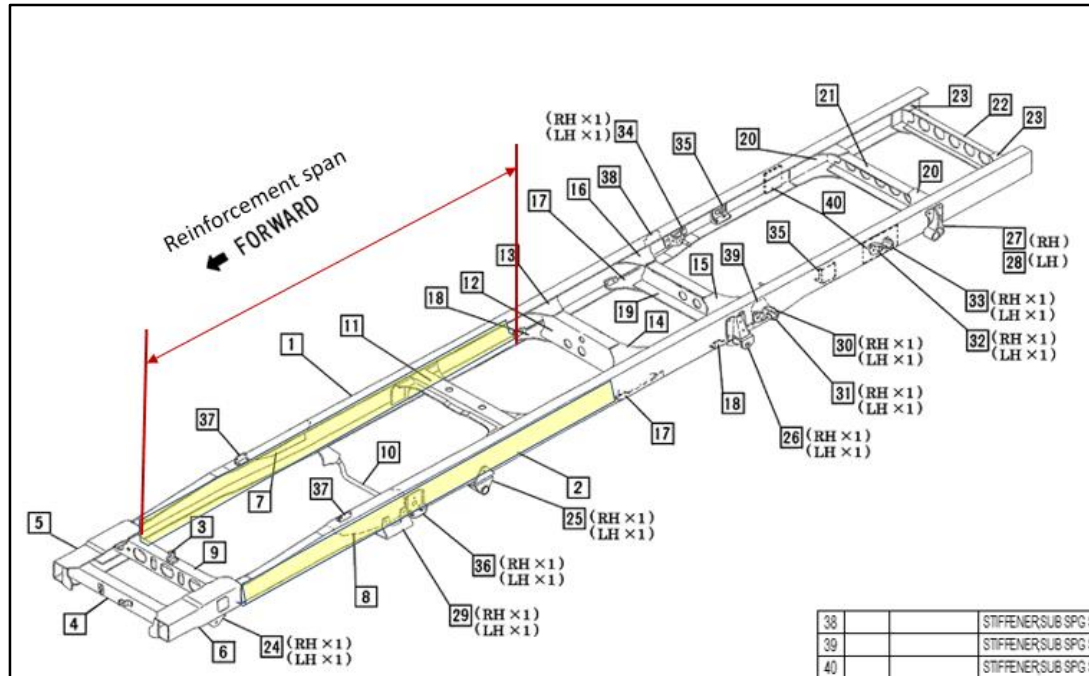
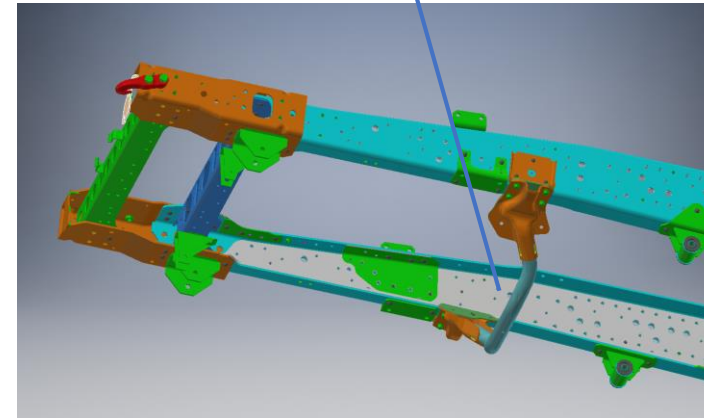


Chassis - N series

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7th Gen Frame

NQR81 xtra

Reinforcement $t = 6 \text{ mm} \times 2950\text{mm}$ 


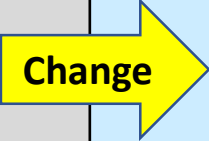
More robust chassis frame for increased durability on NQR

- NQR xtra insert 6mm reinforcement added

- Improved chassis durability & strength for increase loading & different terrain

Brake : Change from VAC to HBB

BRAKE		CURRENT	7 th Gen
NQR81 xtra	BRAKE SYSTEM	VAC	HBB

**Benefit to the Customer**

- ✓ NQR xtra , equipped HBB, have better brake response for higher GVW

Alternator



Model	Current	7 th Gen
NLR	12V-50	12V-60
NQR,NPS	24V-50A	24V-80A
NMR	24V-50A	24V-90A



Why 7th Gen is the better ?

- ✓ From 7th Gen, 80 & 90 amperes alternator provides high voltage for high consumption electrical application

Fuel cap with key



Why 7th Gen is the better ?

- ✓ 7th Gen is adopted fuel cap with key. It is very convenient and safer.

Product Maintenance

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Fuel Filter Changed

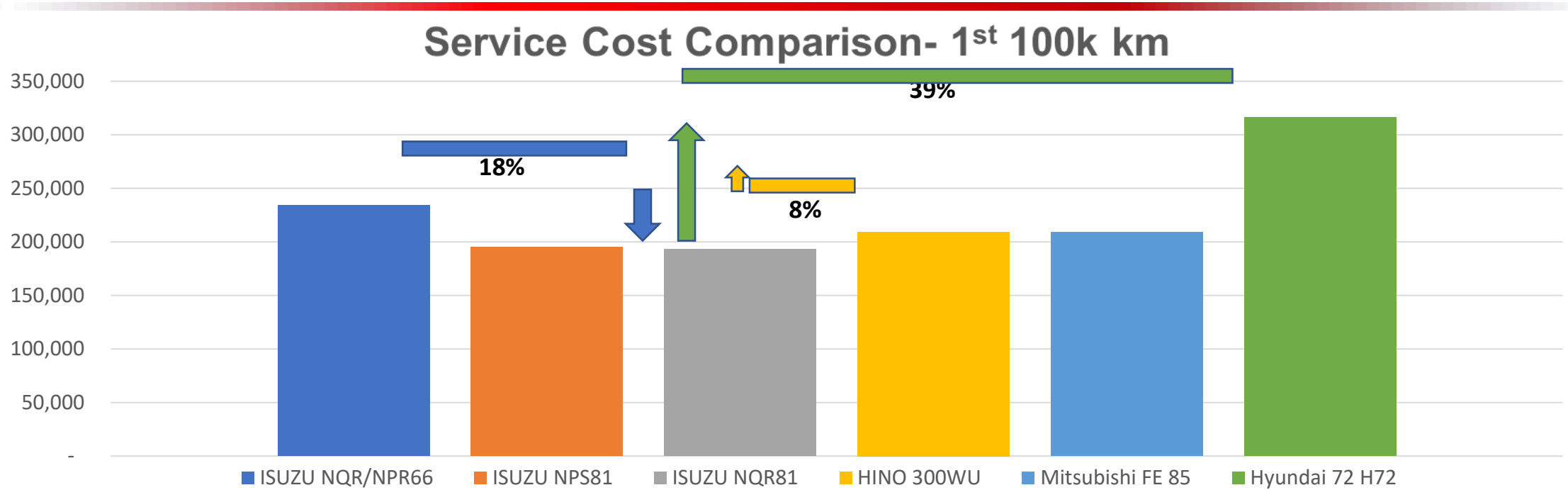
A fuel filter is now mounted in the engine. Moreover, the time between fuel filter replacements has been extended, contributing to lower maintenance costs. Furthermore, use of a reusable resin case and eco element show consideration for the environment.

Engine Oil Changed

The time between oil changes has been extended, and an oil level switch for detection of underfill has been added, improving engine oil maintainability.

Model	Engine	Engine Oil	Oil drain interval (km)	Oil Quantity	Model	Engine	Engine Oil	Oil drain interval (km)	Oil Quantity
NHR	4JB1 (2.8)	15w40 /5w40 CF-4	5,000	7	NLR	4JH1-TC(3.0)	15w40 /5w40 CI-4	10,000	6.6
NKR	4HF1-II (4.3)	15w40 /5w40 CF-4	7,500	8.3	NMR	4JJ1-TC (3.0)	15w40 /5w40 CI-4	15,000	9.2
NQR (3.8)	4HF1 (4.3)	15w40 /5w40 CF-4	7,500	8.3	NQR (3.8)	4HL1-TCS (4.8)	15w40 /5w40 CI-4	15,000	11.5
NQR (4.2)	4HF1 (4.3)	15w40 /5w40 CF-4	7,500	8.3	NQR (4.5)	4HL1-TCS(4.8)	15w40 /5w40 CI-4	15,000	11.5
NPS	4HG1 (4.3)	15w40 /5w40 CF-4	7,500	8.3	NPS	4HL1-TCS(4.8)	15w40 /5w40 CI-4	15,000	11.5

N-Series Competition Analysis: Service



	ISUZU NQR/NPR66			ISUZU NQR81			ISUZU NPS81			HYUNDAI72			HINO300			MITSUBISHI FE85		
Type Of Service	No of Services	Each - Cost	Total	No of Services	Each - Cost	Total	No of Services	Each - Cost	Total	No of Services	Each - Cost	Total	No of Services	Each - Cost	Total	No of Services	Each - Cost	Total
1 st Service	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0
Minor Service	7	12,000	84,000	3	21,000	63,000	3	21,000	63,000	10	10,500	105,000	7	12,000	84,000	4	19,325	77,300
Medium Service	4	15,000	60,000	2	21,000	42,000	2	21,000	42,000	5	14,000	70,000	4	12,000	48,000	3	19,325	57,975
Major Service	3	30,000	90,000	2	44,000	88,000	2	45,000	90,000	3	23,000	69,000	2	23,500	47,000	3	24,574	73,722
Comprehensive Service	0	-	-	0	-	-	0	-	-	2	36,000	72,000	1	30,260	30,260	0	-	-
TOTAL @100K km			234,000			193,000			195,000			316,000			209,260			208,997
Service Interval	7,500 km			15,000km			15,000km			5,000km			7,500km			10,000km		

*New NQR xtra Segment

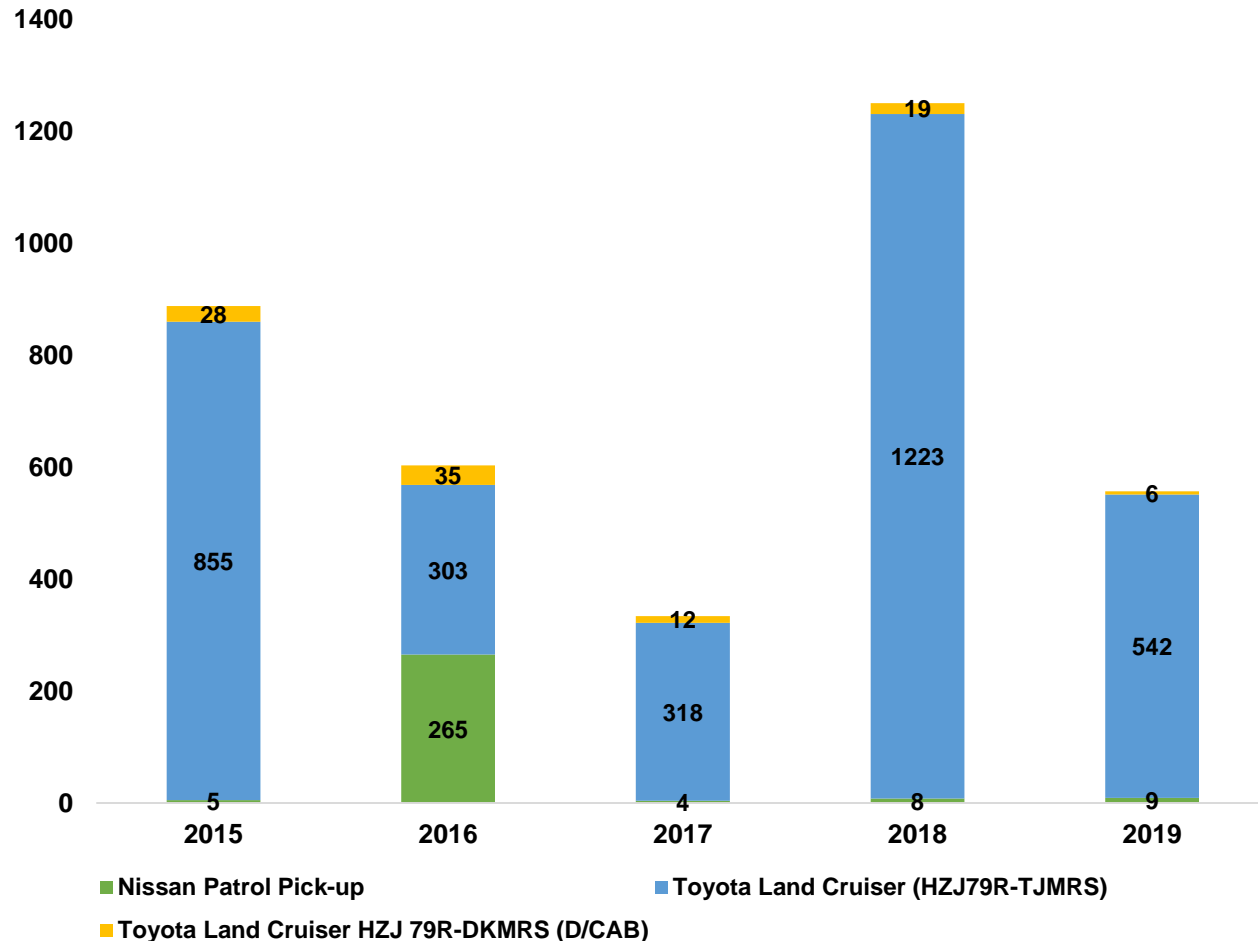
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- Isuzu has introduced 7th Generation NQR xtra for volumetric customers
- Estimated annual volume of 800 vehicles
 - KTDA
 - Water tanks
 - Mattresses
 - Plastic products
 - Packing bags
 - Courier companies
 - Bus operators who also move parcels

*New Isuzu NPS 4*4 Truck

ISUZU

Segment Performance



Segment Highlights

- Segment current; dominated by Pick Up-E
- Segment volume driven by;
 - Government(military, Police, Kenya wildlife)
 - Aid organizations
 - Tourism
 - Security companies
- Competitor brands : Toyota land cruiser & Nissan patrol
- Isuzu has introduced NPS 4x4 truck:
- 4*4 light duty truck suitable for extreme off-road conditions
 - Ease of maneuverability
 - Enhanced power (150PS)
 - Favorable price positioning

7th Generation N-series Unique Selling Points

ISUZU

- **More Power**
 - Better start ability, acceleration and climbing ability
- **More Comfort**
 - More spacious cab with ease of entry & exit
 - Many storage compartments
- **More Carrying Capacity**
 - Increased GVW
 - Improved front & rear axle capacity
- **More Versatile**
 - Suitable for many body applications
 - Increased alternator capacity
- **Increased Durability**
 - Reinforced Chassis
- **HBB Braking System for NQR xtra**
 - Suitable for higher GVW
- **Safety**
 - Reinforced cabin & door
 - Wider mirrors & windscreen => better visibility
- **More efficient common rail engines**
 - Better fuel consumption (Benchmark average results NQR66 5km/L vs NQR81 6km/L / NKR66 5.6km/L vs NMR85 8.5km/L)
- **More Green**
 - Euro II engines
- **Service**
 - Longer service intervals
 - Warranty – 2 years or 100,000km w.e.c.f



7th Gen N-Series Price List

ISUZU

No.	MODEL	RETAIL PRICE
1	NHR CAB	2,630,000
2	NHR TRUCK BODY ON	2,863,000
3	NLR CAB CHASSIS	2,750,000
4	NLR TRUCK BODY ON	2,983,000
5	NKR CAB	3,163,000
6	NKR TRUCK BODY ON	3,427,000
7	NMR CAB CHASSIS	3,270,000
8	NMR CAB CHASSIS W/BODY	3,534,000
9	NPR CAB	3,872,000
10	NPR TRUCK BODY ON	4,168,000
11	NQR SWB	3,980,000
12	NQR SWB W/BODY	4,276,000
13	NQR TRUCK	4,068,000
14	NQR xtra TRUCK	4,151,000
15	NPS TRUCK CKD	5,049,000