

23rd May 2019

ISUZU MOTORS INTERNATIONAL FZE

ISUZU ROLLS OUT ITS FIRST CONNECTED TRUCK IN THE KINGDOM

- ISUZU CONNECT, the telematics system offered by ISUZU, will be installed to all new ISUZU trucks in the Kingdom of Saudi Arabia as one of the standard features -

- Optimize connected service*¹ for commercial truck users and fleet operators
- ZERO initial cost and one-year-free subscription*²
- New PTA*³ regulation compliance with additional sensors based on requests
- Variety of customization for every customer's specific needs
- Retrofit options for existing ISUZU users*⁴ upon their request

Dubai, United Arab Emirates, 23rd May 2019---ISUZU MOTORS INTERNATIONAL*⁵ announces the launch of its completely new designed service, ISUZU CONNECT, to be distributed by nationwide dealer networks for ISUZU truck users in the Kingdom of Saudi Arabia.



ISUZU CONNECT, ISUZU SUPER JUMBO GOLD EDITION

*¹ Various vehicle information will be visualized by CAN BUS data in ISUZU CONNECT unlike other existing telematics systems in the Kingdom. (Based on a research conducted by ISUZU MOTORS INTERNATIONAL FZE)

*² Terms and conditions apply.

*³ Public Transport Authority in the Kingdom of Saudi Arabia.

*⁴ ISUZU CONNECT can be installed into models with 4JJ1, 4HK1, 6HK1, 6WF1 and 6WG1 IDCS engines.

*⁵ ISUZU MOTORS INTERNATIONAL FZE, wholly owned by ISUZU MOTORS LIMITED, the regional distributor in the Middle East and Africa for ISUZU's commercial vehicles with its headquarter in Dubai, UAE.

ISUZU MOTORS INTERNATIONAL is boldly taking up the challenge of an optimization for logistic services. ISUZU plans to connect all trucks running in the Kingdom of Saudi Arabia for future logistics by using telematics system. The connected trucks enable ISUZU customers to reduce their cost of fleet operation, maintenance, down time and less accidents.

ISUZU CONNECT, the telematics system offered by ISUZU, will be installed to all new ISUZU trucks in the Kingdom as one of the standard features. Additional functions will be available by customization upon each customer's specific needs and wants.

This new feature of ISUZU CONNECT are also available for existing ISUZU users*⁶ upon their request, which can be installed into trucks with "Intelligent Durable Common-rail System" (IDCS). All ISUZU trucks since 2018 model year have equipped with this IDCS along with other safety features such as ABS, FUPD and Rear Fog Lamp.

ISUZU believes ISUZU CONNECT becomes Kingdom's de-facto standard in the telematics system as we are No.1 Commercial Vehicle brand*⁷ in the Kingdom.

ISUZU CONNECT will be provided in cooperation with our strategic partner, AFAQY which is one of the leading IT companies in the Kingdom and also officially certified telematics system supplier by Public Transport Authority (PTA) as we move forward to fully comply with new regulations.

One of the significant benefits for customers of utilizing this new feature of ISUZU CONNECT is to closely monitor of each vehicle information such as fuel efficiency, engine conditions, vehicle location and vehicle speed. Further information such as vehicle weight, door open/close condition, temperature and humidity in closed van body, sleep detection, seat belt condition, etc. can be monitored as well by installing various sensors with customer's request. All of these monitoring information will be displayed on ISUZU CONNECT dashboard.

The logistics has become a social infrastructure. As the leading commercial vehicle manufacturer, ISUZU has committed to fulfill all customer's needs in the enrichment of our society. Moving towards to this ultimate goal, this new feature of ISUZU CONNECT will be the first step of our achievement in order to provide total solution with 24/7 uptime logistics to our customers in the Kingdom.

*⁶ ISUZU CONNECT can be installed into models with 4JJ1, 4HK1, 6HK1, 6WF1 and 6WG1 IDCS engines.

*⁷ ISUZU has kept No.1 market share in the Kingdom's light duty truck segment (GVW4.5t – 9.5t segment) for more than 20 years. (Based on a research conducted by ISUZU MOTORS INTERNATIONAL FZE)

1. SYSTEM OUTLINE



- GPS tracking and basic information (Speed, Direction, Altitude, Engine hour, Mileage, etc.)
- ISUZU CAN-BUS Data (Fuel consumption, Engine RPM, Engine temperature, etc.)
- Additional information with customer's request
 - a. Loading weight monitoring: Required by PTA regulation from April 2019*⁸
 - b. Safety features: Sleep detection, Seat belt condition
 - c. Quality features: Temperature, humidity and door open/close sensor for better quality logistics service
- ISUZU CONNECT Dashboard
Analyze vehicle data from various aspects to summarize drivers' behavior from mileage, engine hour, idling hour, fuel consumption, maximum speed, average speed, braking, cornering, etc.
- Mutual communication between fleet manager and drivers

2. SALES OUTLETS

- a. AL YEMNI MOTORS CO
- b. ALISSA UNIVERSAL MOTORS CO
- c. BAKHASHAB BROTHERS COMPANY LIMITED
- d. BAKHASHAB TRANSPORT & TRADING HOLDING CO., LTD.

3. MEDIA CONTACTS

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*⁸ Regulation was implemented by PTA, Public Transport Authority in the Kingdom of Saudi Arabia.