

# Isuzu mu-X takes aim at fast-growing SUV segment

By  Naresh Maharaj

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Isuzu Motors South Africa is marking the brand's return to the rapidly growing sport utility vehicle (SUV) segment with the highly anticipated debut of the seven-seater mu-X.

The introduction of the mu-X builds on the legacy of Isuzu's highly revered previous contenders in this category, comprising the Isuzu Trooper which was sold locally in 1992, followed by the much-loved Frontier that was launched in 1998.

This is backed up by Isuzu's proud legacy in the light commercial sector with the KB range, which has been one of South Africa's favourite pick-ups for over 40 years.



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## Isuzu expands into the SUV segment

"The launch of the mu-X is an important milestone for Isuzu Motors South Africa, as it expands our current product portfolio into the sport utility vehicle category, which is one of the fastest growing sectors in the automotive industry, both globally and in the domestic market," says Dominic Rimmer, executive technical services at Isuzu Motors South Africa.



## A new level of practicality, comfort and convenience

*"Building on Isuzu's long-standing heritage, along with the proven reliability and trusted capabilities of the KB, the mu-X introduces an entirely new level of practicality, comfort and convenience that is ideally suited to the adventurous and lifestyle-oriented nature of South African customers," Rimmer adds.*

Although the trendy mu-X is new to South Africa, it is already a well-established contender in several international

markets, where it is the market leader.



## Isuzu to enter SUV market with mu-X

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Two models are available with the choice of 4x2 or 4x4 derivatives. The four-wheel drive version relies on Isuzu's easy to use Terrain Command 4x4 system with electronically selected two and four-wheel drive high-range modes, or 4x4 low-range for more challenging off-road driving.

### Ride comfort

The mu-X is equipped with a fully independent suspension all round, encompassing a five-link set-up at the rear, that delivers the best balance of ride comfort, handling and off-road capability.

Aluminium side-steps, 18-inch alloy wheels, privacy glass and LED rear combination lamps further enhance the mu-X's dynamic appeal. The interior of Isuzu's new SUV offering matches practicality with comfort and luxury. The seven-seat configuration will appeal to both families and adventure- oriented buyers alike, thanks to the flexibility of the folding the centre and rear rows of seats.

### Infotainment

A multi-function infotainment unit is a stand-out feature of the mu-X, boasting a nine-inch colour touchscreen display that provides access to the embedded satellite navigation, Bluetooth connectivity and audio streaming, as well as Apple CarPlay and Android Auto functionality. Front and rear USB slots are provided, in conjunction with an auxiliary iPod input and HDMI port.



Everyday convenience is provided by the keyless entry and start system, along with touch sensor opening and push-button locking functions on the door handles.

### Safety features

The Isuzu mu-X is packed with an extensive range of active safety features, including ABS brakes with Electronic Brakeforce Distribution (EBD) and Emergency Brake Assist (EBA). This is complemented by Electronic Stability Control (ESC), Traction Control System (TCS), Hill Start Assist (HSA) and Hill Descent Control (HDC) which can be engaged in low-range 4x4 mode.

I test drove the mu-X from the Johannesburg CBD to Clarens in the Free State recently and the vehicle handled like a car on the highways. I reached speeds in excess of 120kmph in a few seconds in a ride that can only be described as smooth and satisfying. But the off-road capabilities had me gobsmacked. The 4x4 derivative went up the rockiest inclines very effortlessly, and down the steepest declines with aplomb. Even across the somewhat deep water, the mu-X just glided through with no effort at all. I predict that the mu-X is going to be a real challenger in the larger SUV market.

The Isuzu mu-X comes standard with Isuzu Complete Care, comprising a five-year/120,000km bumper-to-bumper warranty and Isuzu Roadside Assistance, a five-year/unlimited km anti-corrosion warranty and a five-year/90,000km service plan. Service intervals are every 15,000km/12 months.

## Pricing

- Isuzu mu-X 3.0 4X2 AT6: R568,000
- Isuzu mu-X 3.0 4x4 AT6: R629,100

## ABOUT NARESH MAHARAJ

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