

SVS-04-11  
2/24/2011**To: ALL ISUZU POWERTRAIN DEALERS SALES, PARTS AND SERVICE DEPARTMENTS****SUBJECT: INTRODUCTION OF NEW "I-TAC" (ISUZU TECHNICAL ASSISTANCE CENTER) FOR ALL ISUZU DEALERS**

At Isuzu Motors America, LLC (ISZA), we value our Dealers and are continually searching for ways to improve our business and customer support by enhancing our offerings. You, the Dealers, have asked and we listened. During the 2009 – 2010 Dealer surveys, we heard the voices of the Isuzu Dealers. In our ongoing efforts to support and improve the ISZA Network, we are implementing a Dealer technical service hot-line called "**I-TAC**" an acronym for "Isuzu Technical Assistance Center".

**Purpose:**

As a back-up support system for distributors, ISZA will provide a means for Dealers to contact ISZA directly for technical assistance questions and solutions for repair questions. This will result in improved service network capabilities, less down time and increased customer satisfaction.

**Operations:**

Authorized Dealers (those with **I-TAC Dealer codes**) will have the ability to access the ISZA I-TAC line by calling a toll free number **1-855-331-3461** during the hours of operation between 8:00am and 5:00pm Eastern time on normal ISZA business days. The calls will be answered in the order that they are received, and authorized Dealers will have an option to leave a voicemail message if the call is not answered within 2 minutes. Once the I-TAC representative receives the call, he will require information regarding the concern from the dealer and will then recommend a solution for the repair. This information will be documented and placed into a database.

**Launch Date:****I-TAC will be available starting February 28, 2011 at 8:00am EST.**

At ISZA, we feel we are making a considerable investment in our network with this program and know this will create a valuable additional resource to support the Dealers. I-TAC is not meant to replace the distributor's service department. In fact, it is only meant to enhance the distributor's service by providing a back up support system for each distributor. The distributor will continue to be fully responsible for their respective territory and for servicing Dealers.

Best regards,

*Ken Martin*

Ken Martin

Service Operations Manager

Direction from an I-TAC Representative is not a guarantee or indication that a component failure or procedure provided is covered by warranty. I-TAC is being provided as an additional service resource to assist Isuzu PowerTrain Dealers with their efforts to provide suitable and timely service to owners and operators of Isuzu off-road engines. I-TAC is intended to supplement, not replace, the resources provided to Dealers by Isuzu's authorized Distributors. Naturally, not all inquiries or problems can be effectively resolved over the telephone. While we'll try to do our best, we can't guaranty that we'll always have the necessary answers or always provide the necessary information to resolve the particular problem that the customer is experiencing. The servicing Dealer is ultimately responsible for all service that it performs and repairs that it undertakes. Isuzu in no way assumes any responsibility or liability for any actions that may be taken based upon any information that we provide, and ISZA specifically disclaims any liability associated with any advice, recommendations or information provided through I-TAC.

## **I-TAC INSTRUCTIONS**

**I-TAC Dealer Code:** Has been provided within a direct mailing to each Dealer and can also be obtained by accessing the "Information Library" [www.isuzuengines-info.com](http://www.isuzuengines-info.com). Your specific Dealer I-TAC code will be listed on the homepage as of February 28, 2011 after logging in.

**Hours of operation: 8:00am - 5:00pm Eastern time zone on ISZA business days**

- **Obtain the following information before calling:**
  - **Engine model and serial number – required in most cases**
  - **Machine make and model in which the engine is installed**
  - **Application type**
  - **Hours on engine**
  - **Customers complaint**
  - **Explain current condition**
  - **Any prior repairs**
  - **Distributor contact**
- **Call toll free phone number - 1-855-331-3461**
- **Enter your "I-TAC Dealer Code"**

Questions not related to technical aspects of Isuzu products will be referred back to the respective distributor.

### **EXAMPLES:**

- **Warranty – This should be determined by following Isuzu's "Policy & Procedures Manual" and consulting your local distributor if necessary.**
- **Pricing**
- **Invoicing or payments**
- **Parts availability**
- **Sales**