

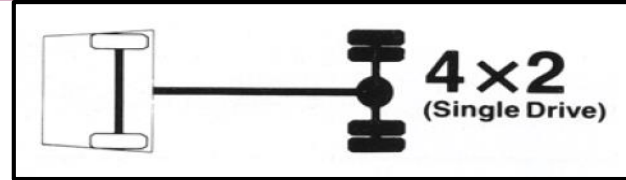
Training material

ISUZU EAST AFRICA

Axle Configurations

4X2 Trucks:

A four-wheeler truck with two rear deriving wheels.



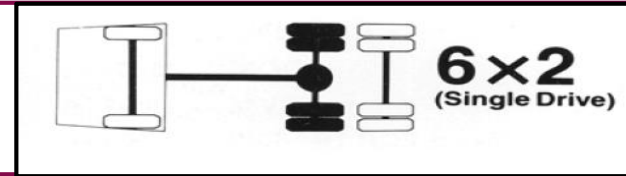
4X4 Trucks:

Truck with front & rear axle getting the Drive



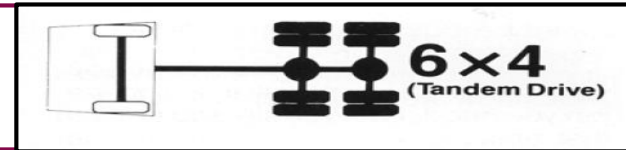
6x2 Trucks:

The truck that employs six wheel but getting drive only for rear two wheels



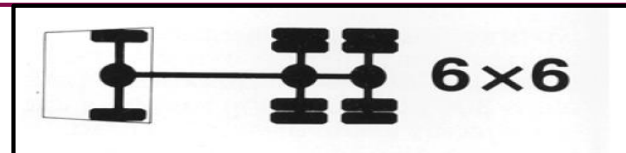
6x4 Trucks:

Truck that employs six wheel, getting drive rear four wheels



6X6Trucks:

Truck that employs six wheel, getting drive all six wheels



Product knowledge

► Uc series:

Vehicles are grouped based on the series.

We have only one vehicles on this group, that is the sport utility vehicle Mux **RJ05 1.9L mu-X** and **RJ05 3L mu-X**



SUV-D Target Persona

- 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

Carry-over Active Safety Features

- 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).



**Microsoft
PowerPoint Presentat**

TF Series

The TF series is divided into two :

► 1)Single cabin

- i)TFR 86- HR+AC 4*2
- ii)TFR86- HR+AC+AIRBAG 4*2
- iii)TFS86- HR+AC+AIRBAG 4*4



2)Double cabin

- i)TFS 86-deluxe unaccessorized(2.5 ltrs)
- ii)TFS 86- deluxe accessorized(2.5 ltrs)
- iii)TFS 85-Luxury manual (3.0ltrs)
- IV)TFS 85- Luxury automatic (3.0ltrs)
- V) TFS 40 Luxury Automatic(3.0ltrs)

5th generation models

- i) TFR54 –Single cabin
- ii)TFS54 –Double cabin
- iii)KB250 –Single cabin with difflock
- iv)TFS85- Single and double cabin (4JJ1-TC)
- V)TFR32-Single cabin
- vi)TFS77- single cabin and double cabin

Sample difference between the TFR 86

- Fuel consumption, Electronic brake force distribution (EBS), Brake assist system (BAS),Airbags both on driver and front passenger, Payload



D-MAX Sales Fliers.pdf



N series Trucks

- ▶ This are light duty trucks and they weigh from 4.1 tones to 8.5 tones.
- ▶ **7th generation model**
 - i) NLR 77E -4.1 tones Load capacity 2
 - ii)NMR 85H- 5.7 tones Load capacity 3.5
 - iii)NQR 81K-8 tones Load capacity 6
 - iv)NQR 81M(X)8.5 tones Load capacity6.5
 - v)NPS 81H- 7.5 tones Load capacity 6
- ▶ **6th generation model (4x2)**
 - i)NHR 55E-3.5 tones
 - ii)NKR 66L-5.7 Tones
 - iii)NPR 66P-7.3 Tones
 - iv)NQR 66R-8 Tones



Microsoft
verPoint Presentat



7th Gen N Series Specs.pdf

F Series Trucks

► This are medium duty trucks, they weigh from 11 tones to 18 tones.

7th generation model

- i)FRR 90N- 11 tones Load capacity 7/8 Tanker
- ii)FTR 90L- 14.2 tones (FVR90-15 tones) Load capacity 8
- iii)FTS 34-13 tones Load capacity 8
- iv)FVR34P-18tones Load capacity 10
- v) FVR90L-15tones Load capacity 8
- vi) FVR90P(LSD Cargo)-15tones

We also have heavy duty truck on the F series category.

- i)FVZ 34- 26 tones load capacity 16 t

6th generation model



- i)FRR33-9.9 Tones
- ii)FSR33-13.5 Tones
- iii)FTS33-13.0 Tones
- iv)FVR23-16.0 Tones
- v)FVX23-21.0 Tones
- vi)FVZ23-22.0 Tones



Microsoft
PowerPoint Presentat



F Series brochure.pdf



Microsoft
PowerPoint Presentat

G and E -Series

- ▶ G-series is a prime mover that has a gross vehicle weight of 26 tones and gross combination weight of 50 tones.(GXZ truck)
- ▶ E-Series is a truck that has a gross vehicle weight of 30 tones and a gross combination weight of 60 tones.(EXZ)



GXZ brochure.pdf



Buses: N and F series

N-SERIES (7th Generation)

NMR85- 25 Seater has no priority seats.

NQR SWB (81K)-27 Seater

NQR LWB (81M)- 33 seater has 4 priority seats

Zuri bus -29 seater has 4 priority seats.

6th Generation

NKR-26 seater

NPR-29 seater

NQR-33 seater

F-SERIES(7th Generation)

FSR90-46 seater with 5 priority seats.

FTR90-46 Seater-Blue Power

FVR34S- 67 seater with 5 priority seats.

6TH Generation

FRR BUS-51 seater

MV123 62 and 67 seater



7th Generation N-Series Bus Flier.pdf 7th Generation F Series Bus.pdf

WHAT IS BLUEPOWER

Blue Power engines feature less internal resistance due to the reduced speed of combustion (RPM) making combustion efficient resulting in better fuel efficiency and power, decreasing exhaust emissions.

It is Euro 4 compliant that ensure less harmful emissions are emitted into the environment

Selling Points of Blue power

1. Performance
2. Diesel Oxidation catalyst, selective catalyst reduction
 - DOC technology is simple, easy to maintain and ability to perform in whichever circumstance.
4. Safety- Cab tilt warning, headlamp leveling, oncoming road users and driver's visibility, multiple display in GXZ to see all information for vehicle.
5. Connectivity and Convenience - for load sensor, temp in cargo, driver at work using geo fence and get notifications, know next service, fuel efficiency, harsh braking alert, USB charger, ability to predict what is happening to vehicle, helps in terms of planning and costs
6. Economy because of DOC- benefit is add oxygen into the gases coming out of combustion, Emits as CO₂ NOT MONOXIDE, cleaner environment-other alternative add ad blue, sensor thus more cost for customers
7. Sustainability, blue power ensures business is done in a more sustainable power
8. Vehicle is much robust and more value and power for investments.

BODY TYPES AND PRICES 2022-2023



**Microsoft
PowerPoint Presentat**



**Microsoft Excel
Worksheet**

Financial options

- ▶ We have two financial options that a customer can consider when purchasing a vehicle.

i)Cash payment option: The customer will be asked to make a 10% deposit as the commitment fee, then pay the rest (90%) within a month.

ii)Bank payment option: The customer can opt to choose a bank that will facilitate for the vehicle. We will require one year bank statement from the customer so that, the bank can do an assessment, after the assessment the bank will determine how much the customer will qualify to get and the amount he/she will pay as the deposit for the vehicle.

Bank partnership

- ▶ Isuzu East Africa has partnership with several banks so that to enable the customers to continue growing there business.

Bank partnership

2)Co-op bank.

The bank can facilitate for All Vehicles

- i)Up to 95% financing and require the customer to facilitate 5% as the deposit for the vehicle.
- ii)2 months repayment holiday for all models and School buses 3Months
- iii)72 months (6years) repayment period for all Models
- iv)Up to 1M working capital for all models and Upto 2 M for school buses.

3) NCBA bank (NEW)

90 Days Repayment Holiday, from the date of disbursement to the first date of payment Upto 95% financing Longest Repayment Period of 72 months (6 years)Processing fee of 1% for existing customers and 1.5% for new customers13% interest rate on reducing balance Program Duration 01 Oct to 31 Dec 2022.

Bank partnership

► 4) Gulf bank

The bank can facilitate for both Muslims and non Muslims for both banking and non banking.

There are two types of contract

A).**Murabaha**: This is a fixed term contract, it can not change even when the central bank rates changes. 100% financing

36 months repayment period

TAT of 72hrs.

B).**Musharakah**: The terms can change and is based on the central bank rates.

Up to 95% financing

60 months repayment period.

TAT of 72hrs.

LEASING

- ▶ We have two types of leasing

1)Dry lease: lease the asset from Isuzu East Africa, the maintenance is done by the customer.

2)Wet leasing: in addition to rental charge, service and maintenance, insurance shall be part of the periodic payments to be made by the lessee. Fuel costs and driver in need be in both cases shall be catered for by the lessee.

- ▶ We work with a lease period of 4 years with total mileage of 160,000Km to 200,000Km during that period

Requirements for leasing:

1. Customer Name
2. Company name (Where applicable)
3. Mobile number
4. Town
5. Anticipated monthly mileage and
6. Lease period intended to lease
7. Email address

Driver training/Test drive

To support the fleet customers we have two types of free training that we offer.

1)Defensive training: This is a one day training where the driver gets to understand the vehicle better.

2)Smart trucking training: This is a practical training based on reduction of vehicle maintenance cost e.g. fuel saving tips.

Requirements for free driver training

- i. Full names- First & Last name
- ii. Company name
- iii. Town
- iv. Mobile number
- v. Email address

Test drive

We do offer test drive to companies that would like to purchase a vehicle

Warranty

- ▶ Every vehicle that a customer purchase comes with a warranty. Warranty starts from the date of first registration.
- ▶ Isuzu East Africa warrants each new motor vehicle, including and approved accessories to be free from defects in material and workmanship under normal use and service, all the same the local contents e.g. tyres and batteries are warranted by the suppliers.

Isuzu Parts

► We have three categories of parts

1) Genuine parts: These are the parts that come with the vehicle when purchasing it.

2) Best value: Based on the customer feedback with regards to the pricing of the parts, we were able to liaise with a company that produces high standard of quality parts at a slightly lower price than the genuine parts. (30% lower than the genuine parts)

3) Isuzu select parts: Due to further discussion that we had with our customers, we realized that some customers did not want to invest too much on vehicles that were not on warranty and also old vehicles but at the same time they wanted quality, therefore we liaised with another different company that produced standard and quality parts at even lower price than both genuine and best value. (50% lower than genuine parts).

MAXIT is an Isuzu East Africa brand offering the following products.(Promise: Maximum Uptime)

- ▶ **Lubricants** - (Engine Oil, Gear Oil, Greases)
- ▶ **Leaf Springs** - (For all Isuzu Trucks & Buses)
- ▶ **Batteries** – (Maintenance Free & Conventional)

MAXIT Engine oils

- ▶ MAXIT engine oil is a high performance lubricant designed to offer maximum lubrication and protection to your high output engine, giving it a long lifespan.

Functions of engine oil

- ▶ Reduce wear, friction in pistons , bearing and moving parts
- ▶ Cleaning the inside of the engine and absorbs particles resulting from engine combustion
- ▶ Prevent corrosion of the metal parts
- ▶ Cushions moving parts inside the engine
- ▶ Cools the engine

MAXIT pro tip: Oil Level inspection

- ▶ Remove the oil dipstick and wipe off any oil on the dipstick
- ▶ Reinsert the oil dipstick fully and then gently remove it
- ▶ Oil surface should be between MIN and MAX mark
- ▶ Install the oil dipstick into position after checking the oil level



Vehicle identification number



Microsoft
PowerPoint Presentat