

The Isuzu mu-X could be the SUV you've always wanted!

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**RUGGED
APPEAL.**



Isuzu has been making steady inroads in the Indian car market thanks to the success of the [D-Max V-Cross](#) lifestyle pick-up truck. People have literally gone nuts over that beast and judging by the action we've seen on stories about the V-Cross, it sure looks like everyone who has the money for one is making their way to an Isuzu showroom to pick one up! Having said that, Isuzu Motor India isn't looking at being a one hit wonder and intend on dominating the lifestyle vehicle segment here in India as their next offering falls in the same vein of thought, however it will compete in the budding premium SUV segment and not forge a new segment of its own like what the V-Cross did.



The new mu-X

The new SUV, namely the mu-X, might be riding a wave, however from what we could garner at the launch; it sure does look promising and has all the right stuff to make a mark in the market. On that note, here's what we know so far.

How do you pronounce mu-X?



The Isuzu mu-X at the launch in New Delhi

Now this surely got our attention at the launch. Going with the popular style, we always figured that it would be pronounced as 'Em-You-Ex' however we got to learn that it is actually referred to as 'Myoo-Ex'. Surprised? We sure were!

What did the bosses have to say about the mu-X?



A reason to be happy!

Speaking at the launch of the mu-X, Mr. Hiroshi Nakagawa, Director of the Board and Managing Executive Officer, Isuzu Motors Ltd, said, "India is a key market for ISUZU globally and is also a future hub of our global manufacturing operations. We will continue to invest in the Indian operations and also bring in the best technology and engineering that ISUZU has to offer globally. ISUZU is globally renowned for making tough, reliable and fuel efficient vehicles that are known to be engineered for life. The mu-X embodies these characteristics and will be built at our state-of-the-art manufacturing plant at Sri City with the same exacting quality standards that have made ISUZU a trusted brand all over the world."



The mu-X gets a powerful 3.0 litre diesel engine

Mr. Hitoshi Kono, Deputy Managing Director, Isuzu Motors India, added, "The ISUZU mu-X is the perfect SUV for the modern Indian SUV buyer and it has been designed to offer the perfect combination of style, power and road presence while also providing excellent space and comfort. The Indian market for SUVs is now coming of age and we are excited to be present here in these times with our latest offering. We are confident the mu-X will set a new benchmark for full size premium SUVs in India."

Can the mu-X go just about anywhere?



The mu-X gets 4x4 select on the fly

Powering the Isuzu mu-X is a 3.0 litre diesel engine that offers 177PS of power and 380 Nm of torque. It is mated to a five speed sequential shift automatic transmission. The engine is touted to be rather frugal as well and is said to return a company claimed 13.8 kilometres to the litre. The 4x4 variant gets a shift-on-the-fly select dial that offers both four-low and four-high options in order to allow for great off-road capability. The mu-X also comes with a host of safety systems that include ESC (Electronic Stability Control), TCS (Traction Control System) and ABS (Anti-lock Brake System) with EBA (Emergency Brake Assist) and EBD (Electronic Brake force Distribution).

Do you like how the mu-X looks?



The mu-X has those quintessential SUV lines

The Isuzu mu-X follows a simple uncluttered design theme and has those quintessential SUV characteristics. It boasts of a nice sporty stance, flared wheel arches filled with those huge diamond cut alloys shod with high profile rubber, a double slat chrome grille, two-tone front and rear bumpers and a ton of attitude! It is traditional in its design inspiration, however by no means is it drab or boring. If you go in for one of these, we do guarantee that you will have that dominating road presence you always wanted.

How about cabin space, features, quality?



The cabin is reasonably well appointed on the mu-X

Step inside the mu-X and you will be greeted by an airy cabin that follows the simple uncluttered theme as well. The materials have that quality feel to them and there are a plethora of storage spaces on board to keep your knick-knacks from being tossed around. The mu-X also benefits from having a third row of seats that can easily be folded out of the way to make room for more luggage space if need be. In terms of creature comforts, the Isuzu mu-X comes fully loaded with features including a roof mounted 10 inch DVD system!

What does MotorScribes have to say about the mu-X?



Isuzu mu-X

Isuzu does have a good product on their hands, however unlike the V-Cross the mu-X is up against some solid competition in the coming months. From the much talked about Jeep Compass to the Volkswagen Tiguan and Skoda Karoq, the mu-X will really have to compete against some able machines. Sure, those vehicles are touted to be a segment smaller and offer only seating for five, but they are expected to be priced along the same lines and thus make them the prime competition for the mu-X. Most people would equate the mu-X to the Ford Endeavour and Toyota Fortuner segment, but we at MotorScribes didn't feel that way about the vehicle. It might be a seven-seater, but it is a little smaller than both of those vehicles and since customers tend to judge a vehicle's price based on size as well, it is good that Isuzu chose to price it way under what those are offered for. Luckily, Isuzu has earned a solid reputation of being a manufacturer of robust go-anywhere vehicles thanks to the success of the D-Max V-Cross, so customer faith is high and that should help the mu-X clock in the numbers.

What about the pricing of the mu-X?



The mu-X gets 4x4 select on the fly

With the 4x2 variant priced at INR 23.99 lakh and the 4x4 variant at INR 25.99 lakh (ex-showroom, New Delhi) there has been a healthy discussion on whether Isuzu has priced the mu-X well or not. Sure, everyone would have loved such a vehicle to be a few lakhs cheaper as that would have made it a formidable competitor to vehicles such as the Mahindra XUV500 and the Tata Hexa as well; however that is not the case.



A simple but airy cabin

Isuzu Motors has worked at pricing their products rather aggressively in the market and here too they have actually done just that. The Isuzu mu-X might be closer to rival the Jeep Compass segment, yet it has the aura of being a vehicle that targets the Endeavour and the Fortuner as well. Basically, it straddles both those segments and sits nicely in-between at a price point that makes the smaller SUVs look like a more expensive deal.

Having said that, these are interesting times in the SUV segment, especially in the INR 20 – 30 lakh bracket. Things sure are heating up and we can't wait to see how the action unfolds when the competition arrives!

Read more: <https://www.motorscribes.com/news/isuzu-motor-india-mux-suv-launch-price-specifications-india#ixzz4h9Ht2h33>