

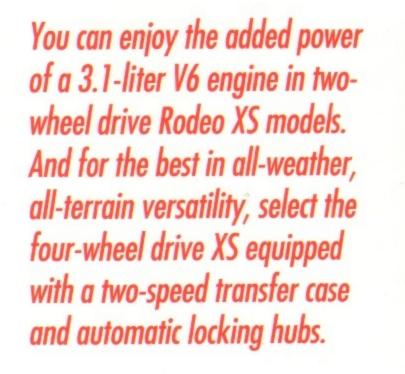
At Isuzu, we believe that if we use the most solid engineering in the automotive industry, and not follow tradition just because it's acceptable, we can produce exciting,

A BETTER WAY TO GO.

dependable and reasonably priced vehicles that stand apart from the rest and take you out of the ordinary. • Our engineers take this philosophy as a challenge and obligation - to create a sport utility vehicle that's rugged and versatile to be sure, but with a level of refinement and comfort that makes it easy to live with, day in and day out. The Isuzu Rodeo is for drivers who think getting there should always be a smooth ride, whether you're going to work or to the woods. • The Rodeo is not the only sport utility vehicle on the road, but it stands alone in terms of quality and affordability. Designed to provide years of trouble-free service and built to the highest engineering standards, the Rodeo delivers outstanding value for your hard-earned dollar. • The Rodeo is offered in a choice of two-wheel drive and four-wheel drive versions to match your driving style and needs. You'll also find a selection of three trim levels: the well-equipped S, attractive XS and luxurious LS models, along with a choice of four-cylinder or V6 engine and 5-speed manual or 4-speed automatic

transmission (with the V6). • All of which means that while you may have a difficult time deciding which stylish Isuzu Rodeo to choose, every one is definitely fun to drive and a joy to own.

The four-wheel drive Rodeo LS provides the ultimate in performance and comfort, with a standard 3.1-liter V6 engine, choice of 5-speed manual or 4-speed automatic transmission, and an extensive array of luxury amenities. The beautifully appointed LS is also available in two-wheel drive models.



Our base model two-wheel drive Rodeo S comes with a highefficiency 2.6-liter in-line fourcylinder engine, 5-speed manual transmission and six-passenger seating. The four-wheel drive Rodeo S draws even more impressive power from its 3.1-liter fuel injected V6 engine, which is available as an option on the twowheel drive model.













Those rare days you manage to get away with the kids are absolutely priceless. It doesn't really matter where you go or what you do, as long as you're all together. You try very hard to give your children all kinds of new and exciting experiences. Times they'll fondly remember for the rest of their lives, just as you remember marvelous times from your own childhood. For you, it was a station wagon with fake wood on the side. For your kids, it's the Rodeo, snug and secure, ready to carry your family off to new adventures and countless magical moments. Today, your daughter rode a horse for the first time. You

watched her face change from apprehension to sheer delight

and heard her laughter carry



Evenings like this are special. You work hard and you deserve an occasional night on the town. Time to take full advantage of all the comfort and sophisticated style your Rodeo can provide. You enjoy the special things, you've earned them, and the Rodeo fits your style beautifully. It's hard to believe you were able to find one vehicle that matches every element of your lifestyle so perfectly. The stereo's playing your favorite music and you're enjoying the response of the V6 engine as you thread your way through the light, early evening traffic. You're certain now you'll make your eight o'clock reservation without a problem. In fact, the restaurant's just ahead and valet parking wants

you front-row center.

Rodeo LS 4WD

EXPERIENCE BRINGS WITH IT SPECIAL ADVANTAGES. ISUZU HAS A STRONG HERITAGE OF SUCCESSFUL, WELL-ENGINEERED SPORT UTILITY VEHICLES. ISUZU ENGINEERS KNOW WHAT WORKS AND WHAT DOESN'T. THEY'VE BUILT UPON THIS EXTENSIVE BASE OF KNOWLEDGE WHEN DESIGNING THE RODEO AND IT SHOWS — IN RODEO'S SUCCESSFUL BLEND OF PERFORMANCE, DURABILITY, VERSATILITY AND COMFORT.

SPACIOUS, COMFORTABLE AND ROOM WITH A VIEW.

Open one of the Rodeo's four wideentry doors and slip inside.

You'll find a well-appointed and
remarkably roomy interior with over 37 inches of front
and rear seat head room, an expansive 42 inches of front seat
leg room (with over 36 inches to stretch out in the rear), and a
full 35 cubic feet of cargo space behind the rear seat. That adds up to

SEATING FOR SIX

With its standard, full front bench seat, the two-wheel drive Rodeo S (shown at right) offers seating and comfort for a family of six. All other models feature wide, supportive front bucket seats and the same three-across seating in back. The rear seat also folds forward to give you 67.3 inches of flat floor length for hauling bulky cargo. And Rodeo LS models offer the added versatility of a split-folding rear seat.

room for you, your family and all your luggage or sports equipment.

INFORMATION, PLEASE

The Rodeo's stylish cockpit doesn't just look great, it puts you firmly in control of the task at hand — driving. The combination of a raised seating position and plenty of large windows (with narrow, unobstructive roof pillars) gives you a commanding view of the road. With standard analog gauges and ergonomically designed instrument panel, all vital gauges and controls are right where you need them.

SAFETY FIRST

Since our designers understand that you'll be hauling the most precious cargo of all — your family — every Rodeo is engineered to help ensure their protection. Safety features include front and rear three-point seatbelts and rear child-safe door locks.

FULL FEATURES, FULL VALUE

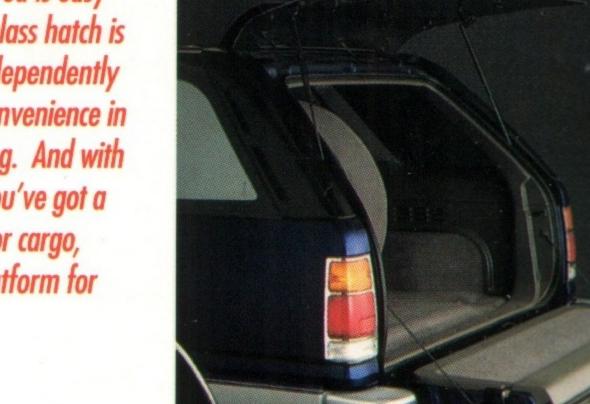
Every Rodeo comes complete with a long list of comfort and convenience features. The S models offer you standard amenities such as tweed cloth upholstery, warning/indicator lamps, a large-grip three-spoke steering wheel, front and rear passenger-assist grips, tinted glass, two-speed windshield wipers with mist function, dual sport mirrors, rear window defogger, inside-mounted full-size spare tire with cover, and more. • The sporty Rodeo XS adds an AM/FM ETR stereo with two speakers, fully reclining front bucket seats, bright exterior mouldings, side stripes, rear window wiper/washer and an outside-mounted full-size spare tire with vinyl cover for four-wheel drive models — to name just a few. • For those demanding even more amenities, the top-of-

the-line LS offers the addition of bright lower body side moulding, adjustable tilt steering column, cargo area convenience net, front door map pockets, digital clock and an AM/FM ETR/logic stereo cassette with four speakers.

AND EVEN MORE

Depending on the model, you can further custom fit your Rodeo with additional items such as air conditioning, lockable center console with armrest, compact disc player, Bosch light bar with lights, and Yakima° roof rack. Plus, on LS models, there's an available Convenience Package that includes a tilt-up/removable sunroof, power windows and door locks with remote tailgate opener, and cruise control.

The Rodeo's cargo area is easy to get at. The rear glass hatch is designed to open independently of the tailgate for convenience in loading and unloading. And with the tailgate down, you've got a low lift-over height for cargo, and a convenient platform for imprompty picnics.



With more than 36" of leg room and a wide rear seat (with split folding feature on LS), the Rodeo provides comfortable rear seating for three. Fold the rear seat down to accommodate extra-long cargo.





(Above) The two-wheel drive Rodeo S with 2.6-liter engine features bench seats front and back.

(Right) Sound systems available include an AM/FM stereo cassette and compact disc player.





THE SAME LONG WHEELBASE THAT GIVES THE RODEO ITS INCREDIBLE INTERIOR ROOMINESS ALSO OFFERS AN EXCEPTIONALLY CIVILIZED AND COMFORTABLE RIDE. YET UNDERNEATH ITS REFINED AND STYLISH EXTERIOR IS THE HEART AND HARDWARE OF A TRUE RUGGED TRUCK. THINK OF IT AS A SPACESHIP WITH ALL THE RIGHT STUFF, CAPABLE OF GOING WHEREVER AND WHENEVER YOU WANT.

A SMOOTH APPROACH TO THE RUGGED OUTDOORS.

DURABILITY AND VALUE

With 77 years of experience, Isuzu knows what it takes to build a tough, dependable vehicle. That's why every Rodeo starts with a rugged, six-crossmember frame and uses corrosion-resistant galvanized steel throughout. The Rodeo is built to last, which makes it an outstanding value for your hard-earned dollar.

POWER TO SPARE

A pair of proven engines are offered with the Rodeo, beginning with the efficient 2.6-liter fuel injected four-cylinder that comes standard with the two-wheel drive Rodeo S. It pumps out 120 horsepower and 146 lbs/ft of torque. • Available as an option on the two-wheel drive S model and as standard equipment on all other Rodeo models, is a fuel injected 3.1-liter V6 that delivers 120 horsepower and an impressive 165 lbs/ft of torque for gutsy on-road or off-road performance.

ANTI-LOCK STOPPING POWER

As part of Isuzu's commitment to your safety, every Rodeo comes equipped with a Rear-Wheel Anti-lock Brake System which modulates rear braking pressure to help prevent lockup in hard braking situations. Every Rodeo also features power-assisted front vented disc brakes.

WITHOUT REAR-WHEEL ABS

TWO TRANSMISSION CHOICES

Our standard 5-speed manual transmission provides precise engagement and gear ratios specially matched to each engine's power curve. • Available as an option on XS and LS models equipped with the 3.1-liter V6 is a refined 4-speed automatic transmission with BRAKES APPLIED

fourth gear overdrive. The automatic transmission also features an innovative "winter start" mode, which helps prevent rear wheelspin on slippery surfaces by starting out in third gear.

RUGGED SUSPENSIONS

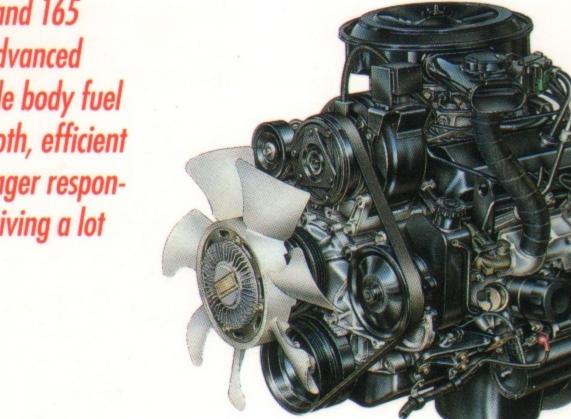
Whether you choose two-wheel drive or 4x4, every Rodeo comes with an independent double-wishbone front suspension and double-acting shock absorbers for precise handling and a comfortable ride. A front stabilizer bar helps reduce body lean to keep the Rodeo level during cornering. • Recirculating ball-type steering is used on all models for direct road feedback. Speed-sensitive power-assist* steering gives you added assist at low speeds (e.g., when parking), then reduces assist at higher speeds for optimal road feel.

4X4 FUN

Four-wheel drive Rodeo models
get you there and back with the
addition of a 2-speed transfer
case and automatic locking hubs
(manual on S models). An available 4WD option is a limited slip
differential (standard on XS

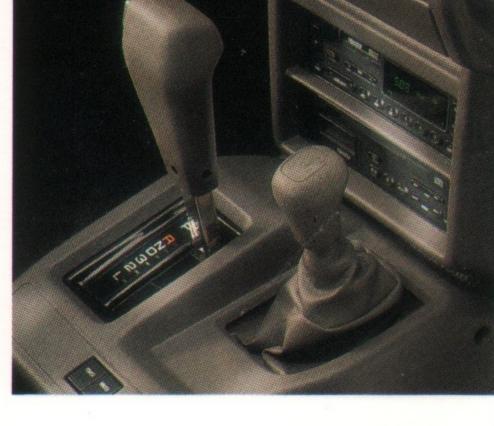
models), which enhances traction on dry or wet surfaces, while large 31x10.5R15 tires mounted on lightweight aluminum wheels (standard on XS models) provide added all-terrain performance. • Every Rodeo sits at "four-wheel drive" ride height, which means an exceptional ground clearance of 8.1 inches (9.3 inches with the 10.5R tires). Plus, every Rodeo is equipped with a 21.9-gallon fuel tank — one of the largest in its class — giving you miles of extra driving between fill-ups.

With 120 horsepower and 165 lbs/ft of torque, this advanced 3.1-liter V6 with throttle body fuel injection provides smooth, efficient operation — and the eager responsiveness that makes driving a lot more fun.



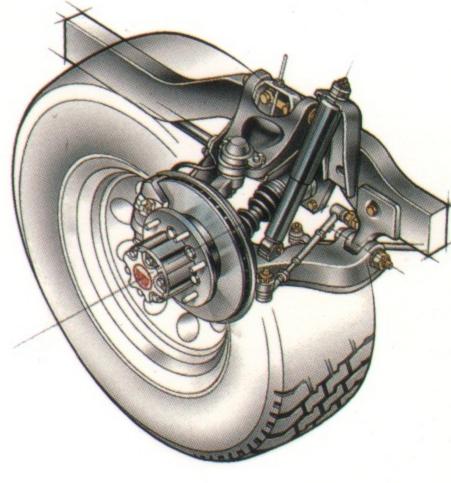
The optional four-speed automatic transmission (V6) utilizes an over-drive fourth gear for fuel-efficient highway cruising.

(Below) With a standard Class II/ 3,500-pound** towing rating (with V6 engine), the Rodeo is the perfect companion for a weekend at the lake or ocean.





(Right) The front double-wishbone suspension with stabilizer bar combines with a wide track and long wheelbase to provide stable handling and a comfortable ride, on-road or off. Large front disc brakes are standard. Plus, autolocking hubs on XS and LS 4x4 models let you shift into fourwheel drive without leaving the comfort of the cab.



^{*} Optional with 4-cyl. engine.

^{*} Uptional with 4-cyl. engine.

* * With trailer brakes and appropriate hitch assembly.

The Isuzu Rodeo is offered in a range of models, so you can select just the right one for your own special style.

DRIVE	2WD			4WD			
TRIM	. \$	XS	LS	S	XS	LS	
STANDARD	2.6L 4-CYL 5-SP M		L V6 P M		3.1L V6 5-SP M		
OPTIONAL	3.1L V6 5-SP M	4-SP	AUTO	4-SP AUTO		AUTO	

OPTIONS AND ACCESSORIES

In addition, your Isuzu dealer has an exciting selection of optional equipment and accessories to further personalize your Rodeo. A few are illustrated here, but for a full rundown of everything that's available to trick-out your Rodeo, ask your Isuzu dealer.

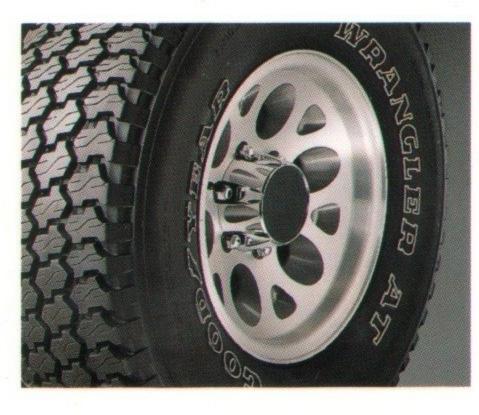
COMPREHENSIVE WARRANTY COVERAGE

For your peace of mind, Isuzu offers one of the top warranty programs in the industry, featuring a standard 36-month/50,000-mile limited warranty, a 60-month/60,000-mile powertrain limited warranty with no deductible and a 72-month/100,000-mile rust perforation limited warranty. All warranties are effective from the date of first use. Please see your dealer for further details.

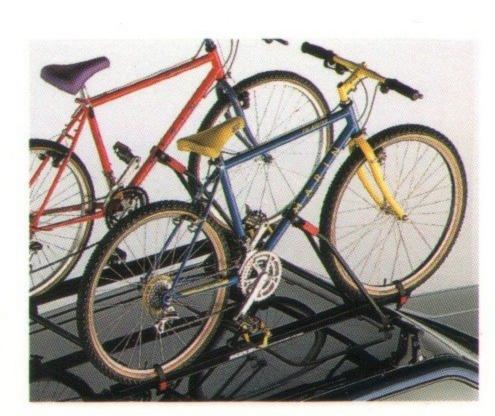
THE ISUZU PROTECTION PLAN

The Isuzu Protection Plan covers repairs to major components, as well as towing and rental reimbursements. The Isuzu Protection Plan offers low-cost coverage designed to meet your driving needs, with options up to 72 months/100,000 miles. Available at participating dealers nationwide, the Isuzu Protection Plan is transferable and can be financed. Please see your dealer for details.

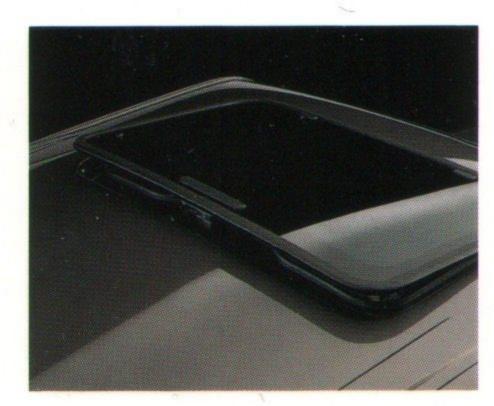
mance as well.



rack to carry your gear, from surfers and kayaks.



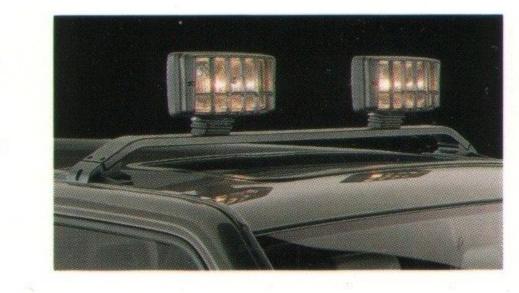
The Rodeo is available with an optional sunroof which tilts up for added ventilation, or can be removed completely for the pleasures of open-air driving.



The optional center console/ armrest features a lockable hidden storage area to protect your personal items.



Equip your Rodeo with an available Bosch light bar that mounts two off-road driving lamps up high so they can maximize night-time illumination.



Optional cruise control lets you relax on long trips and can actually improve fuel mileage.



One of the most popular options available is the Convenience Package which includes power windows, door locks and remote tailgate opener, as well as cruise control and a sunroof.



[®] Registered trademark of Yakima Products, Inc.

Standard Equipment Optional Equipment	S	2WD XS	LS	C	4WD XS	LS
MECHANICAL)	V2	L3	3	V2	L3
2.6L four-cylinder SOHC engine		_	_	_	_	_
3.1L six-cylinder OHV engine						
Fuel injection	-					
5-speed manual transmission						
4-speed automatic O.D. transmission w/interlock (3.1L)	_			_		
Power-assisted steering						-
Independent double-wishbone arm front suspension w/torsion bar springs			-	-	=	100
Semi-elliptical steel leaf spring rear suspension	100		100			
Front suspension stabilizer bar			III	ш		
Shock absorbers, gas pressurized			-			100
Front manual locking hubs	_	_	_	=		_
Front auto-locking hubs	_	_	_	_	100	
Maintenance-free battery	100					
SAFETY					-	
Front ventilated disc brakes/rear drum brakes	10	- 10			=	
Rear-Wheel Anti-lock Brake System				1	= 1	■ 1
Power-assisted brakes						100
Limited slip differential (w/10.5R tires)	_					
Triple skid plates	_		_	111		100
Halogen headlamps						
Dual sport mirrors, convex on right	ш	m				
Child-safe locks, rear side doors	88					
Front wiper/washer, 2-speed w/mist					В	_
Front wiper/washer, 2-speed w/mist and intermittent		_	•		_	_
Rear wiper w/intermittent/washer					III	
Rear window defogger		100	m	100	88	
EXTERIOR						
Tinted glass	m					100
Privacy rear quarter, hatchgate glass	_	_		_	_	
Front door vent windows		-	88	m		-
Aluminum wheels	_	100		_		
10.5R Tire/Aluminum Wheel Package w/fender flares	-	_	_	•		•
Outside tire carrier					=	
Integral rear air deflector					100	10
Bright lower body side moulding	_			_	_	
Graphic side stripe	_		_	_		_
Two-tone paint	_	_		_	_	
INTERIOR			19			
Reclining front bucket seats w/headrests (3.1L)						
	-	_	-		_	
Front bench seat w/center armrest and headrests (2.6L)		_	_		-	
Rear fold-down bench seat (split back on LS)	ш		III		B	100
Leather wrapped 3-spoke steering wheel	-	_		_	_	B
Front door map pocket	_	_	100	_		
Lockable glove compartment		=				
Dual sunvisors	100	п	m	m	100	-
Carpeted floor mats						

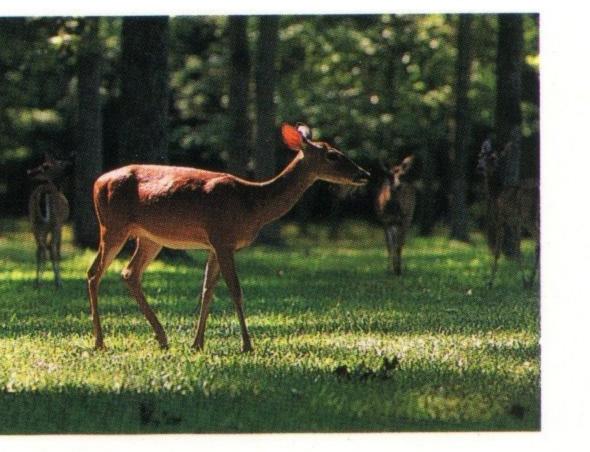
FEATURES AND OPTIONS						
Standard Equipment Optional Equipment		2WD			4WD	8
 Optional Equipment 	S	XS	LS	S	XS	LS
COMFORT AND CONVENIENCE						T.
Air conditioning						•
Passenger vanity mirror	_	_		_	_	
Adjustable tilt steering column	_	_			<i>>=</i>	=
Convenience net (cargo area)	_	_		_	_	-
AM/FM ETR stereo w/2 speakers		=	_			_
AM/FM ETR stereo cassette w/4 speakers and digital clock	•		_		•	_
AM/FM ETR/logic stereo cassette w/4 speakers and digital clock	_	_	-	_	-	=
CD player (with logic stereo cassette)	_	•	•	_		
Passenger-assist grips (front/rear)				=		
Center console/armrest w/lockable storage (3.1L)						
Convenience Package — includes tilt-up, removable sunroof, power windows, cruise control, power door locks, remote tailgate opener	_	_	•	_	_	•
INSTRUMENTATION			0.10			
Tachometer	_	=		=	=	. =
Trip odometer				=		=
Fuel and water gauges	=				-	=
Oil and volt gauges	_				III S.	=
Low oil pressure lamp				-	=	
Low fuel warning lamp	=					=
Check battery, brake system, engine warning lamps		7				
4WD engagement lamp	_		_			=
DIMENSIONS						Y
		S		XS		LS
EXTERIOR (in.)					W	
Wheelbase	10	08.7	1()8.7	10	8.7
Overall length	17	76.4	17	76.4	17	6.4
Overall width	6	6.5	6	6.5	6	6.5
Overall height (P225/10.5R)	65.4	1/66.5	65.4	/66.5	65.4	/66.5
Tread Front (P225/10.5R)		7/57.3	56.7	/57.3	56.7	/57.3
Rear (P225/10.5R)		7/57.5	56.9	/57.5	56.9	/57.5
Overhang Front		28.3		8.3	2	8.3
Rear		39.4		9.4	3	9.4
Minimum ground clearance ² (P225/10.5R)		1/9.3		/9.3		/9.3
INTERIOR (in.)	0.1	1, 7.0	0.1	/ /.0	0	,
Head room Front/Rear	38.7	2/37.8	38 2	2/37.8	38.2	/37.8
Leg room Front/Rear		5/36.1		5/36.1		/36.1
Hip room Front/Rear		5/55.5		5/55.5		/55.5
Shoulder room Front/Rear		5/55.5		5/55.5		/55.5
	-	9/67.3		***************************************		
	+	0/74.9	31.9/67.3 35.0/74.9		31.9/67.3 35.0/74.9	
Cargo volume (cu. ft.) Seat down/Up	33.0	0/ / 4.7	33.0	1/ / 4.7	03.0	/ / 4.7
WEIGHTS/CAPACITIES Cross Vahisla Weight Pating (lbs.) 2WD /4WD	AFF	0/4000	\LEC(0/4800	VEEC	/4800
Gross Vehicle Weight Rating (lbs.) 2WD/4WD	-	0/4800		/3500		3500
Towing capacity (lbs.) ³ 2.6L/3.1L	+	0/3500		1 0		1 9

SPECIFICATIONS			2WD	
ENGINE				
Displacement		2.6-liters (2559cc)	3.1-liters (313	37cc)
Engine type		4-cyl. SOHC	V6 OHV	
Horsepower (SAE net)	3,	120 @ 5000 rpm	120 @ 4400	rpm
Torque (SAE net) (lbs/ft)	No.	146 @ 2600 rpm	165 @ 2800	rpm
Fuel supply		Multi-point FI	Throttle body	
Compression ratio	7	8.3:1	8.5:1	
DRIVETRAIN				
Drive configuration	-	Front eng	gine/rear-wheel drive	
Transmission type	-	5-SP M	5-SP M/4-SP	Auto
Gear/axle ratio	1st	3.767	3.759/2.865)
	2nd	2.314	2.185/1.618	}
	3rd	1.404	1.421/1.000)
	4th	1.000	1.000/0.723	}
	5th	0.809	0.806/—	
	Reverse	3.873	3.759/2.000)
	Rear axle	4.300	4.300/4.300)4
Transfer case ratio		_	_	
CHASSIS/SUSPENSION				
Suspension Front			Independent doub	le-wis
			torsion bar spring	s w/s
	Rear		Semi-elliptical s	teel le
Brakes	Front	No.	Ventila	
	Rear		Drum/Rear-	
Steering type		7	Power-assisted, reci	rculati
Turning circle, curb to curb (ft.)	w/P225	37.7	37.7	
	w/10.5R	_		
Wheels			6-Hole — Steel (S)	
Tires		P225/75R15	P225/75R15	
	Optional	- *		
EPA MILEAGE ESTIMA	ATES (m	pg)		
		2.6L 4-CYL		3.
CONFIGURATION		/		
5-speed manual (city/highway)	(2WD)	18/22		15
5-speed manual (city/highway)	(4WD)			15
4-speed automatic (city/highway)	(2WD)		-	15
4-speed automatic (city/highway) Use estimated EPA figures for comparison. Your mile	(4WD)		5000 15	14
		At Isuzu, we ensuring the to follow. Is	e're committed to at our lands will suzu sponsors and tly!" program, and try Byways" pro	rem

Dilvo comigoranon				9
Transmission type	-	5-SP M	5-SP M/4-SP Auto	5-SP M/4-SP Auto
Gear/axle ratio	1st	3.767	3.759/2.865	3.767/2.865
	2nd	2.314	2.185/1.618	2.314/1.618
	3rd	1.404	1.421/1.000	1.404/1.000
	4th	1.000	1.000/0.723	1.000/0.723
	5th	0.809	0.806/—	0.809/—
	Reverse	3.873	3.759/2.000	3.873/2.000
	Rear axle	4.300	4.300/4.3004	4.300/4.3004
Transfer case ratio		_	_	1.00 (High) 2.28 (Low)
CHASSIS/SUSPENSION				
Suspension	Front		Independent double-w torsion bar springs w	rishbone arms, /stabilizer bar
	Rear		Semi-elliptical steel	leaf springs
Brakes	Front	*	Ventilated	disc
	Rear	= 3 g ² -	Drum/Rear-Wh	eel ABS1
Steering type		70	Power-assisted, recircula	ating ball, 2 joint
Turning circle, curb to curb (ft.)	w/P225	37.7	37.7	37.7
	w/10.5R	_		40.9
Wheels			6-Hole — Steel (S), Alu	minum (XS, LS)
Tires		P225/75R15	P225/75R15	P225/75R15
	Optional	-		31.0x10.5R (std. on XS)
EPA MILEAGE ESTIM	MATES (m	pg)		
		2.6L 4-CYL		3.1L V6
CONFIGURATION				
5-speed manual (city/highway)	(2WD)	18/22		5/19
5-speed manual (city/highway)	(4WD)			5/19
240				,

		2.6L 4-CYL	3.1L V6
IFIGURATION			
ed manual (city/highway)	(2WD)	18/22	15/19
ed manual (city/highway)	(4WD)	_	15/19
ed automatic (city/highway)	(2WD)	_	15/18
eed automatic (city/highway)	(4WD)		14/18

robably be less.



1 - Operates in two-wheel drive mode only

3 — With trailer brakes and appropriate hitch assembly

2 — At rear differential

4 - 4.55 w/10.5 R tires

5 — Optional on 4-cyl.

21.9

21.9

-/5.2

2.6L/3.1L 9.5/11.4 —/11.4 —/11.4

2.6L/3.1L 5.8/5.2

Fuel tank (gal.)

Oil capacity (qts.)

Coolant capacity (qts.)

ing the environment, unspoiled for generations ts the U.S. Forest Service's reau of Land Management's ich steers drivers to desigsponsibly when exploring nature's wonders. Let's work together to keep America beautiful.

American Isuzu Motors Inc. reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment specifications and models, and to discontinue models. Vehicles shown with optional equipment. Some equipment shown is dealer-installed. • This Isuzu vehicle is assembled from component parts manufactured by Isuzu and its affiliated companies and by independent suppliers who manufacture such components to Isuzu's exacting standard for quality, performance and safety. See your authorized dealer for details.

COLORS

MONOTONE

4WD

3.1-liters (3137cc)

120 @ 4400 rpm

165 @ 2800 rpm

Front engine/four-wheel drive

Throttle body

8.5:1

Exterior (Interior)

Steel Blue Metallic (Gray)

Iron Gray Metallic (Gray)

Platinum Silver Metallic (Gray)

Radiant Red (Gray)

Cream White (Gray)

Ebony Black (Gray)

Midnight Blue (Gray)

Red Mica (Gray)

TWO-TONE

Spruce Green Mica (Brown)

Antique Silver Metallic (Brown)

Spruce Green Mica/Antique

Silver Metallic (Brown)

Red Mica/Platinum

Silver Metallic (Gray)

Ebony Black/Platinum

Silver Metallic (Gray)

Silver Metallic (Gray)

Cream White/Antique

Silver Metallic (Brown)

Midnight Blue/Platinum

Silver Metallic (Gray)

Technical data and equipment shown in

this brochure are based upon the latest avail-

able information at the time of publication.

Iron Gray Metallic/Platinum







The affordable Isuzu Stylus gives you true sport sedan excitement at a compact price. • The sporty Isuzu Impulse provides leadingedge technology — including a turbocharged, all-wheel drive model — for an unequalled driving experience.





Fun on the run — or under the sun — starts with the stylish Isuzu Amigo, which is available in both two- and four-wheel drive. • And for rugged, tough truck performance in a range of body styles from Regular Cab to Spacecab, we offer a full lineup of powerful compact Pickups.





For all-purpose, all-weather family driving, there's the beautiful, roomy Isuzu Rodeo sport utility vehicle. • And, coming in 1992, an all-new breed of Trooper — an exciting new standard for onand off-road driving performance from Isuzu.

THERE'S NO COMPARISON.

For 77 years, Isuzu has been building innovative, highvalue vehicles. Today, Isuzu continues this tradition as a worldwide leader in high-excitement specialty cars and trucks. • From our state-of-the-art manufacturing facilities in Japan and our new assembly plant in Lafayette, Indiana, to our nationwide network of select Isuzu dealers and our strategically placed parts distribution centers, we're making an investment in ensuring your total satisfaction. It's a commitment that includes friendly, respectful sales consultants, specially trained service technicians and one of the automotive industry's topranked warranty programs - featuring our comprehensive 36-month/50,000-mile limited warranties and 72-month/100,000-mile rust perforation limited warranties. • From the first moment you enter an Isuzu showroom, and continuing for as long as you own your Isuzu, we are dedicated to ensuring your continued satisfaction. Of course, the best way to appreciate an Isuzu is to test drive one. We invite you to drive one at your nearby Isuzu dealer today.

BUCKLE UP FOR LIFE!