

SUZUKI

IMPULSE · TURBO IMPULSE · I-MARK



ISUZU. THE FIRST CAR BUILDERS OF JAPAN.

Back in the year 1914, before our honorable competition ever existed, we did something remarkable in Japanese automotive history.

We started it.

Because it was in 1914 that a small company which was destined to become an integral part of Isuzu built its first production motorcar.

It was small. It had only two cylinders. And it boasted a mere 10 horsepower.

But it also happened to be the most advanced car in Japan. And when it was exhibited at the prestigious Taisho Exhibition, it promptly won a Gold Medal.

In the succeeding years, we've continued to make cars. And even more important, we've continued to make history.

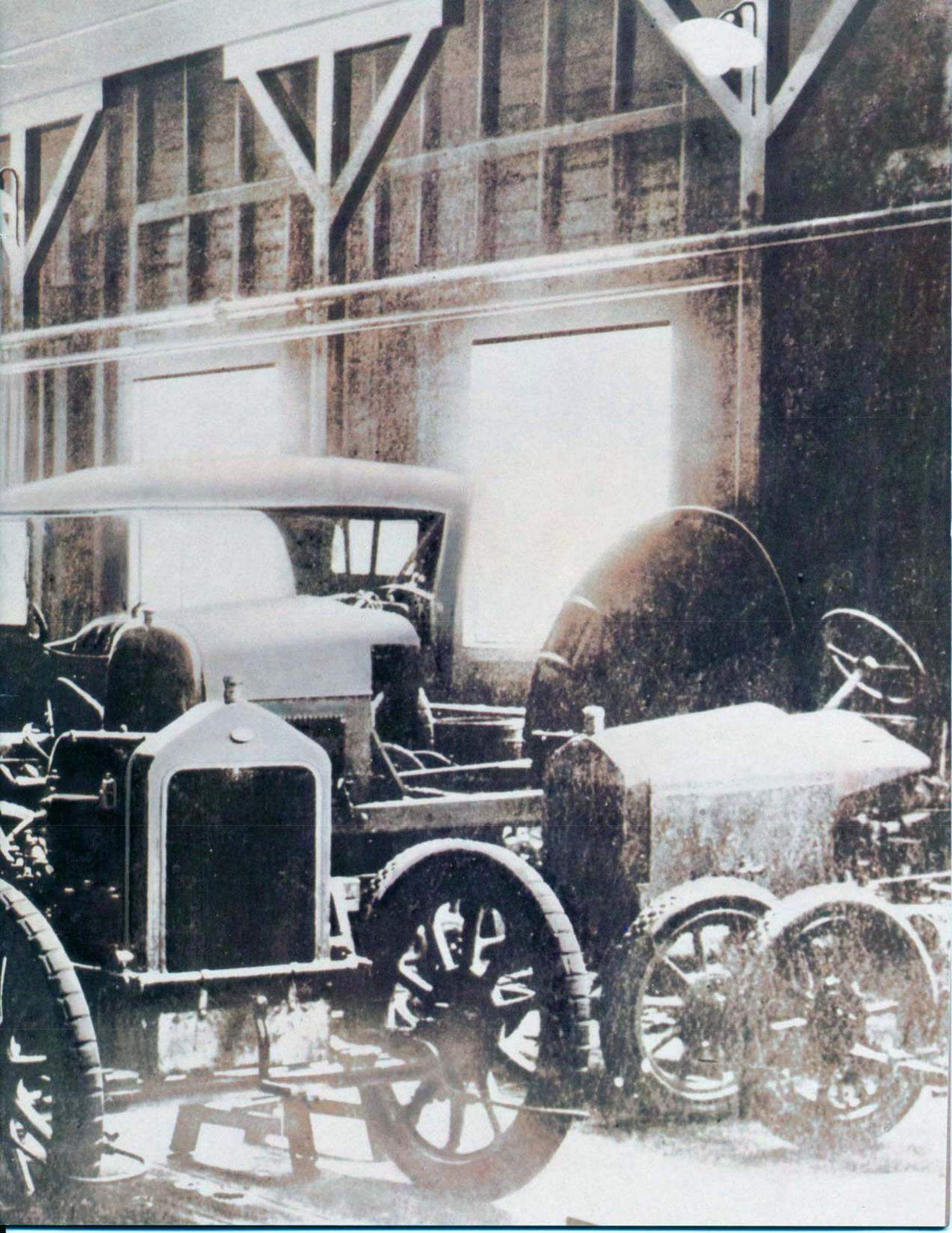
In 1918, we built one of Japan's first commercial trucks. In 1932, we became the official diesel standard of the Japanese government. In 1939, we built Japan's first diesel truck. In 1956, we built the engines used in Japan's famous scientific expedition to the Antarctic. And in 1961, we built Japan's first diesel-powered passenger car.

Today, after seventy-one years of innovation, invention and refinement, we remain firmly committed to the ideals we had when we first started.

To build the most advanced cars that Japan — or the world — has ever seen.

Because at Isuzu, only one thing makes us prouder than building something before everyone else. And that's building it better than everyone else.





THE IMPULSE. THE DREAM CAR YOU DON'T HAVE TO DREAM

When world-famous car designer Giorgio Giugiaro unveiled his version of a modern dream car, the automotive press quickly agreed on one thing.

It would be very unlikely for a car with these lines to ever roll off an assembly line.

It was too beautiful, too sculpted, too uncompromising to ever become a production car.

At Isuzu, all we can say is, don't believe everything you read in the press. Because the car that Giugiaro designed happens to be the car you see here.

The Isuzu Impulse.

If you think its clean, uncluttered look is remarkable, that's because it is. The Impulse uses certain design techniques never used before in a production car.

The side windows, for instance, are flush mounted. A design innovation that not only looks good, it improves the Impulse's aerodynamics.

However, if you think this styling was accomplished at the expense of comfort or performance, we invite you to look inside.

There's room for four adults not to just fit in, but to luxuriate in.

As for performance, we invite you to look under the hood. Inside you'll find an advanced 1.9-liter overhead cam engine controlled by our electronic I-TEC fuel injection.

And it's accompanied by a series of components that reads like a car enthusiast's wish list:

Power-assisted rack and pinion steering. Four-wheel disc brakes. Gas-charged shocks. Anti-sway bars. High performance steel-belted radials. Air conditioning. Cruise control. Power windows. Power door locks. An electronically-tuned AM/FM stereo radio with four speakers. And a Digital Drive Monitor.

If all this makes the Impulse sound like your idea of a dream car, frankly we find that understandable.

Now all we have to say is this:
Stop dreaming.



ABOUT OWNING.



THE SHARPLY ETCHED LINES OF
THE IMPULSE ARE ABOUT
TO BECOME A BLUR.





THE TURBO-CHARGED INTERCOOLED IMPULSE. 0-50: 5.7 SECONDS • STANDING QUARTER MILE: 16.1 S



SECONDS • 140 HP @ 5400 RPM • MAXIMUM TURBO BOOST: 8.3 POUNDS • AIR DRAG COEFFICIENT: 0.33.



The Impulse's unique satellite pods place most of the important controls at your fingertips. If you want them even closer, they're adjustable.

For everyone who admires the looks of our new Turbo Impulse (and that includes nearly everyone) we've got a little piece of advice.

Better look quick.

Because when we created the Turbo Impulse we didn't just add on a turbo. We made a number of rather radical modifications that virtually guarantee that the only time you're going to see one clearly is when it's standing still.

We started with an advanced new overhead cam, lightweight 2-liter engine. An engine meticulously engineered and assembled by hand. Then we added a turbocharger created by IHI, the same builders who create turbochargers for 200-mph Indy cars.

Because this turbo is water-cooled, not oil-cooled, there's less maintenance and no cool-down idling. You simply just turn off the engine. And because it uses a computer-controlled wastegate, not a spring-loaded one, you get the right amount of boost for any condition.

We could have stopped there, but we didn't. We added an intercooler. An engineering innovation that cools the turbine-compressed hot air to improve air intake efficiency and increases engine output an additional 20%.

And finally, we added the Isuzu-Total Engine Control — or I-TEC — electronic fuel injection system. Using a micro-computer and electronic sensors, it monitors what's happening inside and outside the engine, including such factors as air temperature, air intake volume, and battery voltage. Then it adjusts fuel flow to extract maximum power from the engine.

What is the result of all this technological wizardry? It can be summed up in three statistics that will make even the most jaded enthusiast enthusiastic.

0 to 50 in 5.7 seconds.* The standing quarter mile in 16.1 seconds.* And a stunning 140 horsepower.

As impressive as all this is, at Isuzu we realize there's more to a high performance car than a high performance engine. So we also created an equally impressive handling package.

We started with variable rate power, rack and pinion steering with just the right touch of power assist so the steering feels light while parking, but doesn't feel "twitchy" at higher speeds.

In the front, we used a suspension utilizing unequal length control arms, a design commonly found on racing cars. While in the rear, we used a five-link suspension for better handling. In both front and rear, we also added anti-sway bars.

At each of the four wheels, we placed gas-charged shocks to take out the bumps and ventilated power-assisted disc brakes to provide sure, fade-free stops.

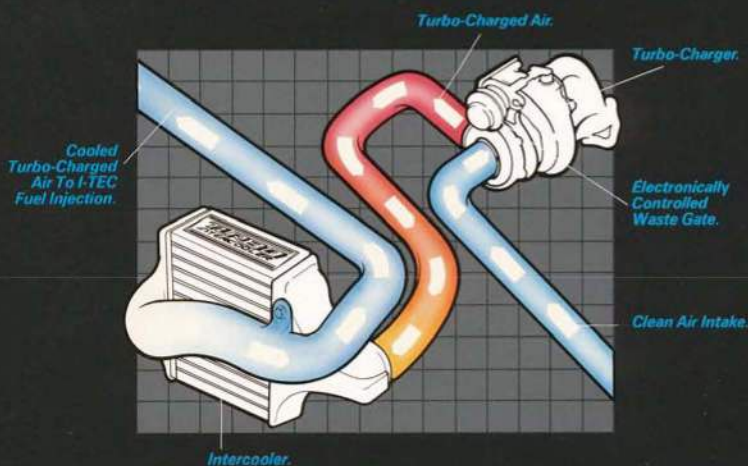
And because we feel that even aerodynamics can contribute to handling, we added a specially designed front air dam and rear spoiler. Which brings the Turbo Impulse's air drag coefficient down to a mere 0.33.

While all this high technology results in a remarkable level of high performance, it also results in something else. A dilemma.

Will the Turbo Impulse become more famous for the way it works? Or the way it looks?

The line between the two has become slightly blurred.

THE TURBO IMPULSE INTERCOOLER



Because an intercooler can dramatically increase performance, some companies charge a dramatic amount for one. Ours is standard.



THE LAST WORD IN LUXURY. FROM

From the preceding pages, you know we lavished a lot of time and expense into making the Impulse and the Turbo Impulse high performance cars.

But if the words "high performance cars" evoke in your mind a spartan interior and a general lack of amenities, you couldn't be more wrong.

In the words of *Motor Trend* magazine, "The Impulse is equipped with just about every comfort and convenience device known to the automotive world." And for

the Turbo Impulse, we've come up with still more of those comfort and convenience devices, starting with the place where every driver spends the most time. The driver's seat.



Because people come in a wide variety of shapes and sizes, the Turbo's Sport Seats come with a wide variety of adjustments to compensate. Seven separate controls let you adjust everything from seat cushion angle to the amount of lumbar support. There are even adjustable side bolsters to keep you firmly in place during the high speed cornering the Turbo is capable of.

After creating some of the world's most comfortable seats, we then went to a lot of trouble to keep you in them. Unlike some cars that require you to reach and stretch all over the cockpit, the controls of the Impulse and the Turbo Impulse are all within easy reach.

They're located in two unique, adjustable satellite pods on either side of the steering wheel. None of the key controls are more than a fingertip away.

At Isuzu, we believe that driving should be enjoyed, not merely endured. So we've added a variety of features that keep your work to a minimum.

In both versions of the Impulse the steering and the brakes are power-assisted. The windows and the doorlocks are power-activated.

The air conditioning uses a micro-computer to constantly monitor temperatures inside and outside the car. Then automatically readjusts the system to keep you comfortable without constant fiddling.

To help reduce driver fatigue on longer trips, both

To make you as comfortable as possible, our Sport Seats let the driver make seven different adjustments. If that's not luxurious enough, the L-Pack gives you supple leather upholstery.



The Turbo Impulse L-Package features a dashboard filled with color-coded digital readouts and other futuristic touches. The steering wheel gives you the touch of genuine leather.

THE FIRST CAR BUILDERS OF JAPAN.



Impulses come with cruise control. Once set, it allows you to keep a constant speed without continually keeping your foot on the accelerator.

To keep you entertained while you drive, there's also a sophisticated sound system including an electronically-tuned AM/FM stereo radio and four high performance speakers.

And to keep you informed, there's also our Digital Drive Monitor. Press a button and the digital readout will tell you any of the following: length of trip, elapsed trip time, current miles per gallon and remaining fuel to a tenth of a gallon.

While all of the preceding makes the Impulse and the Turbo Impulse two of the world's best-equipped cars, we realize that there are some demanding people out there who demand even more.

For those people, we created the Turbo Impulse's stunning new L-Package.

While the L could stand for Luxury, it stands for Leather. Because instead of the Turbo Impulse's already luxurious fabric-covered seats, you get soft, supple, specially selected leather.

And the leather doesn't stop with the seats. The stickshift knob and the steering wheel, the two parts of the car you touch every time you drive, are also covered in leather.

You also get a more luxurious sound system. Not only do our AM/FM MPX stereo receiver and four speakers come standard, so do some of our best options. Including a cassette deck with Dolby,[®] a seven-band graphic equalizer and a power amplifier.

And last, but by no means least, you get special digital instrumentation. A unique LED display connected to a micro-computer monitors a wide range of vital engine functions including turbo boost pressures, engine temperature, volts, rpms and even the level of your radiator fluid.

To some, this attention to detail may seem extreme. But to us at Isuzu, we see it a slightly different way.

It's this attention to detail that makes Isuzus extremely luxurious.



The Turbo Impulse's front air dam and rear spoiler improve its already superb aerodynamics. The result is an incredibly low 0.33 drag co-efficient.

INTRODUCING
THE I-MARK 4-DOOR SEDAN.

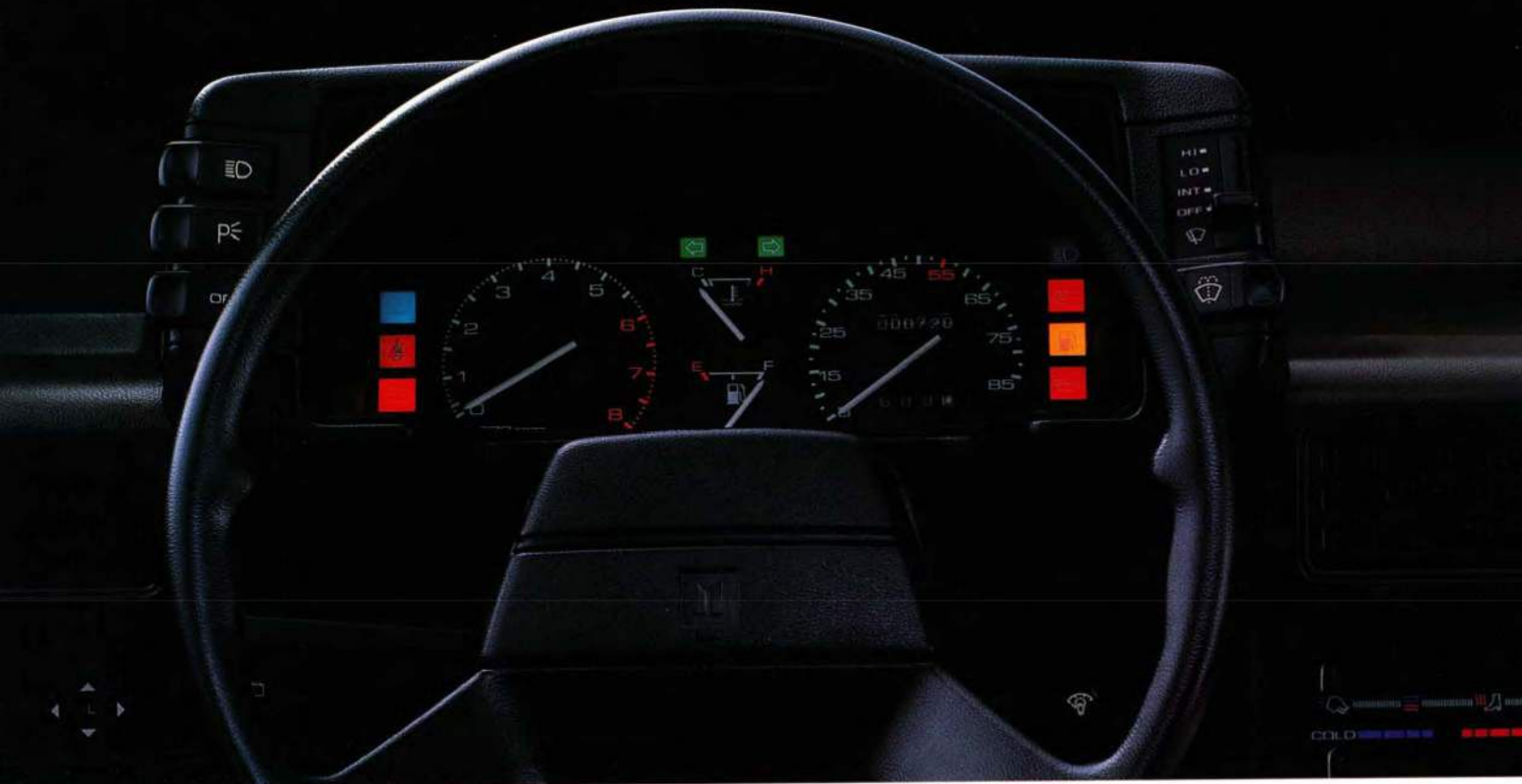




INTRODUCING
THE I-MARK HATCHBACK.







AFTER 71 YEARS OF MAKING CARS, WE'RE NOT

When you build a car as radically advanced as the Impulse, you end up with a lot more than a car.

You end up with a lot of new ideas and new techniques you can't wait to apply to the next cars you build.

As you can see on the previous pages, we didn't wait. Introducing the new I-Mark 4-Door Sedan and the new I-Mark Hatchback.

Because of their size, their mileage and their price

tags, some people will see them as mere economy cars. We see them as something much more.

For starters, consider their styling. Through our experience building the Impulse, we found new ways to improve aerodynamics. So instead of a conventional windshield with an ordinary rubber seal, we made the I-Mark's flush-mounted.

Instead of an ordinary door design, ours fit flush with the roof panel, like an airplane's. We even include a front air dam, and on the Hatchback, a rear spoiler.

The result is cars that cut through the wind with less drag. Which in turn improves gas mileage.

If you like what we've done with the outside of our new I-Marks, wait'll you see what's waiting for you on the inside.

An amazing amount of space.

Both the 4-Door Sedan and the Hatchback can carry four six-footers with plenty of leg, elbow and head room. They can also do something even more amazing.

Carry their luggage.

You get 16.9 cubic feet of trunk space with the Sedan and 11.3 cubic feet with the Hatchback. And if you'd rather carry more luggage than passengers, fold down the rear seat of the Hatchback and you get an incredible 29.7 cubic feet.



Our optional skylight lets the sun in. Its sunshield keeps the heat out.



The I-Mark Hatchback gives you more than sleek looks. Fold down the rear seat and you get 29.7 cubic feet of carrying space.

The I-Mark dashboard was inspired by our futuristic Impulse and features an array of sophisticated instruments including a light that tells you when to shift for best fuel economy.



ABOUT TO START MAKING COMPROMISES.



Optional AM/FM stereo with cassette deck and 7-band equalizer.

The surprises don't stop there. Even though these I-Marks qualify for one of the best EPA mileage figures in their class — 38 MPG Overall & 43 Highway — they don't economize at the expense of performance.

With their 1.5-liter engines, they can dash from 0 to 50 in an exhilarating 8.2 seconds. Or to put it in more prosaic terms, there is always power when you need it. Merging onto a freeway, for instance. Or climbing over a mountain range.

The secret is what we do with those 1.5-liter engines. We use hemi heads with high swirl ports for more complete combustion. We use an overhead camshaft for more precise valve actuation. We use only two rings per piston in order to decrease engine friction. And finally for more precise fuel control, we use a computer-controlled carburetor instead of an ordinary one.

All this advanced engineering would be wasted if we mated it with ordinary running gear. One look at the specs and you'll know we didn't.

The I-Marks feature front-wheel drive. Rack and pinion steering. MacPherson strut suspension. Power disc brakes in front. Five-speed transmission. Aluminum alloy wheels with wide steel-belted radial tires. All standard.

The I-Mark's front seats bend over backwards to make you comfortable, while the rear seats give you a choice of three different back angles.

And a dual diagonal braking system to assure controlled stopping under all conditions.

Finally, after all the trouble we took to create these new Isuzus, we took a little more to make sure they would last.

Instead of an ordinary paint job, they're finished with a painstaking coating and paint process that's backed by a three-year warranty against rust perforation.

And instead of being inspected one or two times, they're inspected over 250 times.

Why did we go through these and all the other processes we've outlined above?

After seventy-one years of making cars, we weren't about to start making compromises.



THE IMPULSE.

FEATURES & OPTIONS

	IMPULSE	TURBO IMPULSE
MECHANICAL / FUNCTIONAL		
5-speed transmission	S	S
Power-assisted rack and pinion steering	S	S
Power brakes	S	S
4-wheel ventilated discs	S	S
Hi-performance steel-belted radials	S	S
Halogen headlights	S	S
Variable intermittent windshield wipers	S	S
Electronic multi-point fuel injection	S	S
EXTERIOR		
Aluminum alloy wheels	S	S
Tinted glass w/ sun band	S	S
Front and rear spoilers	-	S
Rear window wiper/washer	S	S
Rear window defogger	S	S
Dual outside mirrors w/ electric remote	S	S
INTERIOR		
Air conditioning w/ automatic temperature control	S	S
Cruise control	S	S
Power windows	S	S
Power door locks	S	S
AM/FM electronically tuned stereo radio w/ 4 speakers	S	S
7-way adjustable driver's seat	-	S
Tilt steering wheel w/ memory	S	S
Multi-function display w/ clock	S	S
Tachometer and full instrumentation	S	S
Remote hatch opener	S	S
Remote fuel door opener	S	S
Reclining rear seat backs	S	S
Auto-down driver's window	-	S

OTHER STANDARD FEATURES

Other standards include: Cut pile carpeting • Carpeted door panels • Center and front consoles • Cargo area security cover • Cargo area security strap • Visor vanity mirror • Day/night mirror • Side window defoggers • Cargo area light • Fade-out room lamp • Maplight • Door courtesy lamps • Lockable glove box w/light • Passenger assist grips (3) • Door map pockets • Cigarette lighters (2) • 3 yr. rust perforation warranty.

OPTIONS

Automatic transmission
 AM/FM/ETR stereo cassette radio w/power booster and graphic equalizer (non-Turbo Impulse)
 Leather package (Turbo Impulse only)
 Includes; leather seat facings, steering wheel and shift knob
 digital instrumentation and AM/FM/ETR cassette radio w/power booster and graphic equalizer.

EPA ESTIMATED MILEAGE

IMPULSE	49 STATES		CALIFORNIA	
	CITY	HWY	CITY	HWY
5M	[22]	28	[22]	28
4A	[22]	25	[22]	25

TURBO IMPULSE	49 STATES		CALIFORNIA	
	CITY	HWY	CITY	HWY
5M	[20]	25	[20]	26
4A	[20]	26	[20]	25

SPECIFICATIONS

	IMPULSE	TURBO IMPULSE
ENGINE		
Engine type	Gas SOHC 4-cylinder in-line	
	Fuel injected	Fuel injected intercooled
Displacement	1949 cc	1994 cc
Net Horsepower (SAE)	90 HP	140 HP
	@ 5400 rpm	@ 5400 rpm
Net Torque (SAE)	108 ft. lbs.	166 ft. lbs.
	@ 3000 rpm	@ 3000 rpm
Compression Ratio	9.2:1	7.9:1
Bore and stroke	87 × 82	88 × 82
TRANSMISSION		
5-speed overdrive manual	S	S
4-speed overdrive automatic	-	O
w/lock-up converter	-	S
SUSPENSION		
Gas pressure shocks	S	S
Front—double wishbone independent	S	S
Rear—5-link	-	S
Rear—3-link w/torque tube	S	-
BRAKES		
4-wheel ventilated power disc	S	S
STEERING		
Rack & pinion power (variable assist)	S	S
Turning circle (curb to curb)	31.5"	31.5"
EXTERIOR DIMENSIONS		IMPULSE/TURBO IMPULSE
Wheelbase	96.1"	
Front/rear tread	53.3"/53.9"	
Length	172.6"	
Width	65.2"	
Height	51.4"	
INTERIOR DIMENSIONS		
Head room front/rear	36.9"/35.8"	
Leg room front/rear	41.9" (max.) 28.1" (min.)	
Shoulder room front/rear	54.5"/54.0"	
CAPACITIES		
Cargo area (rear seats up/down)	12.6 cu. ft./29.4 cu. ft.	
Fuel tank	15.1 gal.	
TIRES		
Type	Hi-performance steel-belted radial	
Size	P195/60R14	
CURB WEIGHT		
Manual/automatic (Impulse)	2714 lbs./2740 lbs.	
Manual/automatic (Turbo Impulse)	2824 lbs./2866 lbs.	

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.
 A 24-month/24,000-mile powertrain limited warranty accompanies Isuzu's standard 12-month/12,000-mile limited warranty from date of purchase.
 A 36-month rust perforation limited warranty (no mileage limit). See dealer for details.

Buckle up—for life!

THE I-MARK.

AIMI-MKT-052

FEATURES & OPTIONS

3DR. HATCHBACK 4DR. SEDAN

MECHANICAL / FUNCTIONAL

5-speed transmission	S	S
Front wheel drive	S	S
Rack and pinion steering	S	S
Power brakes w/front discs	S	S
Maintenance-free battery	S	S
Dual diagonal braking system	S	S
Wide steel-belted radial tires	S	S
Intermittent windshield wipers	S	S
Halogen headlights	S	S

EXTERIOR

Aluminum alloy wheels	S	S
Extra-wide lower body molding	S	S
Tinted glass all windows	S	S
Rear window defogger	S	S
Dual outside mirrors w/electric remote	S	S
Child-proof rear door locks	-	S
Flip-out rear quarter windows	S	-
Blackout door frames	S	S
Rear window wiper/washer	S	-
Rear spoiler	S	-

INTERIOR

Reclining front bucket seats	S	S
Adjustable rear seat backs	S	-
Tilt steering wheel	S	S
Tachometer	S	S
Digital quartz clock	S	S
Cut pile carpeting	S	S
Remote trunk/hatch opener	S	S
Remote fuel door opener	S	S
Center and front consoles	S	S
Trip odometer	S	S
Soft-grip steering wheel	S	S
Luggage compartment light	S	-
Cargo area security cover	S	-

OTHER STANDARD FEATURES

Other standards include: Flush-mounted windshield • Chip-resistant rocker coating • Fresh-air mix-type heater • Color keyed interior • Audible brake wear indicators • Fabric insert full door trim • Temperature gauge • Lockable glove box • Door pockets • Passenger assist grips • Day/night rear view mirror • Rear coat hook • 3 yr. rust perforation warranty.

OPTIONS

Automatic transmission • Power steering • Air conditioning • AM/FM stereo radio • AM/FM electronically tuned radio w/stereo cassette and graphic equalizer.

SPECIFICATIONS

HATCHBACK/SEDAN

ENGINE

Engine type	Gas SOHC 4-cyl Computer-controlled carburetor
Displacement	1471 cc
Net Horsepower (SAE)	70 HP @ 5400 rpm
Net Torque (SAE)	87 ft-lbs @ 3400 rpm

TRANSMISSION

5-speed manual
3-speed automatic

SUSPENSION

Front	Independent control arms w/ tension rod & MacPherson struts
Rear	Compound crank

BRAKES

Front/rear	Power assisted front disc/self-adjusted rear drum
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STEERING

Type	Rack & pinion w/ collapsible column
Turning circle (curb to curb)	32.8'

EXTERIOR DIMENSIONS

	HATCHBACK	SEDAN
Wheelbase	94.5"	94.5"
Length	155.8"	158.9"
Width	63.5"	63.5"
Height	54.1"	54.1"

INTERIOR DIMENSIONS

Head room front/rear	37.8"/37.4"	37.8"/37.4"
Leg room front/rear	41.7"/33.3"	41.7"/33.5"
Shoulder room front/rear	52.8"/52.8"	52.8"/52.8"

CAPACITIES

Trunk	16.9 cu.ft.	11.3 cu.ft.
Trunk w/ rear seatback down	29.7 cu.ft.	—
Fuel tank	11.1 gal.	11.1 gal.

TIRES

Type	BSW Steel-belted radial
Size	P175/70R13

CURB WEIGHT

5M	1918 lbs.	1933 lbs.
3A	1940 lbs.	1956 lbs.

I-MARK	49 STATES		CALIFORNIA		I-MARK	49 STATES		CALIFORNIA	
	CITY	HWY	CITY	HWY		CITY	HWY	CITY	HWY
5M	38	43	38	43	3A	33	35	33	35

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.

AMERICAN ISUZU MOTORS INC.





TURBO
INTERCOOLER





*Compliments
of*

AMERICAN ISUZU MOTORS INC.