



**I S U Z U**



**B**efore we brought it to America, we road tested it in Japan for 65 years.

In Japan, work is considered an honor.

And it is this reverence for work, as well as a dedication to perfection, that has earned Japanese products the admiration of the world.

Nowhere in Japan has this work ethic been more visible than at Isuzu Motors.

It was in 1916 that Isuzu's founding company first pioneered the automobile industry in Japan.

In 1922, Isuzu produced their first gas powered truck.

In 1936, Isuzu developed Japan's first air-cooled diesel engine. And during the next 44 years, Isuzu refined and developed their cars to rank among the most advanced in the world today.

It is this unflagging dedication to perfection in technological development, craftsmanship and design that has caused Isuzu to

refrain from entering the American market until they could do so with a nearly perfect car.

The Isuzu I-Mark coupe and 4 door sedan.

The G180Z gasoline engine. Science advances the state of the art.

Isuzu has been developing, designing, testing and refining some of the most advanced engines in some of the most backward places on Earth.

Like Haiti, where the only thing worse than the roads is the sizzling Haitian summer.

And Korea, where bitter cold and difficult terrain make driving more work than pleasure.

But all this experience has brought Isuzu to where it is today.

The G180Z gasoline engine.



The G180Z is a single overhead cam-shaft 1.8 litre engine. It features advanced hemispherical combustion chambers and cross-flow port configuration, resulting in high combustion efficiency and increased power output.

The G180Z is an engine that's built to give your I-Mark years and years of lasting service and value. As well as making it one of the

most fuel efficient vehicles in the world.

A rare combination.  
Fuel economy with fast performance.

During the past seven years America has seen the price of fuel spiral to unprecedented heights. But fuel costs have always been high in Japan.

For that reason, Isuzu

engineers have been working to develop a solution to our present fuel problem, thirty-seven years before it ever began. As a result, the Isuzu I-Mark delivers a money saving EPA

27 miles a gallon\* estimated city and 40 miles per gallon estimated highway.

How does that compare? It puts the Isuzu I-Mark ahead of over 75% of the



ISUZU'S I-MARK 2-DOOR COUPE AND 4-DOOR SEDAN.



1981 cars rated by the EPA in their announcement of 251 test results. The significance of this high mileage is that it was accomplished without compromising performance.

Isuzu engineers designed the I-Mark to accelerate from a standing stop to 60 miles per hour in about 12 seconds. That's performance you would expect only from a gas guzzler.

Economy with performance is a surprising combination, but not really satisfying without driver comfort.

Our orthopedically designed seats are constructed to make the driver more responsive to any driving situations that might arise.

Our ergonomically designed instrumentation is more complete and easier to read than most other cars in Isuzu's class.

And the I-Mark's superb visibility and ventilation are final touches

that make the Isuzu the benchmark for small cars to come.

What Isuzu offers as standard, many others don't even offer as optional.

There is no such thing as buying an Isuzu I-Mark stripped.

Each I-Mark comes equipped with a tachometer. Standard. A Quartz clock. Standard. A console. Standard. An oil gauge, temperature gauge, and amperage gauge. All standard.

Because every I-Mark is literally packed with standard equipment that many other cars don't even offer as extras.

And while other cars offer low maintenance batteries, we offer a maintenance-free battery.

Even steel-belted radials go with every car we sell.

Because at Isuzu our commitment to excellence is a standard we've set for ourselves. Not an option.





## STANDARD ITEMS

Partial List

5-speed manual transmission  
 Independent front suspension  
 Steel-belted radial tires  
 Power-assisted front disc brakes  
 Rack and pinion steering  
 Unitized body construction  
 Styled steel wheels  
 Fully transistorized ignition system  
 Electric rear window defogger  
 2-speed intermittent windshield wipers  
 Remote trunk release  
 Day/night rearview mirror  
 Sports type door mirror (dual on "LS")  
 Tachometer  
 Quartz clock  
 Cloth upholstery  
 Reclining front bucket seats  
 Oil/temperature/ampomage gauges  
 Full center console  
 Door carpet padding  
 Protective body side molding (Deluxe)  
 Body side stripes ("LS")  
 Tinted glass (all windows)  
 Safety door locks (4-door only)  
 Corrosion protection  
 Full-cut pile carpeting

## SPECIFICATIONS

Engine Type	Inline 4 Cylinder SOHC
Displacement	111 Cu. In. 1817 cc
SAE Net HP	80 HP @ 4,800 RPM
SAE Net Torque	95 Ft. Lbs. @ 3,000 RPM
Body/Frame	Unitized Body Construction
Suspension Front	Double Wishbone Independent
Suspension Rear	Three Link and Torque Tube
Steering Type	Rack and Pinion
Brakes	Power-Assisted Front Disc, Rear Drum
Transmission	5-Speed Manual or 3-Speed Automatic
Battery	Delco-Remy Maintenance Free
Fuel Tank Size	13.7 Gallons

### EXTERIOR DIMENSIONS (INCHES)

Wheel Base	94.3
Overall Length	170.7
Overall Width	61.8
Overall Height (Coupe 52.6)	53.5

### TIRES

Type	Steel-belted radial whitewall (raised white lettering on LS models)
Size	155 SR13 (175/70 SR13 on LS Model)

### INTERIOR DIMENSIONS (INCHES)

Headroom (Front)	37.0 (37.9 for 4-Dr DLX)
Legroom (Front)	40.7
Shoulder Room (Front)	51.1
Curb Weight	2-Dr. DLX. 2,187 Lbs 4-Dr. DLX. 2,233 2-Dr. LS 2,202
Gross Vehicle Weight	2-Dr. DLX. 3,003 Lbs 4-Dr. DLX. 3,047 Lbs 2-Dr. LS 3,012

\*GASOLINE MILEAGE. EPA [27] est. MPO/40 est. mpg. Use these figures for comparison. Your mileage may vary due to speed, weather and trip limit. Actual highway mileage will probably be less.

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