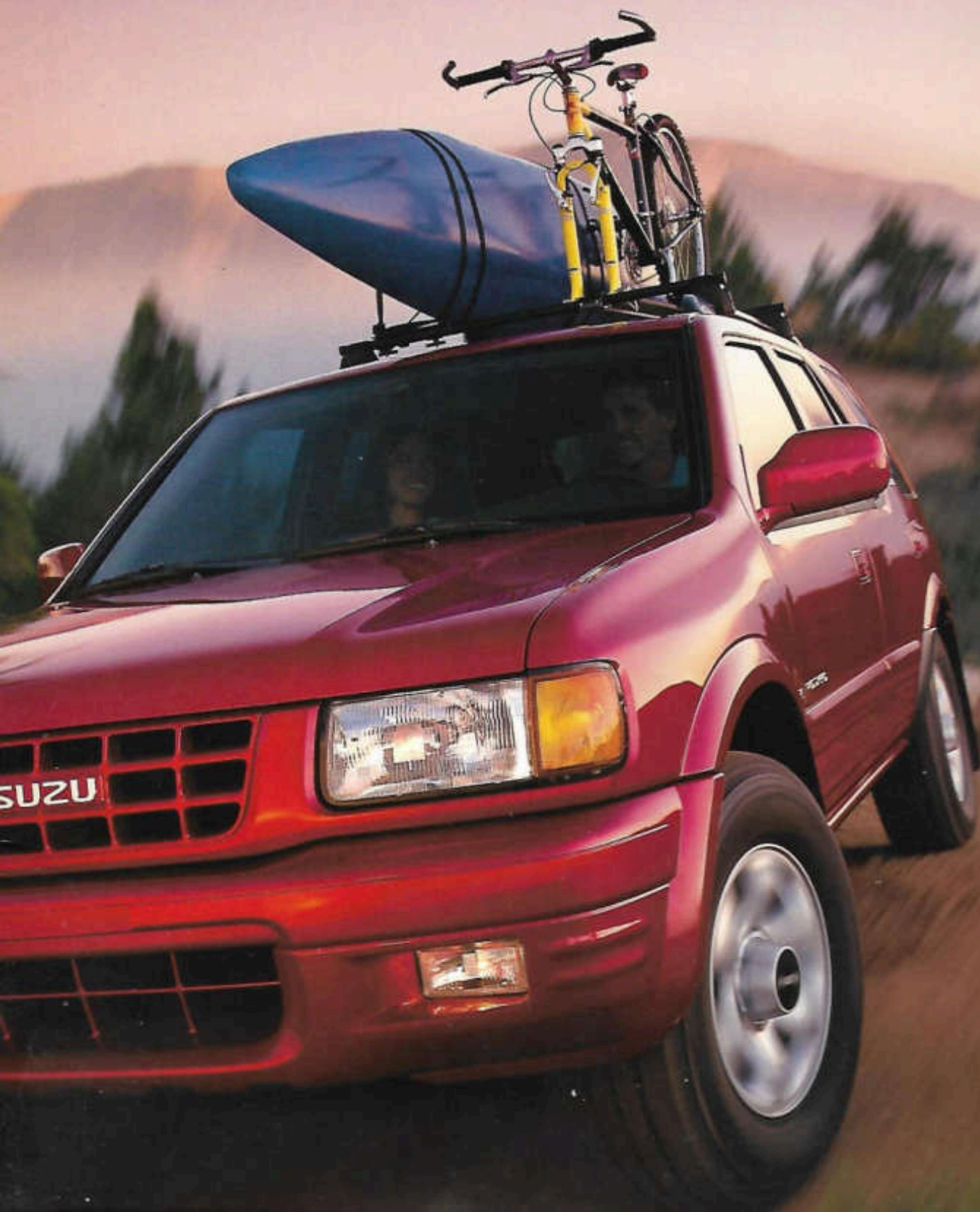


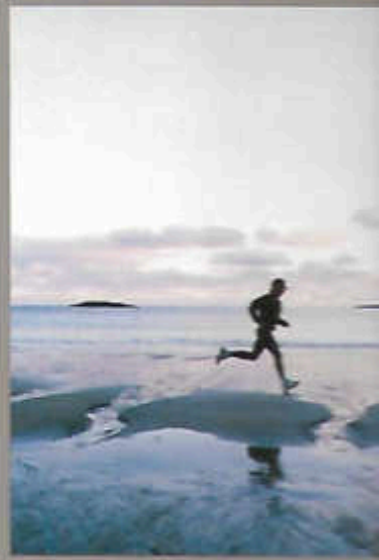
1999 ISUZU

RODEO



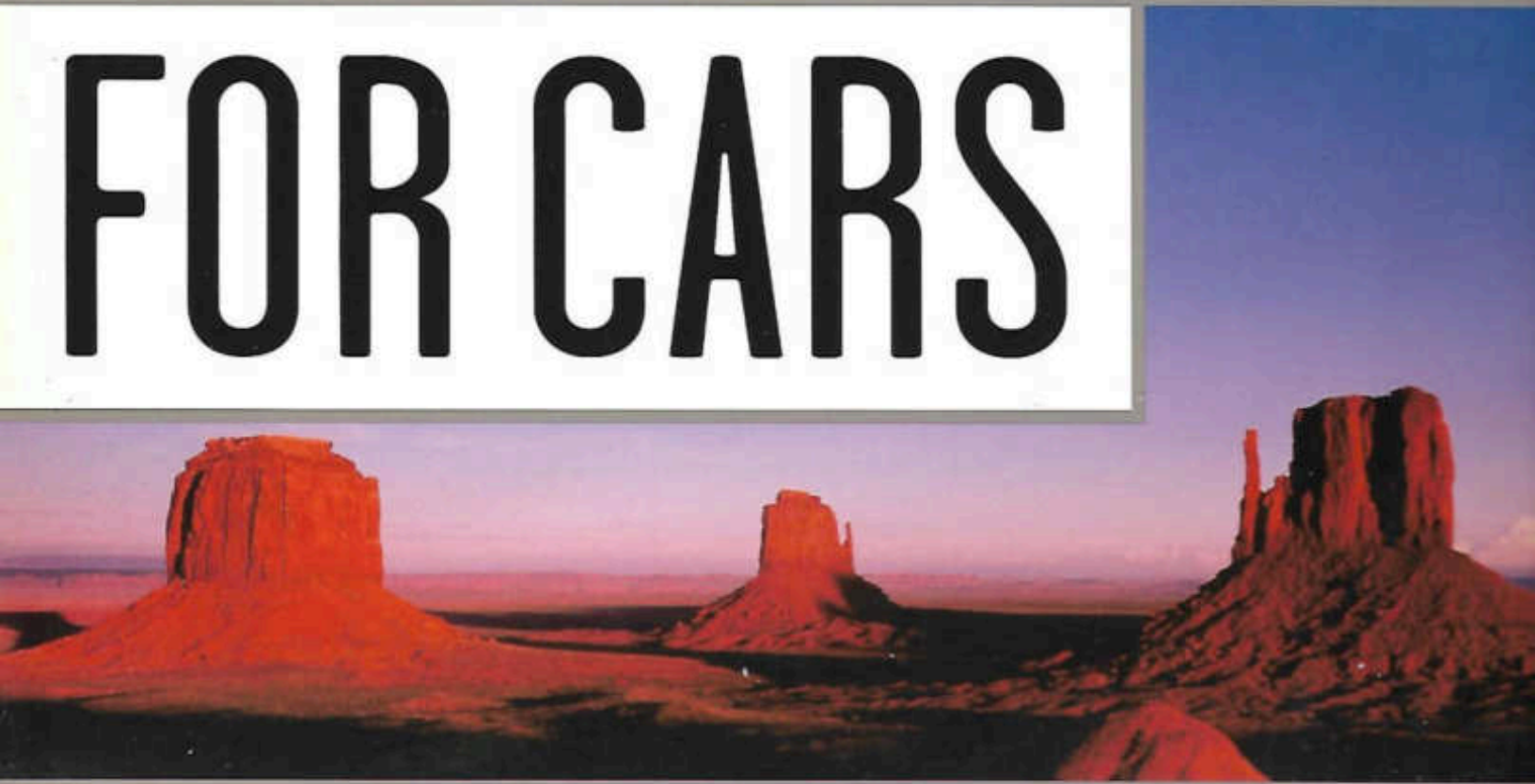
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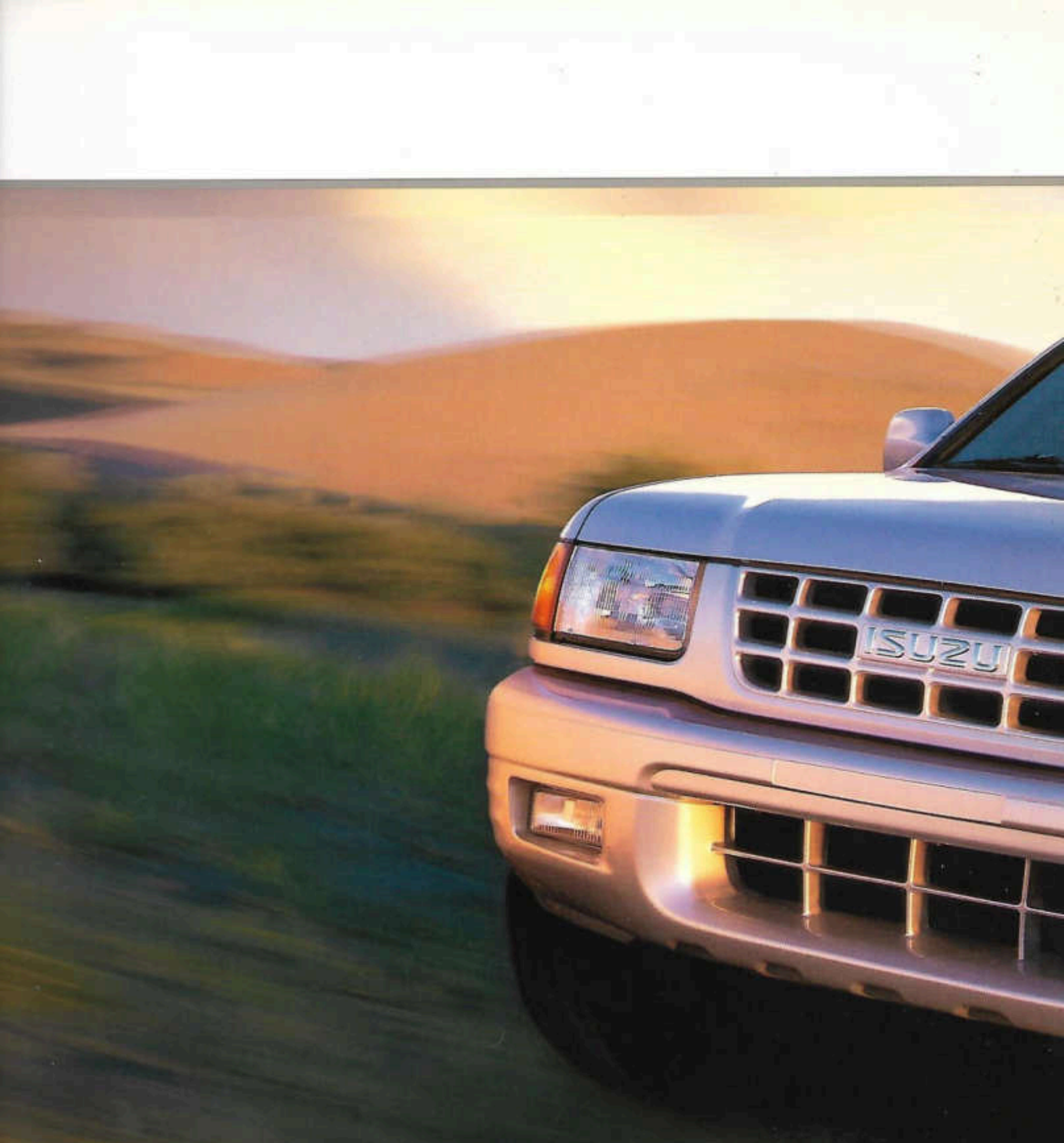
LIFE IS



TOO BIG

FOR CARS



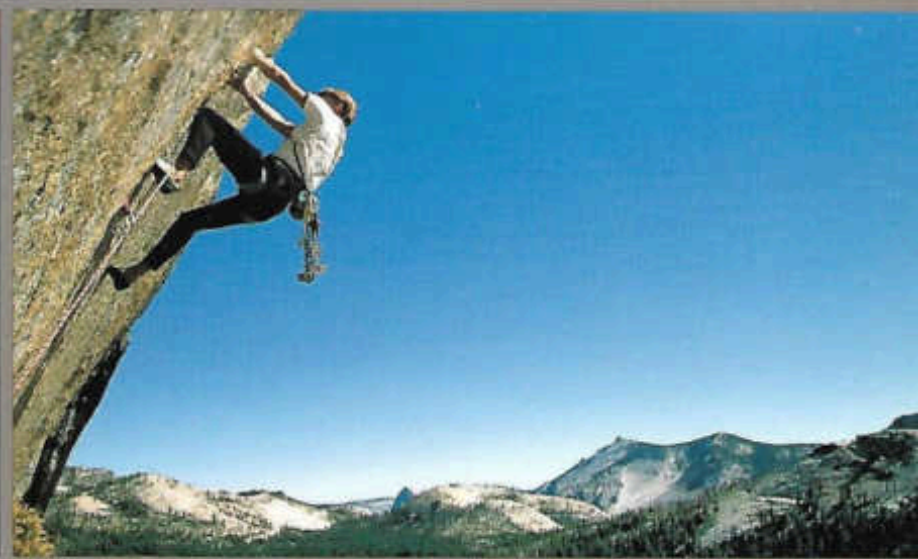


GET LOST.

To take you there, wherever "there" is:
the 1999 Rodeo, with a high-powe



ine, proven **capability** and room for
most anything. Even maps.



Since you're reading this brochure, you probably already know this: Life just doesn't fit in a car. There are too many things to do (riding, rafting, the Iron-man). Too many places to go (Moab, the Yukon, Alpes d'Huez). Too much stuff to take with you (bikes, packs, coolers). That's why we don't build cars. We build rugged SUVs like the Rodeo (twice winner of the Alcan Winter Rally). Vehicles you can put big stuff in. Vehicles you can do big things in. Vehicles made for a big world. Vehicles only an SUV specialist could build.







GO FARTHER



Engineered to go the distance

Why do we support the Eco-Challenge as well as the Ironman and Escape From Alcatraz triathlons? For the same reason: Isuzu vehicles are driven to the point of destruction in Death Valley, or engines are run on the test bench for 960 hours straight: We have a passion for endurance.

Over five years of engineering and more than **960 hours** of bench testing, Rodeo's 205-hp V6 is ready to get you around town (or out of town) in a few

Dual-overhead-cam technology

Rodeo's inline-4 and V6 engines both use twin camshafts to drive 4-valve-per-cylinder heads. The fine-finished, low-friction cams in the V6 aid in quicker acceleration. And the cross-flow heads allow the cylinders in each engine to inhale and exhale more freely for more complete combustion.



205hp

High-output 3.2-liter V6

At its heart: a computer-controlled variable induction system which adjusts air intake to boost output at all engine speeds. The result: instant power at any time, thanks to a robust torque curve peaking at 214 lb-ft. To save weight and shed heat, virtually the entire engine is constructed of aluminum alloy. Except for the ultralight magnesium valve covers, that is.



High rpm
Low rpm



ER.

izing seconds.



Pick a



road.

Get confident anti-lock braking—even when you're in 4-wheel drive, in conditions when you might need it most. Because unlike the systems on many SUVs, Rodeo's standard anti-lock brakes work on all four wheels, in all drive modes.



Now take it with confidence—and assistance from Rodeo's **tight steering**, ground-hugging suspension and **4-wheel ABS**



Rack & pinion steering

It's a steering system similar to that used on most sports cars. Because it communicates accurately, responds acutely and tracks smoothly. With power-assist, parking's no problem, either.

Rack
& pinion

Five-link rear suspension

A sophisticated multi-link coil-spring design helps hold each rear tire to the road for tighter handling, with five links controlling wheel movement. It augments an independent double-wishbone suspension, which provides precision control for the front wheels.









DEO LSE 4WD shown with optional in-dash 6-disc CD player

RO

over 81 cubic feet of gear can fit into Rodeo's spacious
 there's plenty of space for a 4-man raft crew, plus oarsman.
 hold virtually any cup

Split folding rear seats
 and souvenirs don't always fit in the
 trunk. Use Rodeo's 60/40 split rear seats
 to carry oversized baggage and still have
 room for rear passengers. Both seat





cargo? Rodeo g
two options. The
hatch opens sep
for reach-in acc
the lower door is
balanced for one
opening, swings
left so you can
the curb and has
netted pocket ins
secure your supp



In-dash CD player

Load the tracks for your entire trip directly into the dash with an optional 6-disc CD player.



Just feed discs one by one into the single slot instead of a stack in the back. And you don't have to remove an entire cartridge to swap a single disc.

omy
cablin

cargo area.

There are even cup holders that

(Hey, we tested 50 of them.)

Extra power outlets

Use the one in the dash to plug in a cell phone without removing the lighter. And the one in the cargo area (on LS and LSE) to power compressors or other accessories



Power moonroof

The available moonroof uses smoked glass to let in the sun without the heat. It retracts electronically. And has a sill

It may feel like a car. May ride

Cars depend on

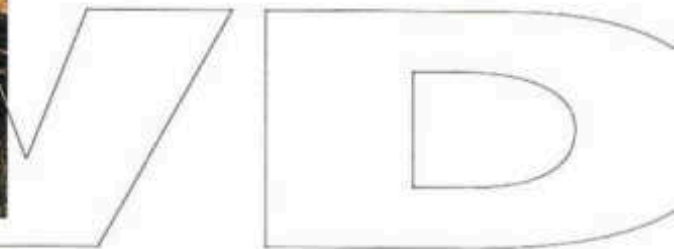


PAVEMENT OPTIONAL.



Limited-slip rear differential

If a full 7.9 inches of wheel travel isn't enough to keep all four on the ground, you can still grip rough trails with a limited-slip rear differential. It's standard on all 4WD Rodeos. And gives you surer traction through rocks, ruts, loose dirt and slick conditions by sensing slippage and shifting torque to the rear wheel with greater grip.



h like a car. But **cars require asphalt.**

roads and highway funding. Which is one reason

Rodeo is definitely not a car.

The Eco-Challenge

Untamed backcountry. Intense technical challenges. Grueling tests of endurance. It's a nonstop, 300-mile exploration of the limits of performance, demanding the same commitment we put into proving the Rodeo.

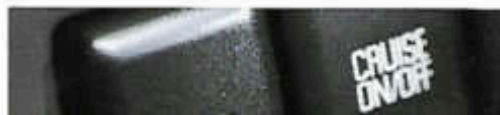
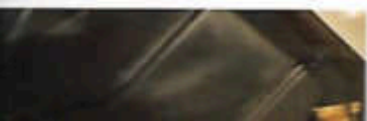


Push-button 4WD

Go most anywhere, at any moment, with electronic shift-on-the-fly 4-wheel drive. It lets you shift into 4WD High at up to 60 mph via a button on the dash. One touch equalizes power distribution between the front and rear axles, instantly giving you 4-wheel traction.

Protective skid plates

Feel free to head where the highway doesn't. Every Rodeo's fuel tank and radiator, as well





Outward visibility

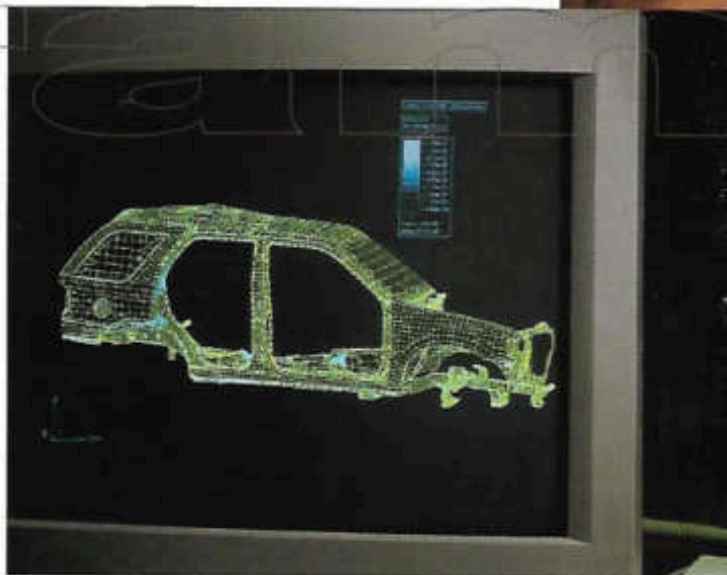
Rodeo's athletic design isn't just easy to look at—it's easy to see out of. Each pillar was carefully shaped to maximize glass area and improve sight lines, for better outward vision.

Ladder frame

Structural safety

It starts with a sturdier ladder frame, using eight crossmembers and box-section rails (versus cheaper open-sided designs).

Cray® supercomputers helped reduce weight while increasing rigidity. And integrated body panels add the stiffness of a unibody-type design (with energy-absorbing structures front and rear).



Some SUVs are based on trucks. Some on cars (think station wagon with big tires). And others are engineered from the **extreme demands** of a true sport.

Dynamic cab mounts

Developed using cutting-edge computer design, innovative energy-absorbing body-to-frame mounts help isolate the cabin from vibration on rough roads. And in a collision, deflect impact energy from the cabin, to be absorbed by the frame.



High-mounted air vents



AVOID EXCUSES.



...tset for the
...ity vehicle.

Features & Options

Colors

Body & Security	S 4-Cylinder	S V6 2WD	S V6 4WD	LS 2WD	LS 4WD	LSE 2WD	LSE 4WD
Front grille and radiator skid plate	S	S	S	S	S	S	S
Front and 4WD actuator skid plate	—	—	S	—	S	—	S
Locking rear differential	—	—	S	—	S	—	S
2 front passenger air bags*	S	S	S	S	S	S	S
Front and rear outboard seat belts with adjustable headrests and rear center lap belt	S	S	S	S	S	S	S
Reinforced door beams	S	S	S	S	S	S	S
Child rear door locks	S	S	S	S	S	S	S
Door locks	—	—	—	S	S	S	S
Power windows	—	—	—	S	S	S	S
Power windows with defoggers	—	—	—	S	S	S	S
Power windows with defoggers	S	S	S	S	S	S	S
Power windows with defoggers	—	—	—	S	S	—	—
Intermittent windshield wipers with mist wipe	S	S	S	—	—	—	—
Variable intermittent windshield wipers	—	—	—	S	S	S	S
Front/rear window wiper/washer	S	S	S	S	S	S	S
Rear window defoggers	S	S	S	S	S	S	S



Palazzo Red Mica (LS, LSE)



Spruce Green Mica (S, LS, LSE)

Exterior	S 4-Cylinder	S V6 2WD	S V6 4WD	LS 2WD	LS 4WD	LSE 2WD	LSE 4WD
Front bumper	—	—	—	S	S	S	S
Front external mirrors and door handles	—	—	—	—	—	S	S
Painted spare tire with cover	O	O	O	O	O	O	S
Steel wheels	S	S	S	S	—	—	—
16 aluminum alloy wheels	—	—	—	O	S	S	—
18 aluminum alloy wheels	—	—	—	O	O	O	S
Privacy glass	—	—	—	—	—	S	S
Front glass	S	S	S	S	S	S	S
Rear window with adjustable crossbars	P	P	P	S	S	S	S
Outside heated glass moonroof	—	—	—	O	O	S	S
—	—	—	—	—	—	S	S



Ebony Black (S, LS, LSE)



Bright Silver Metallic (S, LS, LSE)

Cabin & Seating	S 4-Cylinder	S V6 2WD	S V6 4WD	LS 2WD	LS 4WD	LSE 2WD	LSE 4WD
Front bucket seats	S	S	S	S	S	S	S
Heating rear bench seat	S	S	S	S	S	S	S
Cloth upholstery	S	S	S	—	—	—	—
Leather cloth upholstery	—	—	—	S	S	—	—
Upholstered seating surfaces	—	—	—	—	—	S	S
Carpeting	S	S	S	S	S	S	S
Floor mats	O	O	O	S	S	S	S
Tie-downs and cargo hooks	S	S	S	S	S	S	S
Roof rack and retractable cover	O	O	O	S	S	S	S



Cream White (S, LS, LSE)

Audio & Convenience	S 4-Cylinder	S V6 2WD	S V6 4WD	LS 2WD	LS 4WD	LSE 2WD	LSE 4WD
Air conditioning with R134a refrigerant	P	P	P	S	S	S	S
Power windows with up/down and cancel	—	—	—	S	S	S	S
Steering wheel (leather-wrapped on LSE)	—	S	S	S	S	S	S
Power windows with driver's one-touch express-down	—	—	—	S	S	S	S
6-disc stereo/cassette player with 4 speakers	S	S	S	—	—	—	—
6-disc stereo/cassette player with 4 speakers	—	—	—	S	S	S	S
6-disc stereo/cassette player with 4 speakers	—	—	—	O	O	O	O
6-disc stereo/cassette player with 4 speakers	—	—	—	O	O	O	O
6-disc stereo/cassette player with 4 speakers	S	S	S	S	S	S	S
6-disc stereo/cassette player with 4 speakers	S	S	S	S	S	S	S
6-disc stereo/cassette player with 4 speakers	—	—	—	S	S	S	S
6-disc stereo/cassette player with 4 speakers	—	—	—	—	—	S	S
6-disc stereo/cassette player with 4 speakers	S	S	S	S	S	S	S



Radiant Red (S)



Zephyr Green Mica (S)

— Not Available P Package Option

Woven Cloth Moquette Velour Leather



S V6 LS LSE

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS/LSE 2WD	LS/LSE 4WD
Engine	2.2-liter inline four	3.2-liter V6			
Cylinder head construction	Cast iron/aluminum alloy	Aluminum alloy/aluminum alloy			
Valves	Dual overhead camshaft 16-valve	Dual overhead camshaft 24-valve			
Injection	Sequential multi-point fuel injection				
Ignition	Direct ignition	Direct ignition with coil over plug			
Power/torque SAE net	130 hp @ 5200 rpm 144 lb-ft @ 4000 rpm	205 hp @ 5400 rpm 214 lb-ft @ 3000 rpm			
Compression ratio	9.6:1	9.1:1			



LSE 4WD



LS 2WD



S V6 4WD

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS/LSE 2WD	LS/LSE 4WD
Drivetrain			Part-time with 2-speed transfer case & push-button 4WD-Hi activation		Part-time with 2-speed transfer case & push-button 4WD-Hi activation
Transmission (NA on LSE)	5-speed with overdrive				
Transmission (optional on S V6 4WD, LS V6 2WD, LS standard on LSE models)	Electronically controlled 4-speed with overdrive, driver-selectable power mode, 3rd-gear winter start mode and adaptive shift pressure				
Shift ratios (NA on LSE)	1st: 3.76, 2nd: 2.18, 3rd: 1.42, 4th: 1.00, 5th: 0.81, Rev.: 3.76	1st: 3.77, 2nd: 2.25, 3rd: 1.40, 4th: 1.00, 5th: 0.81, Rev.: 3.87			
Shift ratios (automatic)	1st: 2.86, 2nd: 1.62, 3rd: 1.00, 4th: 0.72, Rev.: 2.00				
Shift ratios (front/rear)	-4.55	-4.30	4.30/4.30	-4.30	4.30/4.30
Shift ratios (1st)	—		1.00 high/2.05 low	—	
Shift ratios (2nd)	—		—	1.00 high/2.05 low	

Chassis & Suspension	S 4-Cylinder	S V6 2WD	S V6 4WD	LS/LSE 2WD	LS/LSE 4WD
Chassis	Box-section ladder-type with 8 crossmembers				
Front suspension	Independent double-wishbone, A-shaped lower arm, torsion bar springs with stabilizer bar and gas-pressurized shock absorbers				
Rear suspension	5-link with coil springs, stabilizer bar and gas-pressurized shock absorbers				
Brake system	Power-assisted 4-wheel Anti-lock Brake System with audible front-pad wear indicators				
Front suspension	11.0" ventilated disc		11.0" ventilated disc	11.0" ventilated disc	11.0" ventilated disc
Rear suspension	11.6" drum		12.3" ventilated disc	11.6" drum	12.3" ventilated disc
Steering	Variable power-assisted rack and pinion				
Standard wheels	6.5 JJ x 15" steel		6.5 JJ x 15" steel (LS) 6.5 JJ x 15" aluminum (LSE, optional on LS)		6.5 JJ x 15" aluminum (LS) 7 JJ x 16" aluminum (LSE)
Optional wheels	—		7 JJ x 16" aluminum		7 JJ x 16" aluminum (LS)
Standard tires	mud & snow all-season P235/75R15		—		mud & snow all-season P235/75R15 (LS) P245/70R16 (LSE)
Optional tires	—		mud & snow all-season P245/70R16		mud & snow all-season P245/70R16 (LS)



S V6 2WD



S 4-Cylinder 2WD

Weight & Capacities	S 4-Cylinder	S V6 2WD	S V6 4WD	LS/LSE 2WD	LS/LSE 4WD
Weight	3495 lb	3589 lb	3860 lb	3651 lb	3926 lb
Capacity	2500 lb	4500 lb			
Fuel tank	21.1 gal				

Estimated Economy	S 4-Cylinder	S V6 2WD	S V6 4WD	LS/LSE 2WD	LS/LSE 4WD
Mileage	21/24 mpg	18/20 mpg (16/20 mpg with automatic)			

Interior Dimensions	S 4-Cylinder	S V6 2WD	S V6 4WD	LS/LSE 2WD	LS/LSE 4WD
Front/rear w/o sunroof	38.9/38.3 in			38.9/38.3 in	
Front/rear w/sunroof	—			37.8/37.9 in	
Front/rear	42.1/35.0 in				
Front/rear	56.3/56.3 in				
Front/rear	52.2/52.2 in				
Front/rear seat upfolded	33.0/81.1 cu ft				
Front/rear seat upfolded	33.9/64.3 in				

Interior Dimensions	P235 Tires	P245 Tires
Front/rear w/o tailgate-mounted spare tire	106.4 in	
Front/rear w/tailgate-mounted spare tire	176.7 in	
Front/rear	183.2 in	183.4 in
Front/rear	70.4 in	
Front/rear w/o roof rack	66.1 in	66.5 in
Front/rear w/roof rack	68.5 in	68.8 in

Wheels



16" Gold Package Aluminum Alloy



16" Aluminum Alloy



15" Aluminum Alloy



Remember to wear your seat belts. Air bags are a supplemental restraint whose effectiveness varies with speed, conditions and angle of impact. See your owner's manual for complete details.
 *City assumed driver, one passenger and required trailering equipment. Subtract weight of additional passengers, equipment and cargo from capacity. Always use an approved hitch and trailer brakes.
 †EPA fuel economy figures for comparison. Your mileage may vary due to speed, weather, trip length and road conditions.

NO



SHORT

WARRANTIES

Isuzu, we don't build cars. We build tough, tested SUVs. That's why we back the Rodeo with one of the longest basic warranties in its class—36 months/50,000 miles. You can also get an extended service contract with the Isuzu Protection Plan. You can even opt for a paid maintenance program. Of course, reliability won't help if you run out of gas, get a flat tire or lock yourself out. But we will, with 24-hour Roadside Assistance for the first five years or 60,000 miles. (Ask any of our nearly 600 dealers for all the details.) When you buy a new Rodeo, our owner 800 line can answer any questions about its care. And before you visit a dealer, you can learn more about Isuzu vehicles on your own by checking out our web site at www.isuzu.com. (You'll also find out where to buy them, and how to drive them. It's all there. It's all yours. It's all Isuzu. 800-855-8111.)

www.isuzu.com

ISUZU

Go farther.

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