

The background of the entire page is a light beige or cream color, overlaid with a complex, faint technical drawing. This drawing consists of various geometric shapes, lines, and circular patterns, resembling a mechanical blueprint or a series of interconnected gears and shafts. The lines are thin and light-colored, creating a subtle, intricate pattern across the entire surface.

SUZU

IMPULSE
PICKUP
TROOPER
AMIGO

1990



ISUZU IMPULSE XS — A TOTALLY NEW WAY TO FOLLOW YOUR IMPULSE.



ISUZU 4x4 PICKUP — UNSURPASSED IN SATISFACTION.



ISUZU TROOPER — "BEST BUY" IN ITS CLASS.



ISUZU AMIGO — THE NEW LOOK IN SPORT UTILITIES.

**THE 1990 ISUZU TRUCKS
PROOF THERE'S MORE THAN ONE WAY
TO DO IT RIGHT.**

P I C K U P

To make sure you get the right tool for the right job, Isuzu offers 13 different pickups. Which means you can pick from our Standard Bed, Long Bed, Spacecab and One-Ton; between two-wheel drive and four-wheel drive and from three levels of luxury. But if what you want is value we offer the best choice of all. Our standard pickup comes with the biggest payload in its class at a very compact price.

F E A T U R E S

IN 1990 EVERY ISUZU PICKUP PICKS UP A REAR WHEEL ANTI-LOCK BRAKE SYSTEM.

EVEN OUR BASE TRUCK COMES LOADED WITH STEEL-BELTED RADIALS, 5-SPEED, POWER BRAKES AND TINTED GLASS.

TOUGH LOADS? OUR DOUBLE-WALL CARGO BED IS EVEN TOUGHER.

NO OTHER 4X4 PICKUP HAS STANDARD 4-WHEEL DISC BRAKES.

OUR 4X4 IS "UNSURPASSED IN SATISFACTION" ACCORDING TO A HIGHER AUTHORITY, CAR AND DRIVER.*

*NOVEMBER 1988 TRUCK BUYERS STUDY

T R O O P E R

When *Four-Wheeler* magazine names you a "Best Buy" for three years in a row, you must be doing something right. Like having more cargo space** than anyone in your class. And offering 4-wheel disc brakes, auto-locking hubs and a unique six-door design. But this 4x4's best feature is where you can take it. Because whether you take our 4-door Trooper to the beach or to the mountains, we offer enough features to make off-roading seem almost civilized.

F E A T U R E S

TRIPLE SKID PLATES HELPED MAKE IT TOUGH ENOUGH TO ENTER THE BAJA 1000. AND WIN.

POWER STEERING AND POWER BRAKES MAKE IT EASY TO DRIVE AROUND TOWN.

OPTIONAL AUTOMATIC TRANSMISSION LETS YOU CONCENTRATE ON THE ROAD INSTEAD OF SHIFTING.

ADD OUR 2.8 LITER V6 AND TURN MOUNTAINS INTO MOLEHILLS.

OUR OPTIONAL AIR CONDITIONING CAN MAKE DEATH VALLEY FEEL A LOT LESS DEADLY.

IF YOU REALLY MISS CIVILIZATION WE ALSO OFFER EVERYTHING FROM CRUISE CONTROL TO POWER WINDOWS AND DOOR LOCKS.

**WITH THE REAR SEAT UP.

A M I G O

When a truck is right, you know it from the first look. Even if you've never seen looks like these before. *Car and Driver* called it "the standard bearer in its class," as well as "a monster" and "the truck equivalent of Tom Selleck." But whatever you call it, you'll never call it ordinary. It's the world's only sport utility vehicle with a hardtop cab and convertible back.

F E A T U R E S

TURN HEADS ON-ROAD AND OFF. WITH TWO-WHEEL DRIVE OR OPTIONAL FOUR-WHEEL DRIVE.

CHOOSE THE STANDARD 2.3 LITER ENGINE OR MONSTROUS 2.6 LITER.

ADD THE OPTIONAL REAR SEAT THEN ADD TWO MORE FRIENDS.

TAKE YOUR PICK OF TWO LEVELS OF INTERIOR COMFORT.

OPTIONS INCLUDE TILT-UP REMOVABLE SUNROOF, FULL-OUT STEREO AND AIR CONDITIONING.



SPACECAB



TROOPER



TROOPER INTERIOR



AMIGO



ISUZU

CONQUERS THE RUBICON TRAIL.

DURING A RECENT FOUR WHEELER MAGAZINE TORTURE TEST, ISUZU'S FULL LINE OF TRUCKS TRIUMPHED WITHOUT A HITCH OVER THE FAMED HIGH SIERRA RUBICON TRAIL.

**FINALLY, A 16-VALVE, DOHC ENGINE
SPORTY COUPE MORE BREATHTAKING
THAN ITS PRICE.**

Introducing the all-new Impulse. As we set out to totally redesign the Impulse, we set for ourselves two seemingly incompatible goals – satisfy the needs of the sporty car enthusiast and keep the price well



↳ THE ONLY THING THAT SOUNDS SWEETER THAN THE IMPULSE'S 16-VALVE ENGINE.

below the competition. Now, the 1990 Impulse proves that great performance and affordability are no longer mutually exclusive.

Higher revs for maximum output. The Impulse XS derives its 130 hp from a sixteen valve, dual overhead cam, multi-port fuel-injected engine. But, in the world of advanced engine technology, raw horsepower is not the name of the game. This engine is designed to maximize output, without hesitation, at high RPM. The result – one of the fastest 0-60 times of any car in its class.

A match made in England. Performance is a combination of speed and handling. So, to help us develop a suspension system that would be the perfect complement to the new high-output Impulse engine, we called upon the expertise of the English racing engineers at Lotus. The result is a four-wheel independent, Lotus-tuned suspension system that gives the driver the feeling of riding on rails around corners at high speeds. Yet responds with a feather touch when needed to perform more mundane driving tasks, such as parking in tight spaces.

Now you can rely on good looks. Along with all its advanced performance features, the new Impulse also



↳ YOU WON'T FIND THIS BADGE ON THIS KIND OF HANDLING ON ANY OTHER VEHICLE IN THE CLASS. sports an aggressive European look. But, this direction in styling is not only contemporary. It's also functional. Because concealed headlights, door handles and an integrated rear spoiler help to create appealing body lines and help the Impulse achieve an infinitesimal drag coefficient of only 0.31 for literally slicing through the wind.

Inside the new Impulse, your eyes are also treated to a sense of style originally pioneered by Europeans. But now, with the advantage of careful hindsight, gauges and controls are even more ergonomically arranged for better visibility and ease of operation.



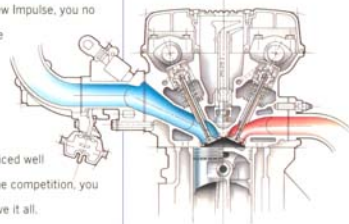
↳ THE SEARCH IS OVER. METER AND CONTROL CLUSTERS ARE RIGHT AT YOUR FINGERTIPS.

ALL SWITCHES AND CONTROLS HAVE BEEN ARRANGED FOR EASY ACCESS. THE RESULT IS MAXIMUM DRIVING COMFORT. ↳



No experience necessary. With all the new advancements in high performance technology present in the new Impulse, you no longer have to be an experienced sports car aficionado to enjoy driving like one. And, since it's priced well below most of the competition, you can afford to have it all.

PENT-ROOF DESIGN INSIDE THE COMBUSTION CHAMBER MEANS OPTIMUM PERFORMANCE AND FUEL ECONOMY. ↳



**SEE ALL THE
NEW 1990 ISUZU CARS & TRUCKS AT YOUR
LOCAL ISUZU DEALER.**

ARCADIA

Duarte Isuzu
333 E. Huntington Dr.
(818) 447-2101

BANNING

Sunset Isuzu
4545 W. Ramsey
(714) 849-7861

BUENA PARK

Ted Jones Isuzu
6211 Beach Blvd.
(714) 521-3110

CERRITOS

Cerritos Isuzu
18818 Studebaker Rd.
(213) 865-5554

CITY OF INDUSTRY

Puente Hills Isuzu
17755 Castleton St.
(818) 964-7100

CLAREMONT

Tate Isuzu
625 Claremont Center Drive
(714) 625-1500

COLTON

L.J. Snow Isuzu
411 Laurel Ave.
(714) 825-1212

COSTA MESA

Theodore Robins Isuzu
2060 Harbor Blvd.
(714) 642-0010

COVINA

Southland Isuzu
241 S. Citrus
(818) 915-1501

DOWNEY

Downey Isuzu
9500 Lakewood Blvd.
(213) 861-6771

GLENDALE

Star Isuzu
901/925 S. Brand Blvd.
(818) 247-1903

HARBOR CITY

Frank Coletto Isuzu
1242 Pacific Coast Hwy
(213) 325-9220

HUNTINGTON BEACH

South County Isuzu
18711 Beach Blvd.
(714) 842-2000

IRVINE

Ray Fladeboe Isuzu
16-18 Auto Center
(714) 830-7000

LONG BEACH

Long Beach Isuzu
1919 Lakewood Blvd.
(213) 597-3663

ONTARIO

Ontario Isuzu
1201 Auto Center Dr.
(714) 492-7144

RIVERSIDE

Quaid Isuzu
8330 Indiana Ave.
(714) 688-9420

SAN GABRIEL

O'Donnell Isuzu
220 S. San Gabriel Blvd.
(818) 285-1261

SANTA ANA

Santa Ana Isuzu
1405 Auto Mall Drive
(714) 541-4471

SANTA MONICA

Santa Monica Isuzu
1702 Santa Monica Blvd.
(213) 829-3535

VAN NUYS

Valley Motor Center
6001 Van Nuys Blvd.
(818) 997-8700

VICTORVILLE

Family Isuzu
15525 Ramona Ave.
(619) 245-0241

WHITTIER

Ben Niemi Isuzu
14365 E. Whittier Blvd.
(213) 693-7717

WOODLAND HILLS

Vista Isuzu
21501 Ventura Blvd.
(818) 884-7600

WARRANTY

Isuzu features a standard 36-month/36,000-mile warranty from date of first use. Also a 60-month rust perforation limited warranty (no mileage limit). See dealer for details.

PROTECTION PLAN

The Isuzu Protection Plan covers repairs to major components as well as towing and rental reimbursements. The Isuzu Protection Plan offers low cost coverage designed to meet your driving needs, with options up to 60-months/100,000-miles with no deductible! Available at participating dealers nationwide, the Isuzu Protection Plan is transferable and can be financed. See dealer for details.

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. Some vehicles are shown with optional equipment.

ISUZU 