

JOE ISUZU, Ph.D.

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ISUZUOLOGY



ISUZU
Go Further.

In the proving grounds of the automobile, only the most unrelenting vehicles survive. The rest sadly dissipate into exhausted fossil fuels. Through a single-minded focus, the Isuzu species has evolved to such extent that it has no natural enemies. (With exception to bovine-print seat covers and 80's, new-age synthpop.) This book provides man with access to the intricacies of this unique breed of supervehicles—not to mention some really pretty pictures.

JOE ISUZU



philosophical provocateur

isuzuology (*isuzuology*) *noun*.
The study of an advanced vehicle species, including its capabilities, habitat and supremely evocative nomenclature.

For 3-D views, specifications, comparisons and technology demonstrations, log on to:

 www.isuzu.com

Look for Web call-outs throughout this brochure that send you to the information you need.



ISUZU RODEO

{ commutus escapus }

A highly adaptive vehicle, its versatile design allows it to thrive in any environment, against any predator—especially the in-laws.

ISUZU RODEO SPORT

{ sportificus twotoppus }

With high-speed maneuverability and keen reflexes, it's genetically predisposed to seek out adventure. Man's poor sense of direction notwithstanding.

ISUZU AXIOM

{ performus eyepoppus }

An unprecedented leap in performance evolution that prompts such existential queries as, "What is that?"

ISUZU TROOPER

{ packus alyerstuffus }

Throughout time, it has overcome the evolutionary challenges of harsh terrain, extreme climates and man's tendency to overpack.

ISUZU

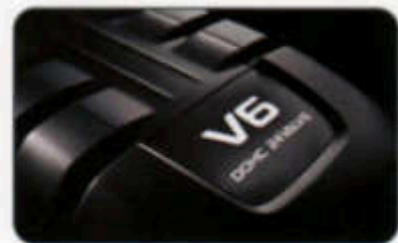
Go further.



2002 ISUZU AXIOM *{ performus eyepoppus }*

www.isuzu.com/axiom

A mystery to conventional theorists, the 2002 Axiom redefines high performance, utility and luxury. Its DNA is the perfect combination of the trickiest Isuzu technologies to date. An unprecedented specimen, Axiom strictly adheres to the laws of natural selection—minus the help of a manipulated gene here and there, of course.

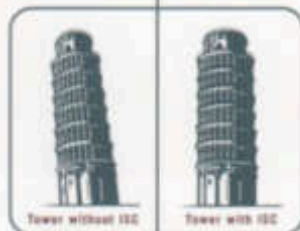


To generate a powerful 230 horsepower and 230 lb-ft of torque from Axiom's V6, engineers utilized dual-overhead cams with 4-valve-per-cylinder technology and a state-of-the-art Variable Induction System. That, and a commitment to answer man's primordial desire to go really fast.

The TORQUE-ON-DEMAND 4WD system seamlessly translates throttle input into motion by "predicting" wheel slippage. It then helps prevent it by automatically delivering torque where needed. And for even greater control, there's a 4WD Low range for ultimate capability.



- 140-watt, 8-speaker sound system
- Multi-Information Display
- 85.4 cu. ft. of cargo space
- Drive-by-wire throttle
- Auto-dimming rearview mirror
- Automatic climate control
- Leather-trimmed seating*
- HomeLink® Universal Transceiver
- 230-hp, 24-valve, 3.5-liter V6
- Terrain-sensing TORQUE-ON-DEMAND® 4WD*
- Dual-mode Intelligent Suspension Control™
- Ladder-frame construction



Reacting every 40 milliseconds to road conditions, Axiom's dual-mode, semi-active suspension has two driver-selectable modes—sport to minimize lean for maximum handling, and comfort for a smoother ride.

With an available 205-horsepower V6, dual-mode Intelligent Suspension Control,[™] and pack-it-all adaptability, Rodeo is genetically encoded to thrive in grueling desert heat, malaria-infested swamplands and even tougher places, like shopping malls during the holiday season.

2002 ISUZU RODEO { *commutus escapus* }



- Hold-everything cup holders
- Ladder-frame construction
- High-mounted air intake
- 4-wheel anti-lock brakes
- Front and rear[†] power outlets
- Intelligent Suspension Control[™]
- In-dash 6-disc CD player[†]
- Push-button 4WD[†]
- 81.1 cu. ft. of cargo space
- Dual-function tailgate
- Drive-by-wire throttle[†]
- 205-hp, 24-valve, 3.2-liter V6[†]





*Quick-folding soft top

*Dual-moonroof hard top

*Variable Induction System

*In-dash 6-disc CD player

*295-hp, 24-valve, 3.2-liter V6

*Push-button 4WD

5-link rear suspension

Front and rear power outlets

Folding rear seat

Ladder-frame construction

*Drive-by-wire throttle

White-face rally gauges

{ *sportificus twotoppus* } 2002 ISUZU RODEO SPORT

Though the most youthful of this highly evolved species, Rodeo Sport is by no means any less versatile. In fact, this rally-bred organism is the only Isuzu SUV that has evolved with two outer-shell options: a quick-folding soft top or a twin-moonroof hard top.

ISUZU
Go farther.

*See brochures for availability.

Trooper is a testament to evolutionary progress. In its 18 years of recorded existence, its unmatched utility has become equalled by exceptional comfort—including available plush leather seating and rear passenger footrests—which more than makes up for man's tendency to grow restless when seated for extended periods.

2002 ISUZU TROOPER { *packus alyerstuffus* }



- 215-hp, 24-valve, 3.5-liter V6
- Drive-by-wire throttle
- 4-wheel anti-lock disc brakes
- Automatic climate control
- 70/30 rear cargo doors
- Variable Induction System
- Nakanishi® audio system*
- Ladder-frame construction
- Torque-On-Demand® 4WD*
- Extra-large moonroof
- Up to 90.2 cu. ft. of cargo space
- Rear passenger footrests*



A WARRANTY THIS GOOD TAKES A FULL 10 YEARS TO APPRECIATE.

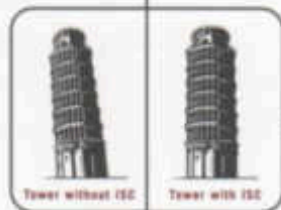


AMERICA'S LONGEST WARRANTY Isuzu vehicles have developed an extraordinary defense mechanism commonly known as the Powertrain Limited Warranty. This iron-clad protection device remains in effect for a full 10 years or 120,000 miles. Even the most cursory comparison reveals that it is, in fact, the longest vehicle warranty in America, covering the most expensive and essential parts. If a covered component fails during the warranty period, it will be repaired at no charge. Indeed, it is a true wonder of nature and a joy to behold (especially that part about no charge).

3-Year/50,000-Mile Basic Factory Limited Warranty	6-Year/100,000-Mile Perforation From Corrosion Limited Warranty	5-Year/60,000-Mile Roadside Assistance 1-800-444-0303	Protection Plan/ Protection Plus
<p>The Isuzu vehicles' natural defenses extend to a Basic Factory Limited Warranty that is worthy of note. It lasts for 3 years or 50,000 miles with no deductible. Isuzu's robust powertrain coverage, teamed with this impressive protection, are man's best chance against the onset of worry warts and general gloom.</p>	<p>Isuzu SUVs excel in a plethora of extreme conditions. Scouring salt air. Blistering desert heat. Corroding winter muck. No matter how abrasive the environment, you can feel confident your Isuzu vehicle will hold up. And to be sure, it's covered for 6 years or 100,000 miles against perforation from corrosion.</p>	<p>A most remarkable offering is Isuzu's 24-hour Roadside Assistance. A dead battery, a flat tire or the absence of fuel can all be remedied with a simple phone call. (Unfortunately, the service can do nothing for a bad hair day.) Over 12,500 facilities nationwide are available every day for the first 5 years or 60,000 miles you own your vehicle.</p>	<p>The Protection Plan extended service contract provides peace of mind when the Basic Factory Limited Warranty expires, with low-cost coverage for up to 10 years or 120,000 miles. And the Isuzu Protection Plus prepaid maintenance program protects against the woes of inflation by locking in a reduced rate for scheduled service.</p>

VOICE-ACTIVATED CUP HOLDERS? WE THINK NOT.

INTELLIGENT SUSPENSION CONTROL



Intelligent Suspension Control™ continuously monitors terrain, self-adjusting each shock independently to one of 17 settings every 40 milliseconds. And with a choice of two modes, drivers can opt for comfort or sport, depending on ride preference.

Axiom	Standard
Rodeo	Available

TORQUE-ON-DEMAND 4WD



The TORQUE-ON-DEMAND® system displays almost psychic knowledge of the road ahead. It knows how much grip is available and how much grip is needed at any given time for uninterrupted traction, regardless of the terrain or weather condition.



Axiom	Available
Trooper	Available

Push-button 4WD control by 4WD available on Rodeo and Rodeo Sport.

A lot of nonsense has become standard issue on SUVs as of late. However, with regard to Isuzu vehicles, technology is truly functional (i.e., stuff you can really use). This page illustrates some key Isuzu technologies and their real-world benefit. With the engineers' uncompromising attention to utility, don't look for a self-actualizing back seat with built-in massager on an Isuzu vehicle anytime soon.

Axiom	Standard
Rodeo	Available
Rodeo Sport	Available
Trooper	Standard



DRIVE-BY-WIRE THROTTLE

Thanks to fighter-jet technology, the drive-by-wire throttle system delivers maximum thrust with minimum fuss. No ancient cables or rods in this modern wonder. Push the accelerator and an engine management computer does the rest for instantaneous response and control.



Step 1

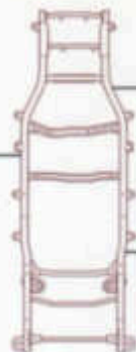


Step 2



Step 3

Axiom	Standard
Rodeo	Standard
Rodeo Sport	Standard
Trooper	Standard



BOX-SECTION LADDER-FRAME CHASSIS

The backbone of every Isuzu SUV, the rugged ladder frame is built of box-section rails. The body is attached to this robust foundation using energy-absorbing cab mounts for occupant protection. Proof the spine is indeed the indicator of a more advanced species.

" I WANT LEATHER. NO. CLOTH. I MEAN LEATHER." OR, THE THEORY OF NATURAL SELECTION.

2002 ISUZU AXIOM

Standard

- 230-hp, 3.5-liter V6 with drive-by-wire throttle and variable induction
- Dual-mode Intelligent Suspension Control™
- TORQUE-ON-DEMAND® (4WD)
- 17-inch alloy wheels
- Multi-Information Display
- Automatic climate control
- 140-watt premium audio system with 6-disc CD changer and 8 speakers
- Auto-dimming rearview mirror with integrated HomeLink transceiver

XS adds:

- Power tilt/slide moonroof
- Leather-trimmed seating
- Front seat heaters
- Fog lamps
- Power passenger seat

2002 ISUZU RODEO

Rodeo S

- Fuel-injected 2.2-liter engine or 205-hp, 3.2-liter V6 with drive-by-wire throttle and variable induction
- 4-wheel anti-lock brakes
- Independent front suspension/5-link rear suspension
- 80-watt audio system
- Available push-button 4WD (V6)

LS adds:

- Standard 205-hp, 3.2-liter V6
- 4-speed automatic transmission
- 140-watt premium audio system with 6-disc CD player and 8 speakers
- Front and rear power outlets
- Available Comfort and Special Edition Packages

LSE adds:

- Leather-trimmed seating
- Dual-mode Intelligent Suspension Control
- Power tilt/slide moonroof

2002 ISUZU RODEO SPORT

Standard

- Available in Hard Top and Soft Top body styles
- Available push-button 4WD (V6)
- Fuel-injected 2.2-liter engine or 205-hp, 3.2-liter V6 with drive-by-wire throttle and variable induction
- 5-speed manual transmission
- Variable power-assisted steering
- Front and rear power outlets
- Optional Preferred Equipment Package: air conditioning; power windows, locks and mirrors; 6-speaker audio system with 6-disc CD player; remote keyless entry/alarm; cargo-area net and tray; courtesy lights; dual note horn and floor mats

2002 ISUZU TROOPER

Trooper S

- 215-hp, 3.5-liter V6 with drive-by-wire throttle and variable induction
- 2WD or Torque-On-Demand 4WD
- 60/40 split/reclining rear seats
- Privacy/tinted glass
- 5000-lb towing capacity

LS adds:

- 4-speed automatic transmission
- Automatic climate control
- Rear passenger footrests
- Digital clock with trip computer
- Extra-large power sliding moonroof
- Power folding outside mirrors

Limited adds:

- Leather-trimmed seating
- Woodgrain trim
- 140-watt Nakamichi premium audio system with in-dash 6-disc CD player
- Available Polar White Pearl paint
- Chrome tube side steps
- Multi-meter with compass, barometer, thermometer and altimeter

