

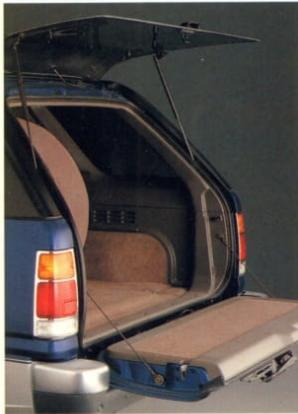


INTRODUCING  
**ISUZU RODEO**  
1-9-9-1



**ISUZU HELPED CREATE THE SPORT UTILITY VEHICLE PHENOMENON. NOW WE'RE HEADING OFF THE BEATEN PATH AGAIN.**

In 1984, Isuzu introduced our first sport utility vehicle, the Trooper. And in a few short years, the Trooper captured *4-Wheel & Off-Road's* "4x4 Of the Year" award, conquered the treacherous Baja 1000 off-road



↑ OUR NEW SPLIT LEVEL REAR HATCH. JUST THE RIGHT HEIGHT FOR LOADING.

race, and in 1989 became the best selling import sport utility vehicle.\* Now we're going to help even more people enjoy the many benefits of an Isuzu sport utility vehicle. Like their toughness, versatility, huge interior space and legendary reliability. Introducing the all new, even more affordable Rodeo.

\*Wards Automotive Reports 1989 CY.

**Pick A Direction.**

The Rodeo is designed to set a new standard for families who want a sporty, rugged and roomy, four-door sport utility vehicle that's extremely affordable. But where you go next is up to you. The Rodeo is available with 2-wheel drive or 4-wheel drive, an in-line four or a V-6 engine, and your choice of three different trim and feature levels—S, XS and LS. Just tell your Isuzu dealer which way you'd like to head.

**Visit The Wide Open Spaces.**

At Isuzu, we know the last thing a sport utility vehicle owner wants is to be crowded. So inside the Rodeo's airy, comfortable cabin are some pretty wide open spaces. In fact



↑ STANDARD WIND DEFLECTOR SUBSTANTIALLY IMPROVES AERODYNAMICS.

there's more leg room than you'll find in the 4Runner and more hip room than in either the Pathfinder or the 4Runner.



↑ HIDDEN ASSET.  
IN OUR CENTER CONSOLE A LOCKABLE STORAGE COMPARTMENT.



↑ COMPLETE INSTRUMENTS FOR ANY KIND OF EXPLORATION.

And our base model features 2-wheel drive, carries 35 cubic feet of cargo space and seats six comfortably. Or opt for any other 2 or 4-wheel drive model, and you'll have reclining front bucket seats and room for a family of five.

GET AWAY FROM THE CROWDS WITH PLENTY OF ROOM ↑ FOR YOURS.



↑ OUR SEATING PLAN.  
THE BASE MODEL (SHOWN), HAS BENCH SEATS FRONT AND BACK. SO IT'LL TAKE A FAMILY OF SIX. THE XS AND LS MODELS HAVE FRONT BUCKET SEATS, SO FIVE PEOPLE CAN SHARE THE ADVENTURE.



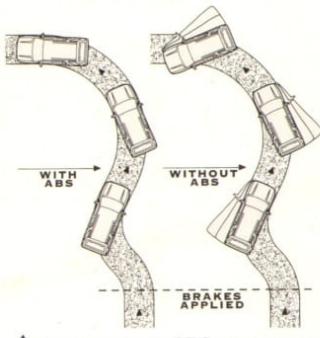


**PROOF THAT ISUZU  
ENGINEERS WILL NEVER BE STUCK  
IN A RUT.**

For four straight years, the Trooper was named a "Best Buy" by *Four Wheeler* magazine. You might think Isuzu engineers couldn't give you even more value for your money. But they did. Compare the features in the Rodeo with its sticker price and you'll realize there might be something even better than a "Best Buy."

**Our Feature Story.**

Every one of our Rodeos is designed to give you more than you'd expect for such an affordable price. For starters our S model comes standard with unexpected features like power



**AVOID LEAVING THE ROAD BY ACCIDENT.**

brakes, a rear-wheel Anti-lock Brake System (ABS), cut pile carpet, tinted glass and a maintenance-free battery. Our XS model adds



← AUTO LOCKING HUBS FOR SHIFTING INTO 4-WHEEL DRIVE

auto-locking hubs, power steering, an AM/FM ETR stereo system, tachometer and full gauges, all standard. And finally, take off in our LS model and you'll realize there's nothing we forgot to pack. It's loaded with all the above as well as sporty alloy wheels, AM/FM ETR stereo cassette with 4 speakers, reclining front bucket seats, rear window wiper, tilt steering column, split rear bench seat, lockable center console and a cargo net.

**A Technical Roundup.**

The Rodeo is equipped with high tech features designed to get down and dirty. Including ventilated front disc brakes to resist fading, grippy mud and snow steel-belted radials, and a reinforced box ladder frame

designed to stay rattle free no matter how many gullies you whump.

**A Powerful Ending.**

The Rodeo gives you a choice of a potent overhead cam in-line four or a V-6 engine loaded with torque. Both feature fuel injection to maximize horsepower in any environment and altitude. And to get all that power to the ground, you can also take your pick of a standard 5-speed or optional 4-speed automatic featuring a handy winter start mode that helps prevent rear wheel spin on slippery surfaces. But no matter what gear you select, the new Isuzu Rodeo

is going to introduce you to something else altogether. A whole new experience in off-road driving.

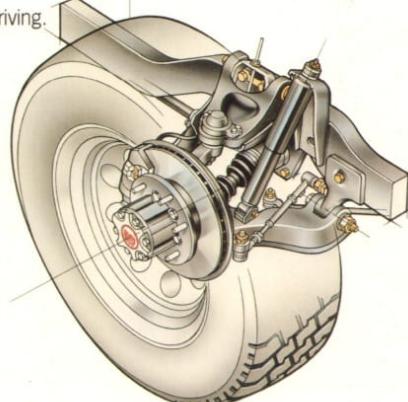


← OUR ADVANCED V-6 IS AS RELIABLE AS IT IS POWERFUL.



WITH V-6 THE RODEO LETS YOU TOW UP TO 3,500 LBS. WORTH OF FUN.

**VENTILATED FRONT DISC BRAKES. AN ADVANTAGE THAT NEVER FADES. ↑**



## S P E C I F I C A T I O N S

ENGINE	2.6L I-4	3.1L V-6	
Displacement	2559cc	3137cc	
Net horsepower (SAE)	120 @ 5000 rpm	120 @ 4400 rpm	
Net torque (SAE) (lbs./ft.)	146 @ 2600 rpm	165 @ 2800 rpm	
EXTERIOR DIMENSIONS (in.)	S MODEL	XS MODEL	LS MODEL
Wheelbase	108.7	108.7	108.7
Overall length	176.4	176.4	176.4
Overall width	66.5	66.5	66.5
Height 2WD/4WD	65.4/66.5	65.4/66.5	65.4/66.5
Minimum ground clearance (P225 75R-15)	8.1	8.1	8.1
Minimum ground clearance (31.0/10.5R-15)	9.3	9.3	9.3
INTERIOR DIMENSIONS (in.)			
Head room (front/rear)	38.2/37.8	38.2/37.8	38.2/37.8
Leg room (front/rear)	42.5/36.1	42.5/36.1	42.5/36.1
Hip room (front/rear)	55.5/55.5	55.5/55.5	55.5/55.5
Shoulder room (front/rear)	55.5/55.5	55.5/55.5	55.5/55.5
WEIGHTS/CAPACITIES			
Cargo volume (w/rear seat up/down) (cu. ft.)	35.0/74.9	35.0/74.9	35.0/74.9
Curb weight 2WD (5M) 2.6L/3.1L	3490/3500	~3500	~3500
Curb weight 2WD (4A) 3.1L	3575.0	3575.0	3575.0
Curb weight 4WD (5M) 3.1L (P225/10.5 tires)	3725/3765	3725/3765	3725/3765
Curb weight 4WD (4A) 3.1L (P225/10.5 tires)	3780/3820	3780/3820	3780/3820
Fuel tank (gal.)	21.9	21.9	21.9
TURNING CIRCLE (in.)			
Curb to curb (2WD/4WD w/10.5R tires)	37.7/40.9	37.7/40.9	37.7/40.9
Wall to wall (2WD/4WD w/10.5R tires)	39.1/42.0	39.1/42.0	39.1/42.0
MAXIMUM PAYLOAD (lbs.)			
2.6L 2WD (5M)	1060	—	—
3.1L 2WD (5M/4A)	1050/975	1050/975	1050/975
3.1L 4WD (5M/4A)	1075/1020	1075/1020	1075/1020
3.1L 4WD (w/10.5R tires) (5M/4A)	1035/980	1035/980	1035/980
GROSS VEHICLE WEIGHT (lbs.)			
2.6L 2WD (5M)	4550	—	—
3.1L 2WD (5M/4A)	—	4550	4550
3.1L 4WD (5M/4A)	—	4800	4800
TIRES			
P225/75R-15	■	■	■
31.0/10.5R-15 (4WD)	□	■	□
MILEAGE (mpg)	CITY	H W Y	
2.6L 2WD (5M)	18	22	
3.1L 2WD/4WD (5M)	16	20/19	
3.1L 2WD/4WD (4A)	15/15	18/18	

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 – Parthenon Ivory/Brown, Steel Blue/Gray, Iron Gray/Gray, Vivid Red/Gray, Silver (met)/Gray, Pure White/Red, Ebony Black/Gray, Green Mica/Brown, Liberty Blue Mica/Gray, Violet (met)/Gray, Garnet Red Mica/Red. TWO-TONE – Red Mica/Silver (met)/Red, Black/Iron Gray/Gray, Iron Gray/Silver (met)/Gray, Silver (met)/Iron Gray/Gray, Blue Mica/Silver (met)/Gray.

\*Not all colors available in all models.

## F E A T U R E S

### MECHANICAL

Standard ■ Optional □

- 2.6L four-cylinder SOHC engine
- 3.1L six-cylinder SOHC engine (2WD/4WD)
- Fuel injection
- 5-speed manual transmission
- 4-speed automatic transmission (3.1L)
- Power-assist steering (2.6L) (2WD)
- Power-assist steering (3.1L)
- Recirculating ball steering
- Independent double-wishbone front suspension w/torsion bars
- Two-stage semi-elliptical rear suspension w/leaf springs
- Stabilizer bar, front suspension
- Shock absorbers – gas pressurized
- Front ventilated disc brakes/Rear drum brakes
- Rear wheel Anti-lock Brake System
- Power-assist brakes
- Four-wheel drive – 2-speed transfer case
- Front, manual locking hubs (4WD)
- Front, auto locking hubs (4WD)
- Maintenance-free battery

### EXTERIOR

- Halogen headlamps
- Dual sport mirrors, convex on right
- Tinted glass
- Privacy rear quarter, hatchgate glass
- Front door vent windows
- Front wiper/washer – 2-speed w/mist
- Front wiper/washer – 2-speed w/mist & intermittent
- Rear wiper/washer w/intermittent
- Rear window defogger
- Aluminum wheels
- 10.5R Tire/Aluminum Wheel Package (4WD)
- Body colored grille
- Integral rear air deflector
- Triple skid plates (4WD)
- Bright lower body side molding
- Two-tone paint

### INTERIOR

- Passenger vanity mirror
- Tilt-up, removable sunroof
- Lockable center console
- Convenience cargo net
- Tilt steering column
- Leather wrapped steering wheel
- Front bench seat (2.6L) (2WD)
- Reclining front bucket seats (3.1L)
- Rear bench seat (w/split back on LS)



ALUMINUM ALLOY WHEELS GIVE  
YOU A GREAT SPORTY LOOK.



AN OPTIONAL CD PLAYER. IT'S THE  
ONLY WAY TO IMPROVE OUR  
AM/FM ETR STEREO CASSETTE  
WITH 6 SPEAKERS AND GRAPHIC  
EQUALIZER.



CARRY YOUR SPARE OUTSIDE – IT'S  
YOUR OPTION.



OUR CONVENIENT CARGO NET KEEPS  
YOUR GEAR NEATLY STOWED.



#### **TI<sup>L</sup>T-UP REMOVABLE SUNROOF LETS**

THE OUTDOORS IN.



POWER WINDOWS  
AND DOOR LOCKS  
MAKE THE  
WILDERNESS  
JUST A LITTLE BIT  
MORE CIVILIZED.



CRUISE CONTROL. PERFECT FOR  
LONGER TRIPS.



WHATEVER YOUR SPORT, OUR  
YAKIMA® RACKS ARE READY.



A TOUGH GRILLE GUARD GIVES THE  
VEGETATION A BRUSH OFF.

## INTERIOR (Cont'd)

Standard ■ Optional □

Front door map pocket	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lockable glove box	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AM/FM ETR stereo w/2 speakers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AM/FM ETR stereo cassette w/4 speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
AM/FM ETR logic stereo cassette w/4 speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Digital clock (in AM/FM radio)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tachometer (4WD, S model)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trip odometer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fuel and temperature gauges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Oil and volt gauges (4WD, S model)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Low fuel warning lamp	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Passenger assist grips (front/rear)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Child-safe locks - rear side doors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Color-keyed seat belts (front/rear)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4WD engagement lamp	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

OPTIONS: On many models the following optional features can be selected: Air conditioning • Rear tube bumper (4WD) • Brush grille guard w/fog lights (4WD) • Wheel trim rings (2WD) • Carpeted floor mats • Convenience package-sunroof, power windows, power door locks, and cruise control (LS) • Yakima® roof rack.

## WARRANTY

Isuzu features a standard 36-month/50,000-mile limited warranty, a 60-month/60,000-mile power train limited warranty with no deductible and a 72-month/100,000-mile rust perforation limited warranty. All warranties effective from date of first use. See dealer for 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 with no deductible. Available at participating dealers nationwide, the Isuzu Protection Plan is transferable and can be financed. See dealer for details.

**A Safe Way To Go Off The Road.**

We didn't rope ourselves in when we designed the Rodeo. We gave it everything to make it not only fun, but practical, too. That means we supplied it with a generous array of safety features. So in addition to giving you a good time, it gives you peace of mind. Both on and off the road.

Standard Safety And Convenience Features Include:

- Rear wheel Anti-lock Brake System
- Power assisted brakes
- Front ventilated disc brakes
- Child-safe locks – rear side doors
- Passenger assist grips
- Front and rear 3-point seat belts

- Triple skid plates (4WD)
- Rear window defogger (LS)
- Check battery, brake system, engine warning lamps
- Low fuel warning lamp
- Halogen headlamps

When You Go Off-Road. Don't Treat It Like Dirt.

It's great when you take our 4-wheel-drive vehicles off road to explore and enjoy nature's unspoiled wonders. Just so long as those wonders remain unspoiled after everybody goes home. That's why we sponsor the Bureau of Land Management's *Back County Byways* program, which steers drivers toward the best side roads in the U.S. and also the U.S. Forest Service's *Tread Lightly!* program, which encourages off-roaders to avoid doing dirt to the great outdoors.

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. Vehicles shown with optional equipment.

The Isuzu logo, featuring a stylized 'M' inside an oval, with the word 'ISUZU' in bold, uppercase letters below it.

**Buckle up-for life!**

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AMERICAN ISUZU MOTORS INC.



  
**ISUZU**  
There's no comparison.