

Isuzu to enter SUV market with mu-X

Isuzu Motors South Africa (IMSA) will be entering the sports utility vehicle (SUV) segment in sub-Saharan Africa with the introduction of its Isuzu mu-X in the second half of 2018.



The mu-X will be a new entry in the SUV segment for Isuzu, since the introduction of the Trooper and Frontier in 1992 and 1998, says Dominic Rimmer, executive technical services.

The mu-X has a long history of performance behind it with its first introduction to market in Thailand in 2013. It is currently sold in several countries which include Thailand, Australia, and Philippines where it holds the market leader share. "We are excited about the addition of the mu-X into the Isuzu portfolio, offering customers an SUV originating from a strong brand that is trusted and known for reliability by South Africans."



This SUV is powered by Isuzu's three-litre engine packed with active safety features. The car-like handling with ride comfort is supported by a five-link rear suspension. The seven-seat configurations with ample passenger legroom promise a comfortable ride for the family whether on road or off the beaten track.

Rimmer said the Isuzu mu-X model lineup, specification and pricing will be announced closer to the time of launch.

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