

1998

Isuzu

Rodeo



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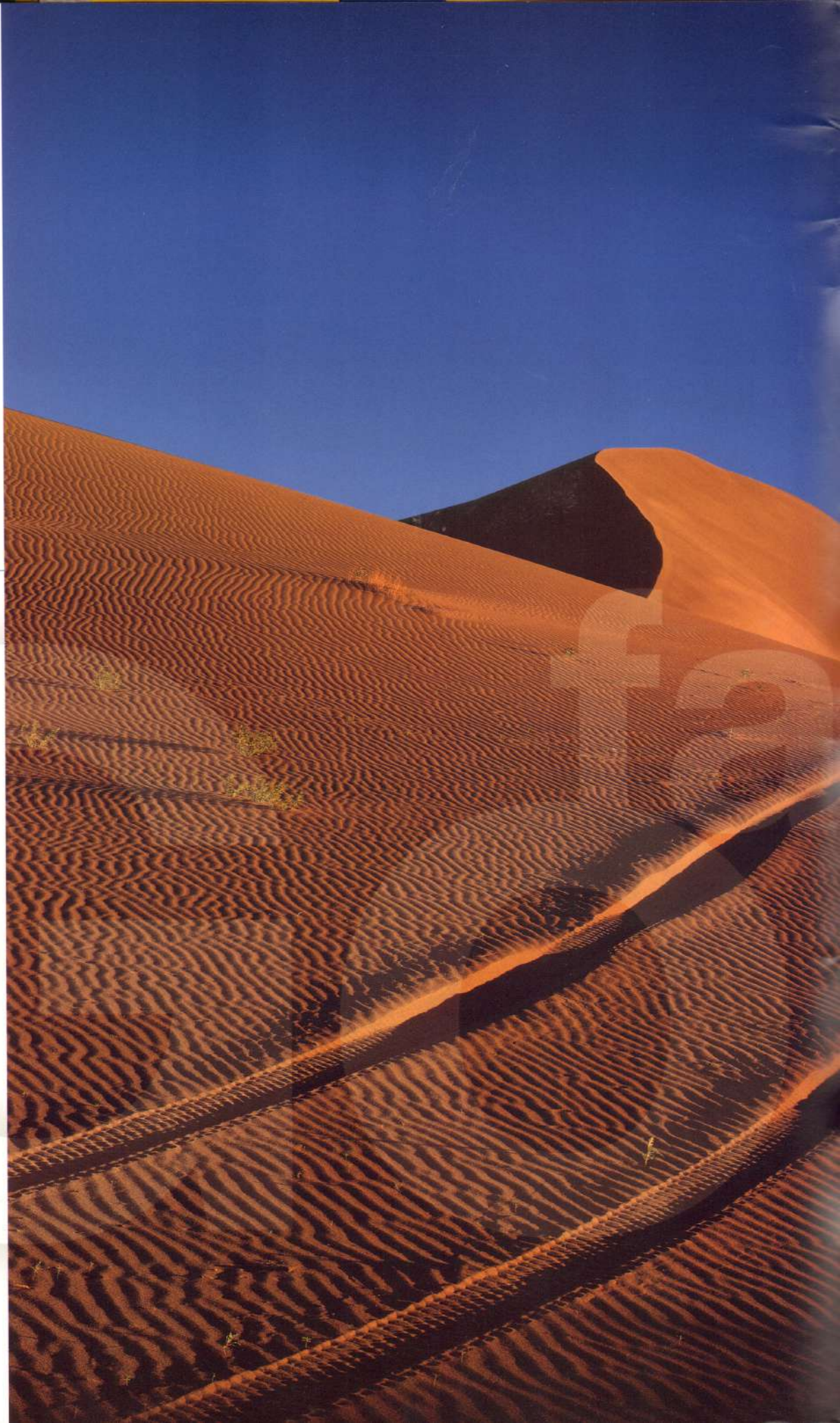
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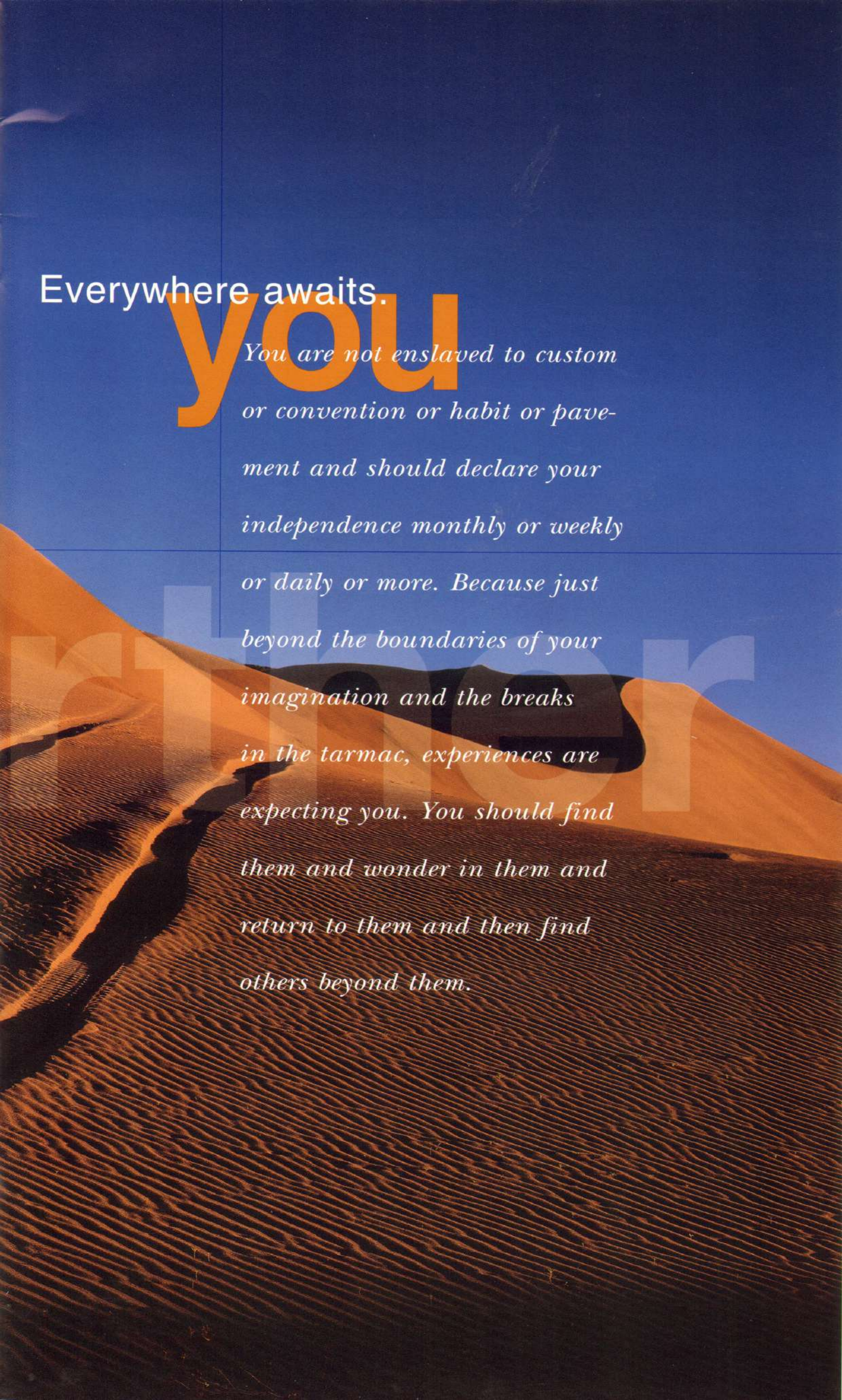


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 Access even
more info on
the World Wide Web.
www.isuzu.com



A photograph of a desert landscape with sand dunes under a clear blue sky. The dunes are in the foreground and middle ground, with their ridges and valleys creating a rhythmic pattern. The sky is a deep, clear blue. The overall mood is serene and expansive.

Everywhere awaits.

you

*You are not enslaved to custom
or convention or habit or pave-
ment and should declare your
independence monthly or weekly
or daily or more. Because just
beyond the boundaries of your
imagination and the breaks
in the tarmac, experiences are
expecting you. You should find
them and wonder in them and
return to them and then find
others beyond them.*



Purpose

We

*We are Specialized Worldwide Builders of Adventure Machines, meaning our expertise is in building rugged sport utility vehicles. And our obsession is engineering machines that know no boundaries. Which is why, merely for instance, we will test a new traction system on a **frozen lake** in the winter or drive until destruction an engine in **Death Valley**. Or why we'll go from drive-thru to drive-thru for three days simply to build a better cup holder. We go farther to perfect our vehicles. You can go as far as you dare.*



it

*It is the all new and completely reinvented
increased horsepower, more responsive handling, more
remind you that the*



Desert Approved

Every August, we test our vehicles for two weeks in the blistering *120° heat of Death Valley*. What draws us to such an inhuman locale? Heat obsession? Solarcaine fetish? No. Simply an *unwavering commitment* to making better SUVs. We subject our products to the harshest possible environments and the most brutal driving conditions for one simple reason: to see if we can destroy them. If we can't break the Rodeo, we're pretty sure you won't.

1998 Isuzu Rodeo, with a sleeker, leaner design, interior room, more integrity, versatility and comfort, all to a world is big and bright and tired of waiting for you to visit.

Go nowhere



DOHC

Power

fast.

Redesigning Rodeo's V6 and inline-4 engines took over five years. Realizing the benefits won't. (Hint: The V6 does 0-60 in just 9.6 seconds.)



New 3.2-liter engine

Reengineered from the oil pan up (including the oil pan), Rodeo's available V6 is made almost entirely of light, heat-shedding aluminum to save weight. Of course, ultralight magnesium valve covers don't hurt. The V6 boasts better power (205 hp), torque (214 lb-ft) and fuel economy.



Four valves per cylinder

Advanced 4-valve-per-cylinder heads with cross-flow design allow the cylinders to inhale and exhale more freely for more complete combustion. And polished, ultra-smooth dual overhead cams allow the engine to accelerate quicker with minimal friction.



Variable induction

Computer-controlled valves in the V6 adjust air intake to boost output at all engine speeds. The system actually varies intake runner length to optimize air induction at both high and low rpm and guarantee an instant response whenever you ask for power.

205 hp

we

“Wherever, whenever, forever.” Visit our engineering offices

(you’ll have to go to Fujisawa, Japan, for this), and you will likely hear these words more than once. Not just a catchy phrase, it is a mandate, an *engineering philosophy* that says an Isuzu SUV must be ready to take you wherever you want to go, at any time, and for a long time to come. It’s this commitment to building supremely capable vehicles that compels us to pay attention to details. Like placing a **high-mounted air intake** inside the top of the wheel well, so you can ford deeper water without drowning the engine.

And since it breathes the cooler, denser air from the outside, not the hot air under the



hood, you get better combustion for more power. Sure, leaving the intake where it was might have been good enough for most people. And they’d still be on the other side of the river.



Wider track



New suspension. Broader stance. Rack-and-pinion steering. And full-time 4-wheel ABS so you can use the steering when you're stopping.



New 5-link suspension

A rear multi-link coil-spring design matches the independent double-wishbone front suspension with 7.9 inches of individual wheel travel. Five links work to hold each rear tire to the road for tighter handling.

Four-wheel Anti-lock Brake System

Unlike most SUV systems, Rodeo's standard anti-lock brakes work on all four wheels, in all drive modes.

Even when you're in 4-wheel drive, in conditions when you might need it most, you get confident anti-lock braking.



Rack & pinion



Rodeo S V6 2WD shown with optional Preferred Equipment Package 2, Sport Package, power moonroof and running boards

push

Get there from here.



16" wheels and tires

Climbing boots for your Rodeo—large-diameter alloy wheels and big P245 mud-and-snow-rated tires. They are standard on the LS 4WD (optional on the S 4WD, LS 2WD) to put more of the world within your reach.

button

A brief exercise in adventure: Open a road map. Step two: Pinpoint any destination that you've never visited and plot an exact course that would take you there. Step three: Throw away your map.



Electronic shift-on-the-fly 4WD

When pavement stops, don't. The Rodeo's new 4-wheel-drive system can 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-wheeled traction.



Limited-slip rear differential

Get a better hold on rough, rutted, rocky trails with an available limited-slip rear differential. It also gives you surer traction on loose dirt and slick surfaces by sensing slippage and shifting torque to the rear wheel with greater grip.



Skid plates

Durable high-strength steel plates guard vital components during rough-road (and no-road) travel. Every Rodeo's fuel tank and radiator are protected, as is the transfer case on all 4WD models.

limited slip





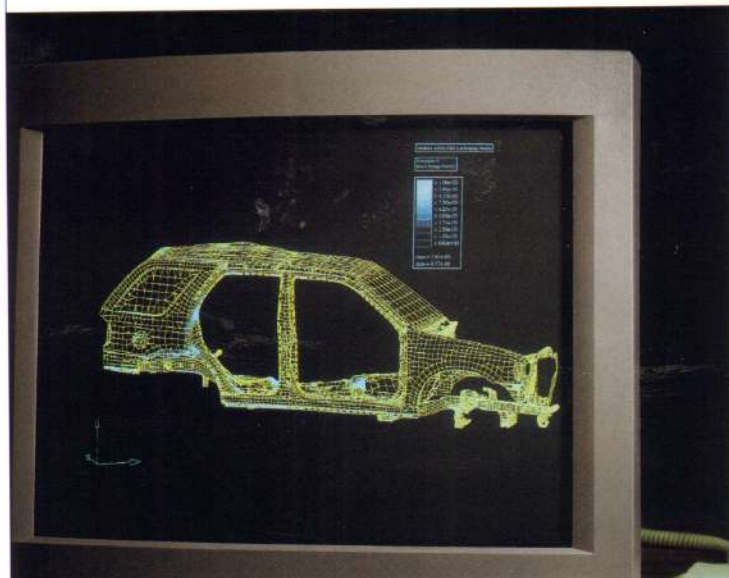
Rodeo S V6 4WD shown with optional Preferred Equipment Package 2, Sport Package, Appearance Package and sport side steps

Dynamic safety cage

We simulated hundreds of crash tests on powerful Cray® supercomputers, crafted and recrafted structural enhancements using cutting-edge CAD/CAM digital design, and still woke up nights with a few old-fashioned good ideas.

Dynamic safety cage

A stronger, lighter frame forms the foundation. Integrated body panels add the stiffness of a unibody-type design (with energy-absorbing structures front and rear). New dynamic cab mounts complete the system, enhancing safety all around.



Outward visibility

You won't notice from the outside, but blocked visibility was reduced by roughly 20%. You'll notice the abundant visibility from the inside the first time you have to change lanes.

Ladder-frame chassis

Six crossmembers and box-section rails (instead of cheaper open-sided designs) create a sturdier platform. And the frame rails were moved outward for better side protection and balance.

Ladder frame



Elevated air vents

Exit vents for the interior air were painstakingly integrated into the taillights, raising them out of the dust flow to avoid clogging when you head off highway. They look good, too.



Energy-absorbing body mountings

Computer design helped us develop all-new body-to-frame mounts. In a collision, they deflect impact energy from the cabin, to be absorbed by the frame.

Versatility

we

How did we design versatility into the new

*Rodeo? We knew giving it **over 81 cubic feet***

***of cargo room** was merely a good start. So we*

devised a test. We pretended to be eight different

people, creating eight packing scenarios to ensure

Rodeo handled people and cargo with equal ease.

Sure, we were stuck with a ton of unused stuff in

the end, but the effort paid off. Two skiers hitting

the slopes. A family of four heading to the beach.

A homeowner raiding the home improvement

center. Rodeo should pass your test.









Rodeo LS V6 4WD shown with optional leather seating surfaces, automatic transmission and in-dash 6-disc CD player

Balanced tailgate

We collected 50 different cups. Then had our designer eat and sip while we drove for three days. Just to build better cup holders. (Yes, they will even hold your grande latte.) Imagine what we did for the rest of the interior.



Split folding rear seats

The 60/40 split lets you carry long gear or extra cargo and still have enough seating for rear passengers. Both seat sections have 3-position recline, so no one will argue over shotgun, either.



Versatile tailgate

Access to the cargo area is easy. The lower door is precisely balanced for one-hand opening, and swings to the left so you can load from the curb. Inside the door, a nifty netted pocket holds groceries or small gear securely while you drive.



Extra 12-volt outlets

One in the dash lets you plug in a cell phone without removing the lighter. And one in the cargo area lets you power compressors and other items when you get to the campsite.

Roomy cabin



Power moonroof

The available moonroof slides back electronically if you want to tan. Smoked glass lets sun in but keeps heat out when it's closed. Or you can use the sliding shade to keep the sun off.



In-dash CD player

Don't go to the cargo area to load new CDs into the stack. Rodeo's optional 6-disc player is mounted in the dash. Just feed discs one by one into the single slot. And with interior noise cut by over 50%, there's little to interfere with the sound.





Rodeo LS V6 4WD shown with optional leather seating surfaces and automatic transmission





LS V6 4WD

King-of-the-hill Rodeo has electronic shift-on-the-fly 4WD and a 5-speed manual transmission or optional 4-speed automatic. Wheels are 16" alloys with the full-size spare on the back. Inside is a 6-speaker stereo, velour seating (leather optional) and power everything, including the optional moonroof. Limited-slip differential is also optional.



LS V6 2WD



The V6 is mated to a 4-speed automatic with power and winter modes. Wheels are 15" alloys with the spare underneath or optional 16" alloys with spare on the back. Like the 4WD LS, it has a roof rack, mudflaps, fog lights, woodgrain trim inside, leather-wrapped steering wheel, 6-speaker stereo, a cargo cover and an optional power sliding moonroof.

S V6 4WD

Starts with the V6, electronic shift-on-the-fly and 5-speed manual transmission; automatic is optional. It has 15" steel (or optional 15" alloy) wheels with the spare underneath or optional 16" alloys with the spare on the back, plus 4-speaker stereo and cloth seating. Option packages can add limited-slip differential, roof rack and more.



S V6 2WD

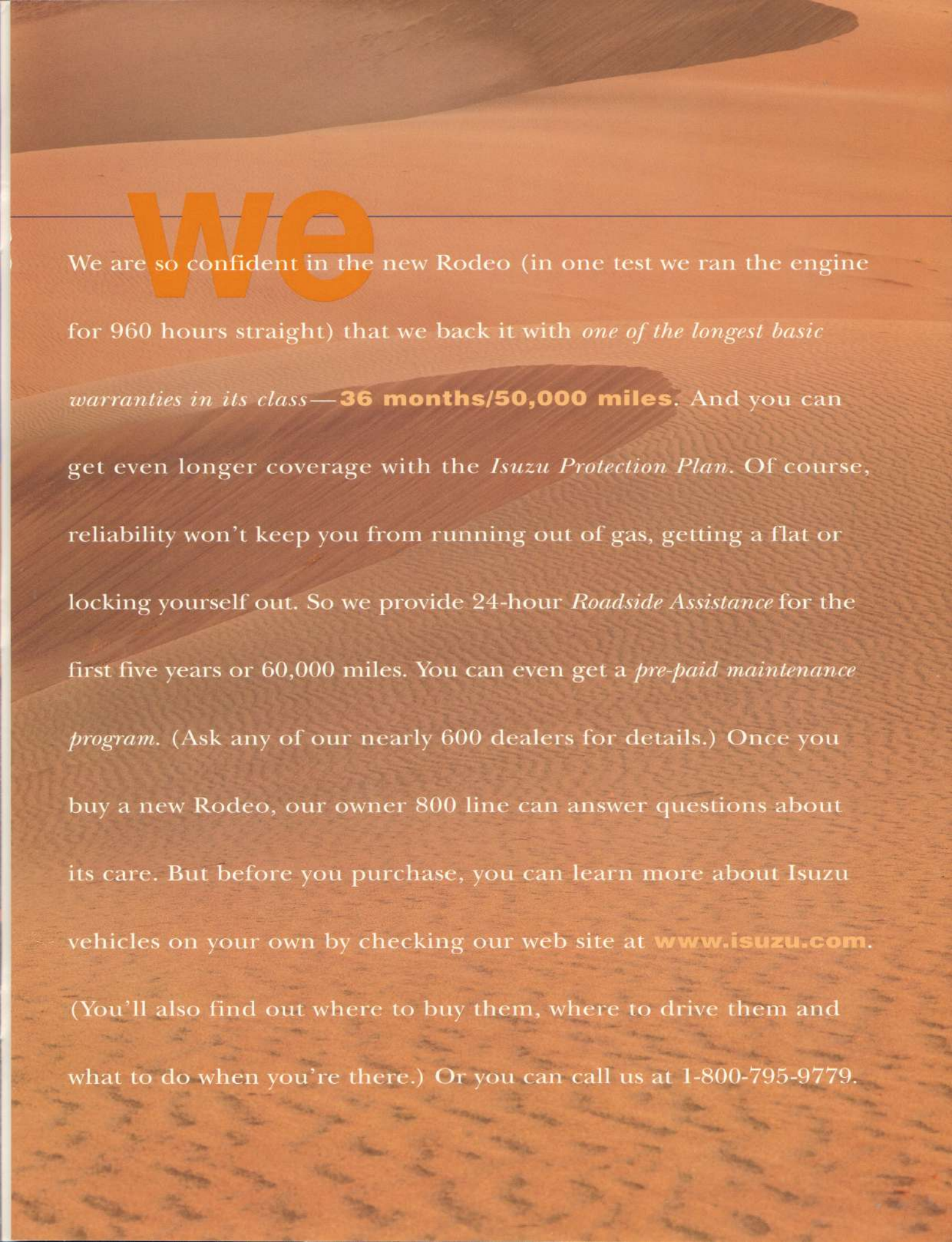


The 2WD version of the Rodeo S V6 shares many of the standard features listed for the 4WD version above. As with the 4WD, you can get option packages to add items like power windows, locks and mirrors, cruise control, 6-speaker stereo and alloy wheels. See inside gatefold for complete option package details.

S 4-Cylinder 2WD

It's powered by a new 4-cylinder engine with a 5-speed manual transmission. Like every Rodeo, it has height-adjustable seat belt anchors, split folding rear seat and 4-wheel ABS. A 4-speaker stereo is standard, as are 15" steel wheels with the spare underneath. An option package can add a roof rack, cargo net and cover, and air conditioning.



The background of the advertisement is a photograph of rolling sand dunes under a clear sky. The dunes are in the foreground and middle ground, with their ridges and valleys creating a rhythmic pattern. The color is a warm, golden-brown. The word "We" is superimposed on the upper left portion of the image.

We

We are so confident in the new Rodeo (in one test we ran the engine for 960 hours straight) that we back it with *one of the longest basic*

*warranties in its class—***36 months/50,000 miles.** And you can

get even longer coverage with the *Isuzu Protection Plan*. Of course,

reliability won't keep you from running out of gas, getting a flat or

locking yourself out. So we provide 24-hour *Roadside Assistance* for the

first five years or 60,000 miles. You can even get a *pre-paid maintenance*

program. (Ask any of our nearly 600 dealers for details.) Once you

buy a new Rodeo, our owner 800 line can answer questions about

its care. But before you purchase, you can learn more about Isuzu

vehicles on your own by checking our web site at **www.isuzu.com**.

(You'll also find out where to buy them, where to drive them and

what to do when you're there.) Or you can call us at 1-800-795-9779.

Features & Options

Colors

Safety & Security

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Fuel tank skid plate and radiator skid plate	S	S	S	S	S
Transfer case and 4WD actuator skid plate	—	—	S	—	S
Limited-slip rear differential	—	—	P4	—	O
Driver and front passenger air bags ¹	S	S	S	S	S
3-point front and rear outboard seat belts w/adjustable belt anchors and rear center lap belt	S	S	S	S	S
Side-guard door beams	S	S	S	S	S
Child-safe rear door locks	S	S	S	S	S
Power door locks	—	P2	P2	S	S
Remote keyless entry/alarm with hatchgate release	—	P2	P2	S	S
Dual power outside mirrors with defoggers	—	P2	P2	S	S
Day/night rearview mirror	S	S	S	S	S
2-speed windshield wipers with mist wipe	S	S	S	—	—
2-speed/variable intermittent windshield wipers	—	P2	P2	S	S
Intermittent rear window wiper/washer	S	S	S	S	S
Side and rear window defrosters	S	S	S	S	S

Exterior

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Color-keyed bumpers	—	P3	P3	S	S
Color-keyed external mirrors and door handles	—	—	—	S	S
Outside-mounted spare tire with cover	—	O	O	O ²	S
15" styled steel wheels	S	S	S	—	—
15" aluminum-alloy wheels	—	P4	P4	S	—
16" 6-spoke aluminum-alloy wheels	—	—	O	O	S
Rear side window privacy glass	—	—	—	S	S
Green tinted glass	S	S	S	S	S
Aero roof rack with adjustable crossbars	P1	P1/P2	P1/P2	S	S
Power tilt-up/slide tinted glass moonroof	—	O	O	O	O
Fog lights	—	P4	P4	S	S

Interior & Seating

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Reclining front bucket seats	S	S	S	S	S
60/40 split folding rear bench seat	S	S	S	S	S
Tweed cloth upholstery	S	S	S	—	—
Moquette velour cloth upholstery	—	—	—	S	S
Leather-trimmed seating surfaces	—	—	—	O	O
Cut-pile floor carpeting	S	S	S	S	S
Carpeted floor mats	O	S	S	S	S
Passenger assist grips and cargo hooks	S	S	S	S	S
Cargo convenience net and retractable cover	O/P1	O/P1/P2	O/P1/P2	S	S

Comfort & Convenience

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Air conditioning with CFC-free refrigerant	O/P1	O/P1/P2	O/P1/P2	S	S
Cruise control with tap-up/down and cancel	—	P2	P2	S	S
Tilt steering wheel (leather-wrapped on LS)	—	P2	P2	S	S
Power windows with driver's one-touch express-down	—	P2	P2	S	S
100-watt AM/FM stereo/cassette player with 4 speakers	S	S	S	—	—
120-watt premium AM/FM stereo/cassette player with 6 speakers	—	P2	P2	S	S
In-dash CD player	—	O ³	O ³	O	O
In-dash 6-disc CD player	—	O ³	O ³	O	O
Center console with CD/cassette storage and dual cup holders	S	S	S	S	S
Front-door storage pockets	S	S	S	S	S
Dual visor vanity mirrors (with illumination on LS)	S	S	S	S	S
Dome and cargo-area lights	S	S	S	S	S
Door courtesy lights	—	P2	P2	S	S
Dual map lights and illuminated ashtray	—	—	—	S	S
Coolant temperature and fuel gauges, trip odometer and low-fuel warning light	S	S	S	S	S
Tachometer	S	S	S	S	S

S | Standard, O | Optional, — | Not Available, P | Package Option

Option Packages

	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
P1 Preferred Equipment Package 1: Air conditioning, roof rack, cargo convenience net and cover.	O	O	O	S	S
P2 Preferred Equipment Package 2: Add to P1: Power windows and door locks, black power outside mirrors (color-keyed on LS), cruise control, tilt steering column, variable intermittent windshield wipers, courtesy lights, AM/FM stereo/cassette player with 6 speakers, cargo convenience net and cover, remote keyless entry/alarm.	—	O	O	S	S
P3 Appearance Package: Color-keyed front and rear bumpers.	—	O ⁴	O ⁴	S	S
P4 Sport Package (requires P2): Aluminum wheels, fog lights, limited-slip rear differential (on 4WD models).	—	O	O	—	—



Ebony Black (S, LS)



Bright Silver Metallic (S, LS)



Cream White (S, LS)



Spruce Green Mica (S, LS)



Claret Red Mica (S, LS)



Radiant Red Metallic (S)



Stratus Blue Mica (S)



Caprice Blue Metallic (S)



Copper Orange Mica (S)

Specifications

Engine	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Configuration	2.2-liter inline four	3.2-liter V6			
Block/cylinder head construction	Cast iron/aluminum alloy	Aluminum alloy/aluminum alloy			
Valvetrain	Dual overhead camshaft 16-valve	Dual overhead camshaft 24-valve with automatic valve lash adjusters			
Fuel intake	Sequential multi-point fuel injection				
Ignition system	Direct ignition	Direct ignition with coil over plug			
Peak horsepower/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			

Drivetrain	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
4-wheel-drive system	—		Part-time with 2-speed transfer case & push-button 4WD-Hi activation	—	Part-time with 2-speed transfer case & push-button 4WD-Hi activation
Manual transmission	5-speed with overdrive			—	5-speed with overdrive
Automatic transmission (optional on S V6 2WD, S V6 4WD, LS V6 4WD; standard on LS V6 2WD)	—	Electronically controlled 4-speed with overdrive, driver-selectable power mode, 3rd-gear winter start mode and adaptive shift pressure			
Gear ratios (:1)	manual	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	—	1st: 3.77, 2nd: 2.25, 3rd: 1.40, 4th: 1.00, 5th: 0.81, Rev.: 3.87
	automatic	—	1st: 2.86, 2nd: 1.62, 3rd: 1.00, 4th: 0.72, Rev.: 2.00	—	
Axle ratios (:1)	front/rear	—/4.55	—/4.30	4.30/4.30	—/4.30
Transfer case ratios (:1)	—	—	1.00 high/2.05 low	—	1.00 high/2.05 low

Chassis & Suspension		S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Frame		Box-section ladder-type with 6 crossmembers				
Suspension		front rear	Independent double-wishbone, A-shaped lower arm, torsion bar springs with stabilizer bar and gas-pressurized shock absorbers 5-link with coil springs, stabilizer bar and gas-pressurized shock absorbers			
Brake/ABS system		Power-assisted 4-wheel Anti-lock Brake System with audible front-pad wear indicators				
Brake configuration		front rear	11.0" ventilated disc 11.6" drum	11.0" ventilated disc 12.3" ventilated disc	11.0" ventilated disc 11.6" drum	11.0" ventilated disc 12.3" ventilated disc
Steering		Variable power-assisted rack and pinion				
Wheels		standard optional	6.5 JJ x 15" steel —	6.5 JJ x 15" steel 6.5 JJ x 15" aluminum	6.5 JJ x 15" steel 6.5 JJ x 15" aluminum 7 JJ x 16" aluminum	6.5 JJ x 15" aluminum 7 JJ x 16" aluminum —
Tires		standard optional	P215/75R15 mud & snow all-season —	P215/75R15 mud & snow all-season P235/75R15 mud & snow all-season	P235/75R15 mud & snow all-season P245/70R16 mud & snow all-season	P245/70R16 mud & snow all-season —

Weight & Capacities	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Curb weight	3471 lb	3589 lb	3860 lb	3651 lb	3926 lb
Towing capacity ⁴	2500 lb	4500 lb			
Fuel tank	21.1 gal				

EPA Estimated Fuel Economy ⁶	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
City/highway mileage	21/24 mpg	18/20 mpg (16/20 with automatic)			

Interior Dimensions	S 4-Cylinder	S V6 2WD	S V6 4WD	LS V6 2WD	LS V6 4WD
Headroom	front/rear w/o sunroof w/sunroof	38.9/38.3 in —	38.9/38.3 in 37.8/37.9 in	38.9/38.3 in 37.8/37.9 in	38.9/38.3 in 37.8/37.9 in
Legroom	front/rear	42.1/35.0 in			
Shoulder room	front/rear	52.2/52.8 in			
Hip room	front/rear	56.3/56.3 in			
Cargo volume	seat up/folded	33.0/81.1 cu ft			
Cargo area length	seat up/folded	39.9/64.3 in			

Exterior Dimensions		P215 Tires	P235 Tires	P245 Tires
Wheelbase		106.4 in		
Overall length	without tailgate-mounted spare tire	176.7 in	176.7 in	—
	with tailgate-mounted spare tire	182.8 in	183.2 in	183.4 in
Overall width		70.4 in		
Overall height	without roof rack	65.6 in	66.1 in	66.5 in
	with roof rack	67.9 in	68.5 in	68.8 in

Accessories



Perfect your Rodeo to your personal taste. Options and accessories like a cargo net (top) to secure gear or groceries and taillight trim for a more rugged look should do the trick. Your dealer has the entire list.

Sound Systems



Every Rodeo is right for top-flight sound. Here are the 6-speaker full logic AM/FM cassette (top), and the CD changer, which lets you load six discs right into the dash. (Refer to charts for availability.)

Wheels



16" Aluminum-Alloy Wheel



15" Aluminum-Alloy Wheel



15" Steel Wheel

Rodeo's wheels are functional and fashionable. Both aluminum styles offer durability with low weight and good looks. The steel wheels are just as tough, at a lower cost.

¹ Always remember to wear your seat belts. Air bags are a supplemental restraint whose effectiveness varies with speed, conditions and angle of impact. See the owner's manual for complete details.

² Available only with 16" aluminum-alloy wheels.

³ CD players available only with 6-speaker premium sound system.

⁴ Appearance Package available for Rodeo S V6 in Cream White, Claret Red Mica, Ebony Black, Bright Silver Metallic and Spruce Green Mica only.

⁵ Towing capacity assumes driver, one passenger and required trailering equipment. Subtract weight of additional passengers, equipment and cargo for final towing capacity. Always use an approved hitch and trailer brakes.

⁶ Use estimated EPA figures for comparison. Your mileage may vary due to speed, weather, trip length and road conditions.

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Builders of

Adventure

Machines.

