

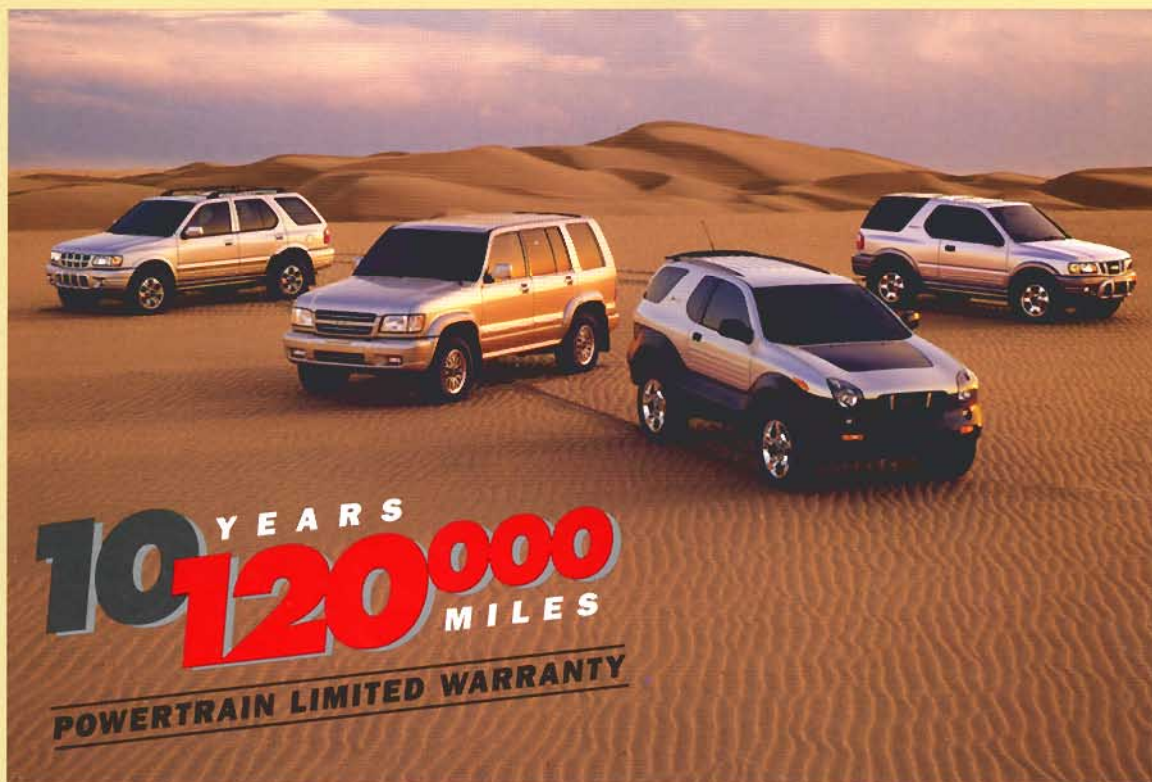
GO FARTHER

The best tool for building your business keeps getting better...

# PARTNERSHIP

# PLAN | 2000

## ISUZU FOR THE NEW MILLENNIUM



10 YEARS  
**120,000**  
MILES

POWERTRAIN LIMITED WARRANTY

ISUZU

# KEY 2000 INITIATIVES

Following the success of the 1999 Partnership Plan, we've refined, revised and added to our strategy. Our goal is to support you, every step of the way. Every element of this plan is designed with you in mind — to show our commitment to our dealers and to encourage your success with Isuzu.

- 1 The Face of the Isuzu Franchise
- 2 10-Year/120,000-Mile Powertrain Limited Warranty
- 3 Dealer Advertising Support
- 4 Isuzu Loyalty

## 1 THE FACE OF THE ISUZU FRANCHISE

Entering the year 2000, Isuzu is riding on a wave of brand recognition resulting from two years of intensive image building.

In 1998, Isuzu began creating a brand image that truly expressed who we are and what we do: *Go farther*. We began sponsoring and tying in with high-profile athletic events that celebrated endurance, commitment and performance — characteristics that define the *Go farther* ideal.

Now, after two years of concerted effort, we know that the *Go farther* approach is working. Consumers recognize the *Go farther* spirit and associate it with Isuzu products.

For 2000, we will continue building on this momentum to make an even greater impression on consumers.

## SPONSORSHIPS AND PROMOTIONS

At the forefront of Isuzu's face of the franchise effort is our association with the **Ironman® Triathlon World Championship** — a relationship that has grown into far more than a simple sponsorship.

From the Ironman edition of the VehiCROSS to the Isuzu Ironman Dealer Championships, we've leveraged our association with the Ironman into a multi-level promotional bonanza.

For 2000, this tremendously successful association will be continued and expanded in many ways:

- **Ironman Sponsorship:** In addition to its role as presenting sponsor of the World Championship, Isuzu is also the title sponsor for three Ironman qualifying events:
  - **Isuzu Ironman California**, held in Oceanside in May
  - **Isuzu Ironman USA**, held in Lake Placid, New York in August
  - **Isuzu Ironman Florida**, held in Panama City in November
- **Go Farther Award:** We will continue to present this prestigious award to one inspiring Ironman competitor.
- **Ironman Packages:** We are offering Ironman Packages for both the Amigo and Rodeo in addition to the VehiCROSS. Ironman Packages

are designed as a platform to introduce Isuzu's most advanced technological and performance features.

- **Isuzu Ironman Dealer Championships:** We plan to repeat this highly successful travel award program in which dealers compete for the chance to win the ultimate prize: a trip for two to Kona, Hawaii, to be on the front line of the 2000 Ironman Triathlon World Championship.

In addition to Ironman, we plan promotional tie-ins with the following athletic events which also express the face of the franchise:

- **Discovery Channel Eco-Challenge** — a grueling 300-mile adventure race created by the Discovery Channel and held in a different exotic location every year
- **Race Across America** — a solo and team bike race across the United States, crossing ten states and covering 3,000 miles

## GO FARTHER ADVERTISING

For 2000, our advertising will continue to emphasize our unique position as SUV specialists while trumpeting the benefits of "America's Longest Warranty," the new 10-year/120,000-mile powertrain limited warranty. The warranty, "No Cars" and *Go farther* will figure prominently at every media level — television and print advertising, vehicle brochures, showroom materials, direct mail and electronic media.

### AMERICA'S LONGEST WARRANTY

American Isuzu Motors Inc. is proud to introduce the industry-leading 2000 Model Year Powertrain Limited Warranty, America's longest warranty with 10 years or 120,000 miles protection. The Isuzu VehiCROSS, Trooper, Rodeo and Amigo are built better than ever, and this new, groundbreaking warranty reflects our continued commitment to excellence.

The new 10/120 Powertrain Limited Warranty means that a 2000 VehiCROSS, Trooper, Rodeo or Amigo can be purchased or leased with confidence and peace of mind.

**GO FARTHER** with the benefits of Isuzu's 10/120 Powertrain Limited Warranty:

- Longest powertrain protection available
- No out-of-pocket expense for covered repairs for 10 years or 120,000 miles
- Protection from high costs of repairing major powertrain components
- Transferable to immediate family (spouse, son or daughter)
- Increased confidence in the quality and reliability of their new Isuzu vehicle
- Increased coverage compared to most aftermarket extended service agreements
- Increased resale value with 3rd highest mean/lease program warranty
- No deductible

2000 | ISUZU



## 2 | 10-YEAR/120,000-MILE POWERTRAIN LIMITED WARRANTY

American Isuzu is proud to introduce "America's Longest Warranty," our 10-year/120,000-mile powertrain limited warranty that goes farther than any other warranty in the industry. Combined with Isuzu's excellent, already existing coverage, this bold move reflects Isuzu's confidence in the quality and durability of its products. No other company offers this level of long-term protection on an SUV or any other vehicle.

This incredible value for customers is a terrific relationship-builder for dealers. You can offer your customers the peace of mind and confidence of knowing there will be no out-of-pocket expenses for covered warranty repairs for ten years or 120,000 miles. And you'll know they'll be likely to return to your dealership for needed service again and again, for as long as ten years or 120,000 miles down the road.

Since 1984, Isuzu has offered some of the most durable, long-lasting SUVs on the market. The 10-year/120,000-mile powertrain limited warranty reinforces our elite position as sport utility specialists.

## 3 | DEALER ADVERTISING SUPPORT

### ISUZU DEALER ADVERTISING ASSOCIATIONS

Last year, Isuzu doubled its matching fund budget to support Isuzu Dealer Advertising Associations (IDAAs) in 24 major markets across the country. The results were phenomenal; the IDAAs were very active and every penny was spent strengthening Isuzu's presence through newspaper, radio and television advertising, special events and promotions.

IDAA support will continue in 2000. As always, Isuzu will provide creative materials — ad planners, running footage, finished spots, etc. — for dealer groups to use if they choose.

### NEW! PARTNERSHIP CO-OP

For 2000, we're going even farther and introducing a new co-op advertising program available to all dealers in all markets. Under this program, you'll be placed into 1 of 3 categories based upon your 1999 year-end retail sales. After advertising a base amount, dealers will be reimbursed for up to 75 percent of their costs.

This aggressive reimbursement plan gives you more money to work with and lets you target the message to your community. Be sure to take advantage of this generous program!

## 4 | ISUZU LOYALTY

At Isuzu, we strive to create a positive relationship with our customers, dealers and dealership personnel. The more loyal our customers, the more likely they are to return to your Isuzu dealership for service and future purchases, and the more likely they are to refer their friends. The more loyal our dealers, the more they will support and promote Isuzu sales and high customer satisfaction. For these reasons Isuzu maintains a wide variety of programs to promote and reward loyalty at all levels.

### OWNER

In addition to the 10-year/120,000-mile powertrain limited warranty, Isuzu continues to offer several programs that create and reward owner loyalty.

- **Go, Isuzu's owner newsletter:** Isuzu's attractive, full-newsletter appeared bi-annually in 1999 and is scheduled to print three times in 2000. Exciting and cutting edge from cover to cover, *Go* focuses on Isuzu products as well as the types of leisure and athletic interests that Isuzu's active-lifestyle owners pursue. Approximately 300,000 copies are mailed out to current owners and anyone who requests a copy at Isuzu's website, [Isuzu.com](http://Isuzu.com). This is another avenue of contact to help Isuzu and dealers keep in touch with current owners and communicate the face of the franchise.

- **Owners Only section on Isuzu.com:** The Owners Only section of Isuzu's website provides a forum for owners to find out what's new at Isuzu and to take advantage of offers available only to them. It is an easy-to-use resource where Isuzu owners can:

- Check for outstanding service campaigns on their vehicles
- Sign up for Isuzu vehicle service reminders at recommended intervals
- Access *Go*, Isuzu's owner newsletter. The on-line version of the newsletter is refreshed quarterly. Owners can also request a subscription to the print version, mailed three times a year
- Review Isuzu vehicle stories from other owners
- Obtain warranty information
- Order vehicle manuals
- Obtain information about vehicle accessories

- **Direct mail:** For 2000, we will continue our owner and prospect direct mail program. It will keep the face of the Isuzu franchise in front of a large number of prospects and owners and will motivate them to visit their dealership to test drive new products.

- **Isuzu Protection Plan:** Isuzu will continue to offer some of the industry's most innovative extended service agreements and pre-paid maintenance programs to ensure that your customers go for needed service only one place — your dealership.

These and other programs in 2000 will benefit dealers by fostering positive long-term relationships with Isuzu customers.

### DEALER

- **New Structure! Performance Bonus Program:** We're planning for another record-breaking sales year! In appreciation of your excellent performance, there are now three ways for you to earn:

- 1 \$75 per unit each quarter for meeting your quarterly Partnership Plan volume objective
- 2 \$75 per unit if you meet your quarterly Isuzu Customer Satisfaction Summary (ICSS) and Isuzu Sales Satisfaction Summary (ISSS) objectives
- 3 \$50 per unit for meeting both your volume objective and your ICSS/ISSS targets

In all, you can earn \$200 per unit by meeting both volume and ICSS/ISSS objectives.

- **Travel Reward:** We are also planning an unforgettable Partnership Cup travel award for dealers with outstanding sales volume and ICSS/ISSS performance. Details on this upcoming trip will be sent to your dealership later in the year.

## SALES REPRESENTATIVE

• **Performance Bonus Program:** Sales representatives have three different ways to earn in the new millennium:

- 1 Up to \$500 or more per unit Spin 'n' Win bonus
- 2 \$25 per unit bonus when the dealership's quarterly ISSS objective is met
- 3 \$25 per unit longevity bonus

In all, sales representatives can earn up to \$550 or more per unit.

• **New! Spin 'n' Win:** For 2000, we are excited to introduce a periodic sales representative Spin 'n' Win program that will reward up to \$500 — or maybe even more — for every eligible vehicle sold! If the Spin 'n' Win program isn't in effect, sales representatives will be rewarded by another exciting incentive program. This new structure is designed to create the possibility of larger awards that will motivate salespeople to *Go farther* to sell Isuzu vehicles. We will continue to make payments on the Isuzu Partnership Rewards Card.

In addition, two other bonus programs continue to support the long-term objectives of the dealership:

- **Quarterly sales satisfaction bonus:** We reward sales representatives who work together to earn high sales satisfaction averages for their dealerships. A three-month average of each dealership's score on the ISSS will be measured at the end of each quarter. Sales representatives who work for dealerships which achieve their ISSS target will receive a \$25 bonus on each eligible sale they made that quarter.
- **Year-end longevity bonus of \$25 per unit:** We will also reward the professional stability of salespeople who stay with their dealerships throughout the entire year, regardless of hire date. Salespeople will be paid the \$25 longevity bonus for each eligible unit they have sold during the year for their dealership of record on December 31, 2000. The bonus is not transferable if they switch dealerships. No bonus will be paid to salespersons who are no longer employed by an Isuzu dealership on December 31, 2000.

## SALES MANAGER

• **Performance Bonus Program:** Sales managers also earn rewards for their contributions to the selling effort:

- 1 \$25 per unit each quarter for meeting the dealership's quarterly Partnership Plan sales volume objective
- 2 \$25 per unit for meeting both the dealership's quarterly sales volume objective and its quarterly ISSS target

In all, rewards for sales managers can total \$50 per unit.

All sales manager payouts will be made via the convenient Isuzu Partnership Rewards Card at the end of each quarter.

## SERVICE TEAM

For 2000, Isuzu Service PLUS gets even better! For the new century, the program offers enhanced rewards for service advisors, technicians and managers. These increased award opportunities underscore the value the service team brings to complete customer satisfaction. The new program is designed to encourage the dealership service team to achieve total customer satisfaction through an emphasis on "first visit fix" and service advisor excellence.

Isuzu Service PLUS enters its tenth year as Isuzu's service training, certification and recognition program. The "PLUS" in Service PLUS stands for Performance, Learning, Understanding and Satisfaction. Service PLUS is designed to recognize and reward individual service team members and the dealership for professional development.

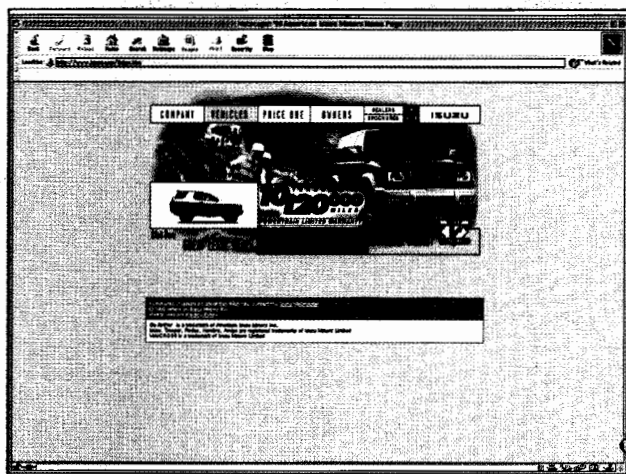
Full details on the new Service PLUS program will be announced in early 2000.

## PARTS TEAM

Isuzu rewards the commitment of parts managers and parts specialists through the IPN Training Institute, Isuzu's parts training, certification and recognition program. Parts department staff members accumulate points based on efficient parts department management, the successful completion of training module tests, and parts department performance on the Isuzu Customer Satisfaction Survey. Top performers receive personalized plaques, certificates and/or merchandise awards.

## ISUZU.COM HELPS GENERATE THOUSANDS OF SALES

**In 1999, more than 27,000 consumers requested quotes for new vehicles via Dealer Link on Isuzu's website, Isuzu.com. Of those, nearly 3,000 resulted in sales! For 2000, Isuzu will be working to increase the appeal and use of the website among the growing number of SUV prospects who use the Internet to shop for their next vehicle.**



**We'll use the site to spotlight Isuzu's product advantages and key sales points, like the 10-year/120,000-mile powertrain limited warranty. Plans are under development to expand "Got a Quote" features to generate even more dealership sales activity.**