



The 1982 Isuzu trucks got to America the hard way.

Through Kenya, a land of 225,000 sq. miles, and almost every one of them undeveloped.

Through the sizzling heat of Haitian jungles. And the frigid wastes of the South Pole. Where for

the past 25 years, Isuzu-powered snow tractors have been delivering on the promise we made: to build the most rugged, dependable and fuel-efficient trucks we know how.

Maybe that's why Isuzu is the number one maker of diesel trucks in all of Japan.





**A**s long as you're buying an economy truck, get one that's really economical.

A lot of truck makers claim they make fuel-efficient trucks. But according to the U.S. Department of Transportation report of August 26, 1981, Isuzu had the best Corporate Average Fuel

Economy of any manufacturer of trucks available in America today.

However, Isuzu doesn't measure economy by mileage alone. Because no matter how many miles a gallon a truck may get on the road, if it can't stay on the road, it can become a very expensive proposition.



That's why Isuzu P'UP bodies are made of steel that's engineered for exceptional strength and lightness.

That's why Isuzu frames are made of extra-heavy steel beams and cross members welded together in a rugged "ladder" structure that won't get bent out of shape.

And that's why Isuzu P'UP tailgates are made of a

we guarantee every part we build for at least twelve months or 12,000 miles.

But we don't stop there. Because every Isuzu is backed with a year-long membership in the Cross Country Motor Club. Absolutely free.

A motor club that promises that if your truck gets a flat tire anytime during the year, we'll come out and change it, free.



THE INSTRUMENT PANEL ON AN ISUZU FEATURES AN ILLUMINATED MULTI-WARNING SYSTEM THAT MONITORS THE TRUCK'S VITAL SIGNS—FROM BATTERY TO BRAKES

double wall of steel and lie flush with the floor for heavy duty loading. (They're also equipped with a single handle for easy operation.)

Of course, a lot of truck makers say they make dependable trucks. But at Isuzu, we put it in writing with a total package of guarantees no one else can match.

Each Isuzu P'UP comes with a warranty covering perforation from corrosion for three full years. And

That if your truck ever fails to start, we'll come out and start it, free.

And promises that if your truck ever breaks down under warranty, we'll come out and tow it in or provide road service to get you going again, free.

We even give you a 24-hour, toll-free number to call if you have a question or problem.

Because at Isuzu, we not only put a lot into our trucks, we also put a lot behind them.





**T**he Isuzu Longbed. It's not how long we make it, it's how we make it long.

With a bed length of 7.5 ft., the Isuzu Longbed is the longest of any imported economy truck in America.

But to Isuzu, it's more than the length of our truck that's important. It's the lengths we go to in

building them.

The cargo area on an Isuzu Longbed is built with steel side rails and an all-steel deck. And has a massive 45.7 cu.ft. carrying capacity.

The tailgate is made of double-wall construction. And at 117.9 inches, the Isuzu has the longest



wheelbase of any imported truck in its class. Long enough to provide for proper load distribution.

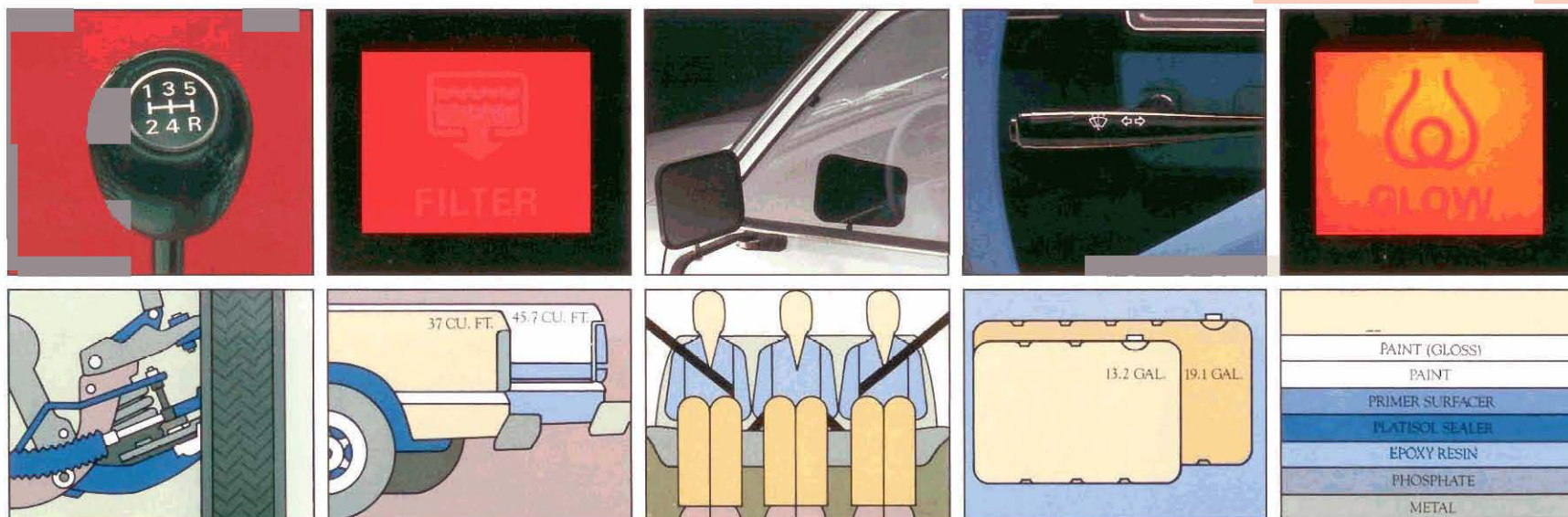
Of course, a truck that carries heavy cargo places a heavy burden on its engine. So the Isuzu Longbed not only comes with a rugged, 1.8 litre gasoline engine, it's also available with the largest diesel engine in its class.

shock absorbers.

And combined with independent springing with double wishbone supports, and a stabilizer bar at the front, the Isuzu Longbed actually handles more like a sporty car than an economy truck.

Even an Isuzu's paint job is tough.

In fact, before any paint is ever applied, every



CLOCKWISE FROM TOP ROW: LEFT, FIVE-SPEED TRANSMISSION. DIESEL FUEL/WATER SEPARATOR. SIDE WINDOWS WITH UNOBSTRUCTED VIEWS. MULTI-FUNCTION CONTROL STALK. DIESEL "QUICK-ON" IGNITION SYSTEM. SIX-STAGE, ANTI-CORROSION PAINTING PROCESS. 19.1 GALLON FUEL TANK. 3-ACROSS SEATING. BED LENGTH OF 7.5 FT. DOUBLE WISHBONE FRONT SUSPENSION WITH TORSION BARS.

But an Isuzu's power doesn't come at the expense of economy. In fact, with its 19.1 gallon fuel tank, an Isuzu-built diesel longbed goes an incredible 840 highway miles between fuelings.\* More than any other imported economy truck in America.

A truck that carries a lot of heavy cargo also places a tremendous load on its suspension. So the cargo area on an Isuzu Longbed is supported by rugged, semi-elliptic springs and double action

P'UP undergoes an extensive process which includes cationic electroplating. A process which coats the bare metal with at least 85 microns of corrosion-resistant material, including primer and paint.

As a result, an Isuzu not only resists perforation from corrosion more effectively, the top coats adhere better and retain a more translucent appearance.

The 1982 Isuzu Longbed. We believe in building trucks that perform well over the long haul.

\*See mileage estimates on last page





**The Isuzu-built 4x4 is the highest mileage 4x4 truck in America.\***

At Isuzu, we don't see any point in building an off-road vehicle that you can't afford to drive on the highway.

So we build 4x4's that deliver better mileage than any other 4x4's in America. Which is not surprising, when you consider that Isuzu builds the

only imported, economy-class, diesel 4x4's in America.

What's more, the Isuzu 4x4 is also built with a state-of-the-art, 1.8 litre, overhead camshaft gasoline engine that's extremely strong, reliable and fuel-efficient.

But these aren't the only differences you'll find in an Isuzu.

Our 4x4 bodies are built with steel side rails. An

\*See mileage estimates on last page



all-steel cargo deck. Double-wall tailgate. And a special, six-stage, anti-corrosion painting process.

And when it comes to handling, Isuzu doesn't cut corners there, either.

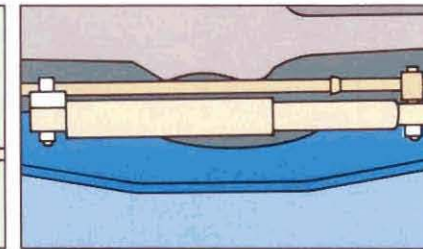
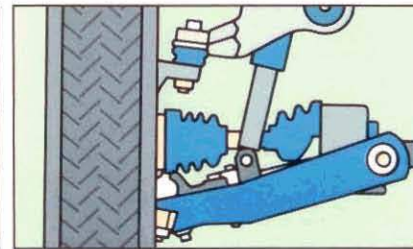
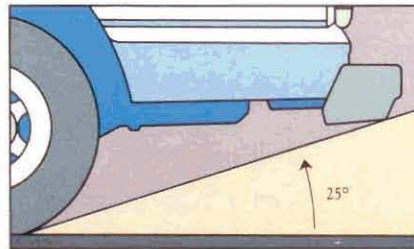
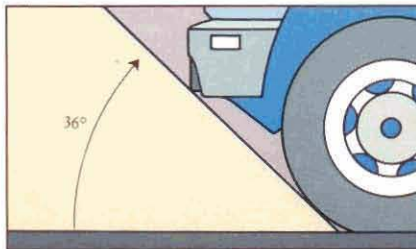
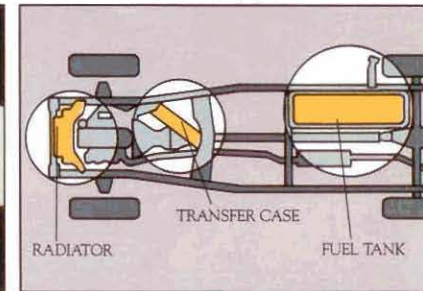
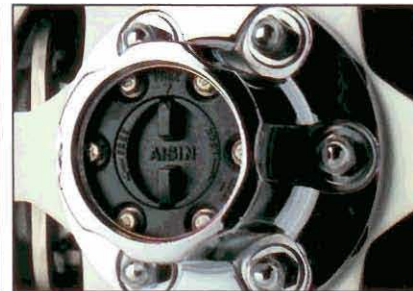
The minimum running ground clearance under our 4x4 is a full 7.5 inches. Which means that it's high enough so that there's plenty of room between the running gear and the road. (A truck with much higher clearance may look nice in the showroom, but take it on or off the road and the handling is anything but nice.)

Equally important is having a low center of

departure is also important. Because if a truck has too much "overhang," it's more likely to hang up in ruts and gulleys. In the unlikely event this happens in an Isuzu, the critical areas underneath are protected by 3 heavy duty skid plates.

Unlike other 4x4's, which use modified 2-wheel drive units, our transfer case and transmission have been engineered into a single, rugged unit that's quiet, lightweight and very, very tough.

And the Isuzu's transmission has an integral design feature that allows you to shift instantly from two wheel drive to four wheel drive at



(CLOCKWISE FROM TOP ROW, LEFT: RALLY SPOKE WHEELS. 2-TO-4 WHEEL DRIVE, IN-MOTION SHIFTER. FREE-WHEELING, LOCKABLE FRONT HUBS. TRIPLE SKID PLATES. HYDRAULIC STEERING DAMPER. FULLY INDEPENDENT FRONT SUSPENSION. 25° DRAG ANGLE. 36° STRIKE ANGLE.

gravity. And the Isuzu has the lowest center of gravity of any 4x4 in America.

When you combine a low center of gravity with the right amount of ground clearance, you have a better chance of staying upright in tricky off-road situations.

Of course, the Isuzu's angle of approach and

speeds up to 35 mph.

The remarkable Isuzu 4x4. Before any of them ever leave our factory, they must meet more than 1600 stringent standards. And pass every one of them.

Of course, other truck makers may not set standards this tough. But Isuzu made it to the top the hard way.





**S**ome truck makers have a tough time creating one superb truck. Isuzu has created seventeen.

To Isuzu, it's not enough just to sell you a truck. We want it to be the right truck.

So we offer our P'UP in a choice of 17 different models.

Our standard bed 4x2 is available in 7 versions. The gas-engine model comes with either a 3-speed automatic or 5-speed manual transmission on deluxe models (the standard model also has a 4-speed manual transmission). And our diesel is available with a 5-speed manual transmission, also in standard and deluxe models.

The Isuzu Longbed 4x2 comes in four gasoline and two diesel models.

And the Isuzu 4x4 is available in a gas-engine model with a 4-speed manual transmission and 2-speed transfer case, in a standard or deluxe model. As well as a diesel model with a 4-speed manual transmission and 2-speed transfer case, again available in both models.

And so that you end up with a truck you love in a color you love, Isuzu P'UPs are available in a variety of colors. Including Bordeaux Red, Chamonix White, Mist Blue Metallic, Matterhorn Silver Metallic, Cafe Au Lait, Peach Melba Yellow and Cannon Metallic.

**A truck can't take it unless its engine can.**

For this reason, Isuzu has spent the past 66 years developing, designing, testing, and refining some of the most technically advanced engines the world has ever seen. Engines that have brought us



to where we are today.

The Isuzu C223 diesel engine.

The Isuzu diesel is designed to be a diesel from the block up. So it's larger and stronger than comparable "gas conversion" diesels.

Aside from delivering the reliability and low maintenance costs diesels have always been known for, the C223 delivers a few things diesels



C223 DIESEL ENGINE

have never been known for.

Until now.

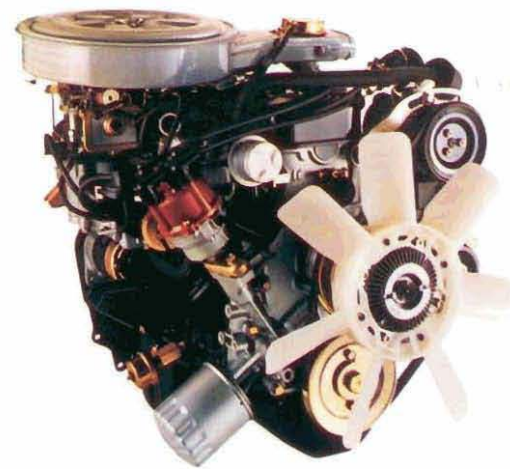
In terms of starting time, an Isuzu diesel is ready to start in 3.5 seconds or less, thanks to our revolutionary "Quick-On" ignition system. A system significantly faster than the conventional glow plug arrangement found on many other diesel trucks.

And with an estimated [32] MPG and 44 MPG highway, an Isuzu 4x2 diesel is one of the most fuel efficient trucks in its class.\*

But the superlatives aren't reserved only for our diesel engine.

The Isuzu G180Z is a superb, 1.8 litre, single overhead camshaft gasoline engine with hemispherical combustion chambers and crossflow port configuration. Resulting in increased combustion efficiency and power output.

What's more, Isuzu gas engines are equipped with



G180Z GASOLINE ENGINE

a fully transistorized ignition system that significantly reduces the need for adjustments and maintenance. And it is the precision of the ignition timing that guarantees easy starts and helps increase engine life.

For this reason, the Isuzu G180Z is an engine that provides years of service and value. As well as excellent fuel economy. (A gas engine P'UP with 5-speed transmission gets 40 MPG highway and an estimated [28] MPG.\*)

\*See mileage estimates on last page.







**W**e never forgot that a truck has to carry people, too.

To Isuzu, the inside is just as important as the outside. So we use state-of-the-art technology to create the most comfortable interior of any economy truck on the road.

An Isuzu has the widest seating area of any truck in its class. In fact, Isuzu-built trucks are the only

the field of vision.

A "flow-through" ventilation system is built into every Isuzu to provide a constant supply of fresh air.

There's even an area behind the seats for storage, which is easily accessible because of an Isuzu's fold-forward seats.

But the comfort doesn't stop there.

Because everyone has his own interior preference,



imported economy trucks in America certified to seat three across. And that's particularly important on long trips, where you don't expect much comfort from any truck, especially an economy truck.

The seats themselves are orthopedically designed to fit the natural contour of the human back. Making the driver more comfortable and alert to any situation that might arise.

Our instrument panel has been ergonomically designed. And is made from non-glare materials and colors, so that reflected sunlight won't obstruct



Isuzu has created interiors for everyone: our standard P'UP interior and a deluxe interior that's available with either "couch" type or high-backed bucket seats.

The seats in the deluxe model are covered with cloth upholstery and the carpet is of cut-pile nylon. A door-operated dome lamp has also been fitted along with color coordinated trim and, on the 4x2's only, a console box.

Even the exterior on the deluxe model has been customized to include a black front bumper, black lower body panel and side striping.



## SPECIFICATIONS

|                                | Gas Engine (G180Z)                                                                                               | Diesel Engine (C223)                                                                            |
|--------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Engine Type                    | Inline 4 Cyl. Cast Iron Block, Water-cooled, Aluminum Crossflow Head, SOHC and Hemispherical Combustion Chambers | Inline 4 Cyl. Cast Iron Block, Water-cooled, Cast Iron Head, OHV with Swirl Combustion Chambers |
| Engine Weight (Incl. Flywheel) | 315.0 lbs.                                                                                                       | 452.0 lbs.                                                                                      |
| Displacement                   | 110.9 cu. in. (1817cc)                                                                                           | 136.6 cu. in. (2238cc)                                                                          |
| Net Horsepower (SAE)           | 78 @ 4800 RPM                                                                                                    | 58 @ 4300 RPM                                                                                   |
| Net Torque (SAE)               | 95 @ 3000 RPM                                                                                                    | 93 @ 2200 RPM                                                                                   |
| Bore & Stroke                  | 3.31 x 3.23                                                                                                      | 3.46 x 3.62                                                                                     |
| Compression Ratio              | 8.5:1                                                                                                            | 21:1                                                                                            |
| Fuel System                    | 2-bbl. Carburetor                                                                                                | Mech. Fuel Injection                                                                            |
| Body Construction              | Unitized All-Steel Welded Body                                                                                   |                                                                                                 |
| Suspension                     | Fully Independent; Torsion Bar Spring with Stabilizer Bar                                                        |                                                                                                 |
| Front                          | Semi-Elliptic Main Springs with Auxiliary Leaf Spring                                                            |                                                                                                 |
| Rear                           |                                                                                                                  |                                                                                                 |
| Brakes                         |                                                                                                                  |                                                                                                 |
| Front                          | Disc (10.16 Diam.)                                                                                               |                                                                                                 |
| Rear                           | Drum (10.0 Diam.)                                                                                                |                                                                                                 |
| Wheels                         | 14x5J Steel (14x5½J Steel on 4x4)                                                                                |                                                                                                 |
| Tires                          |                                                                                                                  |                                                                                                 |
| Type                           | Bias Ply Blackwall (Raised White Lettering on 4x4)                                                               |                                                                                                 |
| Size                           | E78-14B (F70-14B on 4x4)                                                                                         |                                                                                                 |
| Steering Ratio                 | 20.8-24.0:1 (4x2)<br>21.3-25.2:1 (4x4)                                                                           |                                                                                                 |
|                                | Standard                                                                                                         | Long Bed                                                                                        |
| Wheelbase                      | 104.3"                                                                                                           | 117.9"                                                                                          |
| Overall Length                 | 174.4"                                                                                                           | 191.5"                                                                                          |
| Overall Width                  | 63.0"                                                                                                            | 63.0"                                                                                           |
|                                | 63.1" (4x4)                                                                                                      |                                                                                                 |
| Overall Height                 | 59.3"                                                                                                            | 59.8"                                                                                           |
|                                | 61.0" (4x4)                                                                                                      |                                                                                                 |
| Headroom                       | 38.1"                                                                                                            | 38.1"                                                                                           |
| Legroom                        | 42.4"                                                                                                            | 42.4"                                                                                           |
| Shoulder Room                  | 53.5"                                                                                                            | 53.5"                                                                                           |
| Hip Room                       | 53.5"                                                                                                            | 53.5"                                                                                           |
| Tread (4x2)                    |                                                                                                                  |                                                                                                 |
| Front                          | 53.8"                                                                                                            | 53.8"                                                                                           |
| Rear                           | 51.2"                                                                                                            | 51.2"                                                                                           |
| Tread (4x4)                    |                                                                                                                  |                                                                                                 |
| Front                          | 54.2"                                                                                                            | —                                                                                               |
| Rear                           | 52.7"                                                                                                            | —                                                                                               |
| Box                            |                                                                                                                  |                                                                                                 |
| Inside Length                  | 73.0"                                                                                                            | 90.1"                                                                                           |
| Inside Width                   | 55.7"                                                                                                            | 55.7"                                                                                           |
| Inside Height                  | 15.7"                                                                                                            | 15.7"                                                                                           |
| Capacity (cu. ft.)             | 37.0                                                                                                             | 45.7                                                                                            |
| Curb Weight-4x2                | 2399 lbs.                                                                                                        | 2493 lbs.                                                                                       |
| (Gas Eng)-4x4                  | 2619 "                                                                                                           | —                                                                                               |
| Curb Weight-4x2                | 2615 "                                                                                                           | 2709 "                                                                                          |
| (Diesel Eng)-4x4               | 2853 "                                                                                                           | —                                                                                               |
| Gross Payload-4x2              | 1151 "                                                                                                           | 1656 "                                                                                          |
| (Gas Eng)-4x4                  | 1129 "                                                                                                           | —                                                                                               |
| Gross Payload-4x2              | 1184 "                                                                                                           | 1689 "                                                                                          |
| (Diesel Eng)-4x4               | 1146 "                                                                                                           | —                                                                                               |

## STANDARD EQUIPMENT

(Partial List)

|                                                                       |                                        |
|-----------------------------------------------------------------------|----------------------------------------|
| 4-speed Manual Transmission (All Gas and Diesel 4x4's, SWB Gas 4 x 2) | Non-Glare Instrument Panel             |
| 5-speed Manual Transmission (Diesel and Gas 4x2's)                    | Single-Handle Tailgate Release         |
| Power Assisted Brakes with Front Discs                                | Protective Tailgate Inner Panel        |
| Torsion Bar Front Suspension                                          | Tie-Down Hooks Inside Bed              |
| Front Stabilizer Bar                                                  | Inside Hood Release                    |
| Galvanized Wheel Wells and Rocker Panels                              | Cigar Lighter                          |
| Hydraulic Steering Damper                                             | Soft-Ride Suspension Package (SWB 4x2) |
| Semi-Floating Rear Axle                                               | 7½ foot Cargo Bed (LWB)                |
| Transistorized Ignition (Gas)                                         | 4x4 Only                               |
| Fuel/Water Separator (Diesel)                                         | Free Wheeling Lockable Front Hubs      |
| Lockable Glove Box                                                    | Rally Spoke Wheels                     |
|                                                                       | Full-Floating Front Axle               |
|                                                                       | 3 Under-Body Skid Plates               |
|                                                                       | All-Terrain Tires                      |

## OPTIONAL EQUIPMENT

(Factory and Port Installed)

|                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Air Conditioning                                      | Deluxe Model includes the following: Bright Moldings on Windshield, Backlite, Drip Rail and Beltline, Bright Wheel Covers (caps and nuts on 4x4), Black Lower Body Panel, Black Front Bumper, Body Side Stripes, Fabric Seats, Nylon Carpeting, Kick Board Panels, Wrapped Shift Knob, Day/Nite Mirror, "A" Pillar Trim, Dlx. Steering Wheel, Dual Note Horn, Dlx. Emblems, Door-Operated Dome Lamp, Bright Inst. Panel Moldings, Tinted Glass. When ordered with optional Highback Bucket Seats, includes Console (except 4x4). |
| Automatic Transmission (Gas 4x2's)                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| AM/FM Radio-Monaural, Multiplex, Multiplex w/Cassette |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Rear Bumper—Black or Chrome                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| "Western" Sideview Mirrors—Black or Stainless Steel   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Pass-thru Rear Window—Black or Aluminum               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Floor Mats—Vinyl or Carpet                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Power Steering (All Models)                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## 1982 MILEAGE ESTIMATES

|                         | Model   | Transmission      | Highway | City (est) |
|-------------------------|---------|-------------------|---------|------------|
| DIESEL†<br>(49-states)  | PUP 2WD | 5-speed           | 44      | 32         |
|                         | PUP 4x4 | 4-speed           | 35      | 28         |
| GASOLINE<br>(49-states) | PUP 2WD | 4-speed           | 40      | 28         |
|                         | PUP 2WD | 5-speed           | 40      | 28         |
|                         | PUP 2WD | 3-speed Automatic | 30      | 24         |
|                         | PUP 4x4 | 4-speed           | 32      | 24         |
|                         | PUP 2WD | 4-speed           | 36      | 26         |
|                         | PUP 2WD | 5-speed           | 39      | 27         |
| (California)            | PUP 2WD | 3-speed Automatic | 28      | 24         |
|                         | PUP 4x4 | 4-speed           | 31      | 23         |

Note: Equipment and data shown here based on 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. Vehicle pictured includes some optional equipment. For information on additional options and accessories, contact your Isuzu Dealer. \*Use EPA estimated MPG for comparison purposes. Your mileage may vary due to speed, weather and trip length. Actual highway mileage will probably be less.

†Diesel trucks will be available in California in Spring, 1982.



AMERICAN ISUZU MOTORS INC.