

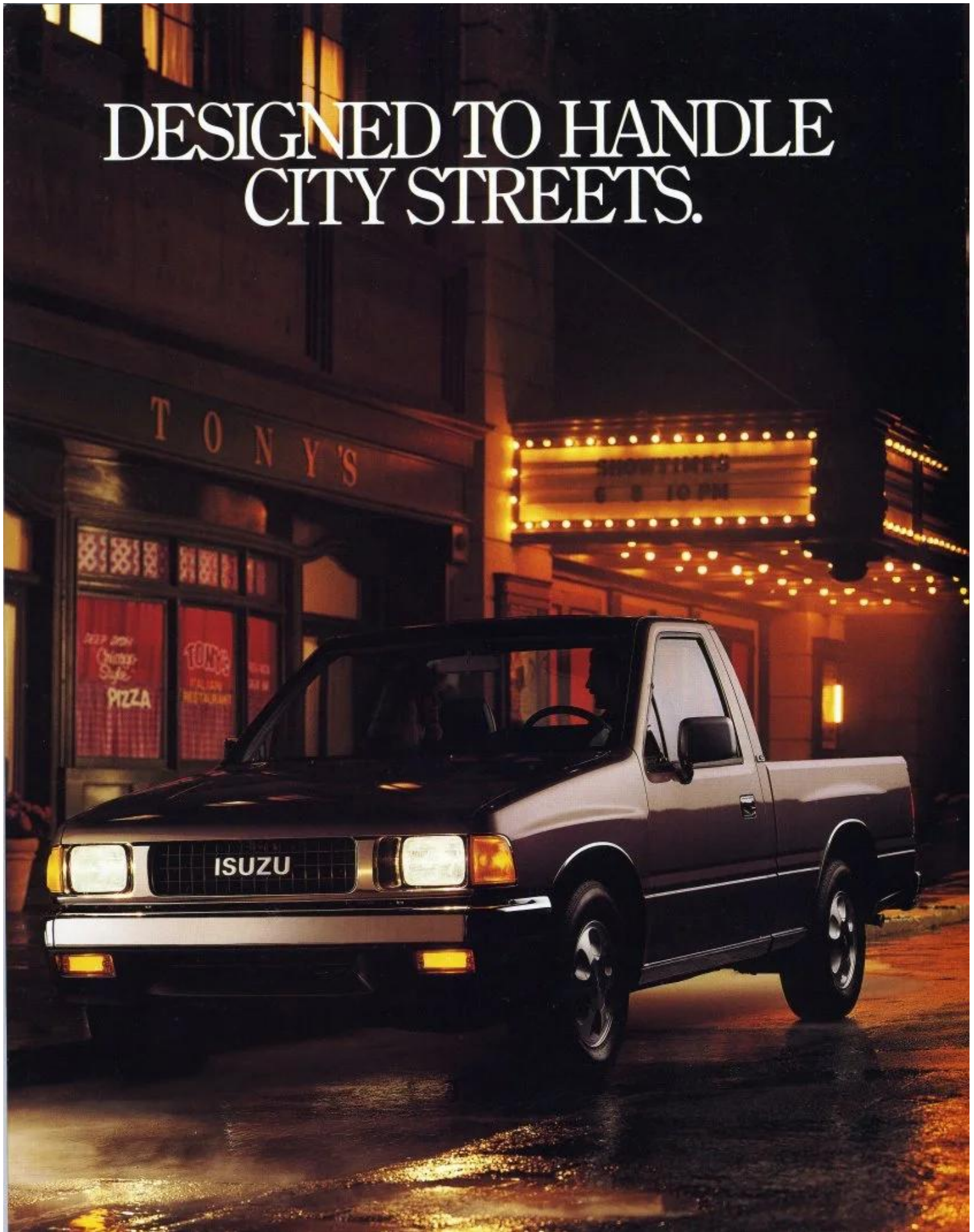
THERE'S 74 YEARS  
OF BAD ROAD  
BEHIND THEM.



THE NEW ISUZU PICKUPS.



DESIGNED TO HANDLE  
CITY STREETS.





OR NO STREETS.





After 74 years, we feel pretty safe in saying that Isuzu was building trucks before you were even born.

And in that time we've learned a few things. We've learned that while you may never drive through the jungles of Malaysia, or the deserts of Baja, or the snows of Kilimanjaro – or even want to – you want a truck that can.

Introducing the all new Isuzu Pickup.

It has 74 years of hard-won experience behind it, and the highest of high-tech engineering inside it.

It's part of a new generation of Isuzu trucks. And it's all new, all over. From the sophisticated I-TEC (Isuzu Total Engine Control) fuel injection system to the easy-opening quarter-vent windows.



The larger overall size, and bold new grille and fender design, give this pickup a feeling of power before your foot even hits the gas.

And when your foot does hit the gas, you'll be pleased to find that there's lots more power under the hood.

With our new 2.6 liter electronically fuel-injected engine you get an overhead cam, transistorized ignition, and a cross-flow cylinder head. For those of you who don't know your head from your cam, that translates into 25% more horsepower and 19% more torque than last year.



In fact, with 120 horses, our 4x4 has more standard horsepower than any other base model import pickup.

Reining in all that power, and also new



for this year, is a 5-speed heavy-duty transmission. It sits inside a chassis fitted with six rigid cross members and a double-wishbone independent front suspension.

With that kind of support, your new Isuzu Pickup can go up against all kinds of terrain. And thanks to new larger gas tanks, there will be fewer stops along the way. We've increased the fuel capacity on our standard beds to 14.0 gallons. And at a whopping 19.8 gallons, our Long Bed has the best fuel capacity among all standard import longbeds.

Now that you know what makes the Isuzu Pickup such a great choice, make the choice your own. With a 4x2 or a 4x4. Standard Bed, Long Bed, 1-Ton Long Bed or Spacecab. Choose the S model or more luxurious LS. And a 2.3 liter carbureted or 2.6 liter fuel-injected engine.

Like we said before, after 74 years and test drives from here to Timbuktu, we've learned a few things.

Take our word for it.

You could go a long way and still not find a better truck for your money.



*Steel, galvanized on both sides in critical areas, and a double-wall cargo bed make this pickup twice as tough.*

*Tinted glass, vented windows and oversize, outside mirrors highlight the new aerodynamic design.*

## THE BEST WAY TO GET OUT OF A RUT.



As far as we're concerned, the best way to get out of a rut, both literally and figuratively, is to get into a new Isuzu 4x4 Pickup. And get going.

It comes in an S model Standard Bed or a Spacecab LS. And the new, more powerful 2.6 liter I-TEC fuel-injected engine is standard on both. With 120 horses, it'll get you into and out of a lot more than just ruts.

But even if a speedbump is about the worst terrain you ever run into, you'll appreciate the increased ground clearance to 8.3 inches and the newly refined suspension system on our 4x4.

And if you really want to see how far we went in improving our new 4x4's, put on the brakes. These trucks have power-assisted disc brakes on all four wheels, with ventilated discs up front. It's an industry first for compact pickups, but standard for Isuzu.

Also standard on our 4x4's are three rugged skid plates to help protect the underbody, 15" wheels and all-terrain tires, power steering, and a durable 5-speed transmission.

The 4x4 LS features bright trim for the bumpers, moldings and handles, aluminum wheels and a tilt-up, removeable sunroof.

Of course, if you really want to get tricked-out on your way out of that rut, you can order off-road accessories such as our brush/grille guard, light bar, off-road lights, side steps and tube bumper.

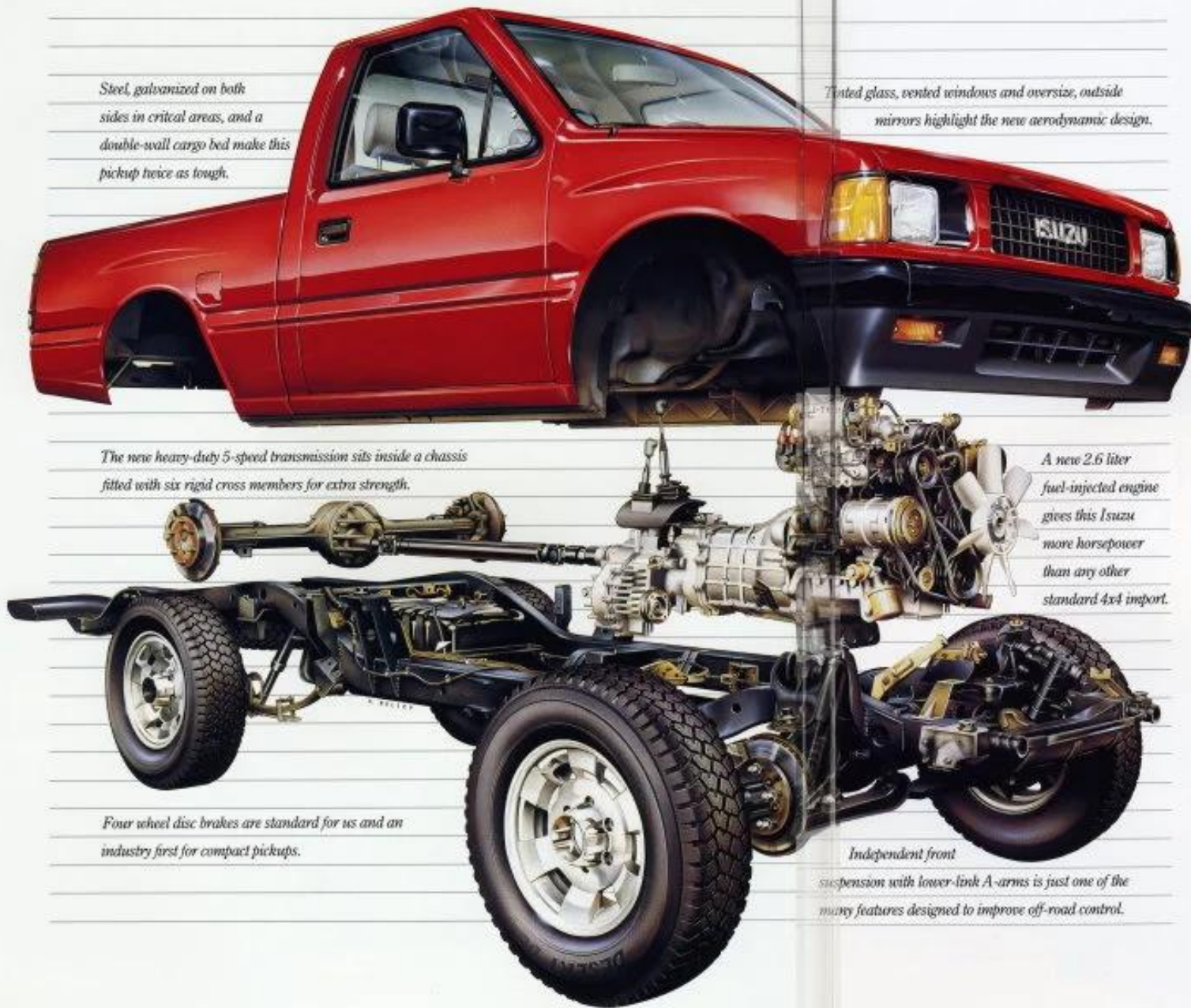


*The new heavy-duty 5-speed transmission sits inside a chassis fitted with six rigid cross members for extra strength.*

*A new 2.6 liter fuel-injected engine gives this Isuzu more horsepower than any other standard 4x4 import.*

*Four wheel disc brakes are standard for us and an industry first for compact pickups.*

*Independent front suspension with lower-link A-arms is just one of the many features designed to improve off-road control.*







## CARRIES YOUR PAYLOAD. AND YOUR PLAYLOAD.



*Oversize side-view mirrors and quarter-vent windows are new for this year.*

If you're buying a truck for business purposes, that doesn't mean you can't have a little fun along the way. And if you're buying it for fun, you still want a truck that means business.

That's where our new 4x2 Pickup comes in. At 1,680 lbs. our 4x2 Standard Bed has a bigger standard payload than any base truck in its class. We also offer an uncommonly long Long Bed of 90.4". There's our new 1-Ton Long Bed for serious hauling. And if your cargo sometimes includes more people than it does things, you can get the Spacecab.



*Sunshine is standard on all LS models thanks to a tilt-up, removeable sunroof.*

Decisions, decisions. You aren't through yet. The 4x2 comes in S or LS models, with a 2.3 liter carbureted engine or a 2.6 liter fuel-injected engine.

A 5-speed transmission is standard, but, as you might expect, you do have another option.

This year our 4x2's are available with a new 4-speed automatic overdrive transmission. And a lock-up torque converter makes for improved fuel economy.

After having to make all those decisions, you'll be glad to know that a few others have been made for you. Front-ventilated disc brakes are standard on all our 4x2's. Also new for this year, rear





disc brakes are standard on all models with 2.6 liter engines.

The LS models come with power steering, aluminum wheels, bright trim, a rear step bumper, and a sunroof.

And all our Isuzu trucks have a double-wall cargo bed, giving you twice the toughness.

You want tough? We'll give you tough.

We've engineered a rigid frame with six cross members for extra stability on or off the road.



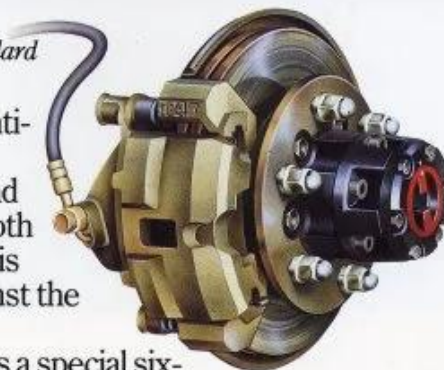
*With 2,000 pounds of trailer towing capacity (200 pounds tongue weight), the new 1-Ton Long Bed can carry and tow a ton of stuff.*

*Rear disc brakes are standard on 2.6 liter models.*

There's a special anti-corrosion coating on the undercarriage. And steel, galvanized on both sides in critical areas, is another bulwark against the elements.

Finally, Isuzu uses a special six-stage electroplating paint process to minimize rust and help keep your pick-up as beautiful as the day you bought it.

It's just one more way we've found to take a load off your mind.







Spacecab LS

## FROM WHERE YOU SIT YOU'LL NEVER KNOW IT'S A TRUCK.

If you think the handsome new interiors on our Isuzu trucks are more like those you might find in a car, you're absolutely right. The newly designed instrument panel and controls are much like the ones you'd find in our sporty sedans.

We've also made our seats more comfortable, and reduced cab noise and vibration levels for a quieter, more enjoyable ride.

And there's something else here you won't find in many other pickups. It's called legroom. Isuzu gives

you more of it than any other standard cab import pickup.

Speaking of room, we think you'll like the way we've handled it in our Spacecab LS.

The jumpseats now face comfortably forward so that your passengers don't have to squeeze in sideways.

In fact, there is so much space in the Spacecab LS, we were also able to give you reclining bucket

*If you lean toward comfort and convenience, you'll appreciate the new tilt steering wheel on our LS models.*







*S model*

seats, a retractable cargo cover and a 4-speaker AM/FM ETR stereo/cassette.

If you're beginning to like the sound of all these standard extras, just wait. With the new Isuzu Pickup, you have your choice of the S or LS model, but larger outside mirrors, tinted glass, and headrests are standard on both.

The S model features handsome knit vinyl upholstery, durable vinyl floor covering, molded door trim and passenger assist grip.

The LS model gives you luxurious cloth upholstery, cut-pile carpeting, full interior trim, a tilt steering wheel, tachometer, tilt-up, removeable sunroof and dual map lights.

Besides choices, we also give you lots of options. There's a newly designed pass-through window. New audio equipment. And a new rear step bumper for the 4x2 or a tube

bumper and side steps for the 4x4.

Because after all, no matter how plush and comfortable this Isuzu is on the inside, it's still all truck on the outside.

*The sleek, convenient control center puts everything at your fingertips.*





## OPTIONS & ACCESSORIES



AM/FM ETR Stereo/Cassette



Pass-through Rear Window



Step Bumper (Standard on LS)



Bedliners



10.5R Tires/Aluminum Wheels



Brush/Grille Guard



Tube Bumper



Light Bar



Side Step

Buckle up - for life!

## SPECIFICATIONS

ENGINE	2.3L	2.6L	
Displacement	2254cc	2559cc	
Net Horsepower (SAE)	96 @ 4600 rpm	120 @ 5000 rpm	
Net Torque (SAE) (ft.-lbs)	123 @ 2600 rpm	146 @ 2600 rpm	
EXTERIOR DIMENSIONS (in.)	STD BED	LONG BED	SPACECAB
Wheelbase	105.6	119.2	119.2
Length	177.3	193.8	193.8
Width	66.6	66.6	66.6
Height (2WD/4WD)	62.3/66.2	62.3/-	62.6/66.6
Ground Clearance (min.) (2WD/4WD)	6.9/8.3	6.9/-	6.9/8.3
INTERIOR DIMENSIONS (in.)			
Head room	38.2	38.2	38.2
Leg room	42.6	42.6	42.6
Hip room	51.7	51.7	51.7
Shoulder room	55.6	55.6	55.6
WEIGHTS/CAPACITIES (in.)			
Bed inside length	74.1	90.4	72.7
Bed height	16.3	16.3	16.3
Bed width	60.3	60.3	60.3
Width @ wheelhouse	42.0	42.0	42.0
Tailgate opening	52.6	52.6	52.6
Cubic capacity (cu. ft.)*	42.0	51.3	41.2
Fuel tank	14.0	19.8	19.8

TURNING CIRCLE (ft.)			
Curb to curb (2WD/4WD)	35.4/36.1	39.4/40.0	39.4/40.0
Wall to wall (2WD/4WD)	37.7/38.4	41.7/42.3	41.7/42.3

MAXIMUM PAYLOAD (lbs.)			
2.3L GAS (2WD) (5M)	1680	1580	-
2.6L GAS (2WD/4WD) (5M)	1560/1575	2550/-	1390/1395
2.6L GAS (2WD) (4A)	1550	1450	1380

GROSS VEHICLE WEIGHT (lbs.)			
2.3L GAS (2WD) (5M)	4300	4300	-
2.6L GAS (2WD/4WD) (5M)	4300/4700	5400/-	4300/4700
2.6L GAS (2WD) (4A)	4300	4300	4300

WHEELS/TIRES	2WD	4WD
Wheel size (in.)	5.0x14	6.0x15
Tire size (S)	P195/75R-14	P225/75R-15
Tire size (LS)	P205/75R-14	P225/75R-15

MILEAGE (mpg)	CITY	HWY
2.3L (2WD) (5M)	22	24
2.6L (2WD) (5M/4A)	19/19	24/23
2.6L (2WD 1-Ton) (5M)	18	22
2.6L (4WD) (5M)	16	19

Use estimated EPA figures for comparison. Your mileage may vary due to speed, weather, trip length and road conditions. Actual highway mileage will probably be less.

COLORS (Exterior/Interior\*\*): SOLID-Pure White/Blue, Vivid Red/Gray, Midnight Blue/Blue, Red Mahogany/Gray, Red Mahogany/Beige, Dark Beige/Beige, Ebony Black/Gray, Cerulean Mica/Blue; METALLIC-Hazelnut/Beige, Seaside Beige/Beige, Hyper Silver/Gray, Pewter/Gray.

\*Not including wheelhousing. \*\*Not all colors available in all models.

## ISUZU PROTECTION PLAN

This service agreement plan covers repairs to major components as well as towing and rental reimbursements. The plan offers low cost coverage to meet your needs, with options up to 60-months/100,000 miles with no deductible. See dealer for details.

A 24-month/24,000-mile powertrain limited warranty accompanies Isuzu's standard 12-month/12,000-mile warranty from date of purchase. Also a 36-month rust perforation limited warranty (no mileage limit). See dealer for details. Technical data and equipment shown in this brochure are based upon the latest available information at the time of publication. 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. Some vehicles are shown with optional equipment.



## FEATURES & OPTIONS

	S	LS
<b>MECHANICAL</b>		
<b>ENGINE</b>		
2.3L four-cylinder in-line SOHC gas (2WD)	•	—
2.6L four-cylinder in-line SOHC gas (2WD)	•	•
2.6L four-cylinder in-line SOHC gas (4WD)	•	•
Maintenance-free battery	•	•
<b>TRANSMISSION</b>		
5-speed manual, 2.3L Engine	•	—
5-speed manual, 2.6L Engine	•	•
4-speed automatic, 2.6L Engine	•	•
<b>STEERING</b>		
Recirculating ball, 2-joint	•	•
Power-assisted (2WD) (Std. on 1-Ton Long Bed)	•	•
Power-assisted (4WD)	•	•
<b>SUSPENSION</b>		
Independent double-wishbone w/torsion bar, front	•	•
Two-stage semi-elliptical leaf springs, rear	•	•
Stabilizer bar, front	•	•
Direct, double acting shock absorbers	•	•
Staggered shock mounts, rear	•	•
Heavy duty (1-Ton Long Bed)	•	—
<b>BRAKES</b>		
Front ventilated discs	•	•
Rear discs (2.6L Engine)	•	•
Rear drums (2.3L Engine)	•	—
Power-assisted	•	•
Hydraulic, self-adjusting	•	•
Audible wear indicators	•	•
<b>EXTERIOR</b>		
<b>LIGHTS</b>		
Halogen headlamps	•	•
<b>MIRRORS</b>		
Dual sport, convex on right	•	•
<b>WINDOWS</b>		
Tinted windshield and side glass	•	•
Bronze privacy glass, rear and quarter (Spacecab)	—	•
<b>WIPERS/WASHERS</b>		
Front, 2-speed (intermittent on LS)	•	•
<b>WHEELS/TIRES</b>		
Aluminum alloy wheels w/bright center cap	—	•
10.5R Tire/Aluminum Wheel Pkg. (4WD)	•	•
Steel, silver disc wheels (2WD)	•	—
Steel, silver styled (4WD)	•	—
Front, manual locking hubs (4WD)	•	—
Front, auto locking hubs (4WD)	—	•
Steel-belted radials	•	•
<b>PROTECTION</b>		
Triple skid plates (4WD)	—	•
Black front bumper	•	—
Bright front bumper	—	•
Bright rear step bumper	—	•
Bright trim	—	•
Double-wall cargo bed	•	•

OPTIONS: On many models the following optional features can be selected: Air conditioning • Sliding pass-through rear window • Carpeted floor mats • Bedliner • Rear step bumper (2WD) • Wheel trim rings (2WD) • Rear tube bumper (4WD) • Side step (4WD) • Brush/grille guard (4WD) • Light bar (4WD) • Off-Road lights (4WD) • Fog lamps (4WD) • Off-Road Package (4WD).

	Standard	Optional	Not Available
	S	LS	—
<b>INTERIOR</b>			
<b>COMFORT/CONVENIENCE</b>			
Passenger vanity mirror	—	•	
Day/night rear view mirror	•	•	
Dome lamp w/3-position switch	•	•	
Dual spot lamp	—	•	
Passenger assist grip	•	•	
Retractable cargo cover (Spacecab)	—	•	
Digital clock (in AM/FM radio)	—	•	
Lockable glove box	•	•	
Tilt-up, removeable sunroof	—	•	
Center console (Spacecab)	—	•	
Audio rack console (2 racks on LS)	•	•	
Floor console (4A on S)	•	•	
Tilt steering wheel	—	•	
3-spoke soft grip steering wheel	—	•	
Shift knob (sporty on LS)	•	•	
Dual sunvisors	•	•	
<b>SEATING</b>			
Reclining bucket seats (Std. Bed w/4A, Spacecab)	•	•	
Bench seats (Std. Bed w/5M)	•	•	
Headrests	•	•	
Cloth upholstery	—	•	
Knit vinyl upholstery	•	—	
Jump seats, forward facing (cloth)	—	•	
Color-keyed seat belts	•	•	
<b>FLOOR COVERING</b>			
Cut-pile carpet	—	•	
Rubber mat	•	—	
<b>AUDIO</b>			
AM/FM ETR stereo/cassette w/4 speakers (Spacecab)	—	•	
AM/FM ETR stereo/cassette w/2 speakers (Std. Bed)	•	•	
AM/FM ETR stereo w/2 speakers	•	—	
Fender mount, telescopic antenna	•	•	
<b>VENTILATION/HEATING</b>			
Door vent windows	•	•	
Air mix type heater	•	•	
<b>REMOTE OPENERS</b>			
Hood	•	•	
<b>GAUGES/INDICATORS</b>			
Tachometer	—	•	
Trip odometer	—	•	
Oil pressure and volt meters	—	•	
Water temperature and fuel gauges	•	•	
Key in ignition warning buzzer	•	•	
Seat belt off warning buzzer	•	•	
Low oil pressure warning lamp	•	•	
Check battery warning lamp	•	•	
Check brake system warning lamp	•	•	
Low fuel warning lamp	•	•	
Check engine warning lamp	•	•	
Overdrive off warning lamp (4A)	•	•	
4WD on warning lamp	•	•	



AMERICAN ISUZU MOTORS INC.

AIMI-MKT-088-250M





ISUZU. PROUD SPONSOR  
OF THE 1988 SUMMER  
OLYMPICS ON NBC.

*4x4*



*Standard Bed*



*Long Bed/1-Ton Long Bed*



*Spacecab*



## YOU DON'T BECOME JAPAN'S OLDEST TRUCK MAKER BY MAKING COMPROMISES.

When we built Japan's first trucks back in 1914, we started building something else. Our reputation. Today we've earned a world-wide reputation for engineering, performance, quality and value.

And this year, as in the seventy-four before, we plan to keep it that way.

**ISUZU** 