

Legendary Japanese Cars いすゞ 117 クーペ .....	1
名車の系譜 いすゞ フローリアン .....	8
メーカー列伝 自動車メーカーの歴史 いすゞ自動車① .....	10
ジャパニーズカー発展史 軽自動車の歴史① .....	12

【発行日】2023年2月14日

【発行】株式会社デアゴスティーニ・ジャパン

〒104-0054 東京都中央区勝どき5-2-15 EDGE勝どき

【発行人】谷 健二

【編集人】佐藤育美

【アートディレクション】今福健司

【編集協力】株式会社ファミリーマガジン

【デザイン】山下真理子(株式会社ファミリーマガジン)

【デザイン協力】株式会社ハボクリエイティブ

【撮 影】石橋謙太郎(studioM)

【印 刷】株式会社大丸グラフィックス

©2023 k.k.DeAgostini Japan All Rights Reserved.

## 画像提供

いすゞ自動車、スズキ、SUBARU、ダイハツ工業、トヨタ自動車、トヨタ博物館、日産自動車、日野自動車、本田技研工業、マツダ、三菱自動車、八重洲出版、三栄

※本誌掲載の記事、写真、図版、イラスト等に関して、デアゴスティーニ・ジャパンに無断で、著作権法の規定に反して複写(コピー)、複製、転載、データファイル化することを禁じます。

## 定期購読のご案内

隔週刊『日本の名車コレクション』は隔週火曜日発売のマガジンシリーズです(一部地域を除く)。シリーズは全100号を予定しています。シリーズ全号が確実にお手元に届くように、定期購読をお勧めいたします。直接定期購読を希望される方は、次のいずれかの方法でお申し込みください。

## 1. インターネットで

<https://deagostini.jp/nmc/> (24時間受付)

※スマートフォンから同じアドレスでアクセスできます。(24時間受付)

## 2. お客様受注センターに電話またはファクスで

☎ 0120-300-851 (10:00~18:00 年末年始を除く)

FAX 0120-834-353

(定期購読申し込み用紙をお送りください。24時間受付)

## 3. 定期購読申し込み用紙を郵送

[定期購読のお知らせ] がお手元にない場合はお客様受注センターまでご連絡ください。

## ●バックナンバー注文のご案内

本誌のバックナンバーは定期購読と同じく、弊社WEBサイトかお電話、もしくはお近くの書店で承っております。

※在庫に限りがございますので、予めご了承ください。

※本誌は都合により刊行サイクルが変更されたり、休刊になることがありますので、あらかじめご了承ください。

※本誌に掲載している商品のデザイン・仕様等は、実際にご提供するものと一部異なる場合がございます。

## お客様サポートのご案内

●WEB上でも、お客様からのよくある質問と回答を掲載しています。

デアゴ よくある質問 検索



## ●メールでのお問合せ

※ Webで会員登録が必要です。

<https://deagostini.jp/support/mail>

## ●お客様サポートセンター(本誌関連の一般的な質問を承ります)

☎: 0570-008-109 (月~金10:00~18:00 土日祝日除く)

※間違い電話が大変多くなっております。お電話の際は電話番号をよくお確かめください。

また万一不用品がございましたら、上記の電話までお問い合わせください。

## 本誌の最新情報をCheck!

PCからもスマートフォンからもアクセスできます。

検索

デアゴ

日本の名車



【個人情報の取扱いについて】※お申し込み前に下記を必ずお読みください。

ご提供いただく個人情報は、商品の発送、アフターサービス、新商品・サービス等の各種ご案内の提供、各種商品情報やお問い合わせへの回答、および商品開発およびサービス改善のためのデータ分析のみに利用します。お客様の個人情報は、弊社と同等以上の管理体制を有している委託先への業務委託、法令等の規定に基づく場合を除き、第三者提供をすることはありません。業務委託のうち、クレジットカード決済に関しては、弊社と同等以上の管理体制を有する決済処理サービス会社に委託しております。個人情報のご提供はお客様の任意ですが、項目に未記入部分がある場合、お申し込みの手続きがとれない場合もあります。個人情報の利用目的の通知、開示・内容の訂正・追加・削除・利用の停止・消去および第三者への提供の停止をご希望される場合は、下記にお問い合わせください。個人情報保護相談受付窓口(03-6730-3793 土日、祝日、年末年始、夏季休暇を除く10:00~18:00) 株式会社デアゴスティーニ・ジャパン コンプライアンス担当 弊社の個人情報、公表事項も合わせてご覧ください。 <https://deagostini.jp/security/>



## 10

ISUZU  
117 COUPE  
1968-1981

## ISUZU 117 Coupe

Model	PA90
Engine Name	G161W
Displacement	1584cc
Maximum Output	120ps/6400rpm
Maximum Torque	14.5kg-m/5000rpm
Overall Length	4280mm
Overall Width	1600mm
Overall Height	1320mm
Wheelbase	2500mm
Vehicle Weight	1050kg



The front view of the early model features one of its distinct characteristics: the turn signal lamps are mounted on the bumper.



The rear view of the early model highlights a sleek body line, where the slope of the rear window flows seamlessly into the trunk, captivating onlookers.



The side view features exceptionally thin pillars, which could only be crafted by hand, contributing to its high reputation.











### **The birth of a beautiful coupe by the "Maestro"**

About two years before the debut of the Isuzu 117 Coupe in 1968, a stunning coupe prototype named "Ghia Isuzu 117 Sports" was showcased at the Geneva Motor Show. The design of this car was entrusted to a young Giorgetto Giugiaro, who was then working at Carrozzeria Ghia. Already recognized as a design genius, Giugiaro had only been with the company for about three years. That same year, at the age of 30, he founded Italdesign and went on to create a wide range of product designs beyond automobiles, including cameras and watches. Now 84 years old, Giugiaro is affectionately referred to as the "Maestro," a title that reflects his legendary status.

The Ghia Isuzu 117 Sports, which garnered attention at the Geneva Motor Show, won the Honorary Grand Prize at the International Concours d'Elegance in Italy that same year. It was praised for its beauty, earning the nickname "a moving work of art."

### **Some parts are handcrafted to reproduce the artistic design**

How could Giugiaro's design vision be reflected in a production vehicle? At the time, Isuzu's manufacturing technology meant that mass production of the car's exterior panels would be extremely difficult. As a result, discussions with Italdesign led to Giugiaro himself adjusting the design for production. Even with these adjustments, reproducing the car's beautiful form in a production model proved challenging. To address this, the cost of creating the essential molds for mass production of the exterior panels was reduced. The primary press was done by machine, but fine details were handcrafted, a highly intricate manufacturing process.

The "Isuzu 117 Sport" displayed at the 13th Tokyo Motor Show in 1966 was a different unit from the one shown at the previous Geneva Motor Show. It was the second prototype created by the Ghia company. This model had a form closer to the production version (notably, while the first prototype was left-hand drive, the second one was a right-hand drive model).

### **Wood trim on the dashboard enhanced its luxury**

The Isuzu 117 Coupe made a grand debut in 1968 during Japan's "My Car" boom. Its specs at launch were: 4280 × 1600 × 1320mm (wheelbase 2500mm), 1050kg weight, 4-speed MT, and 6.45H-14-4PR tires. It was designated as the "PA90 model."

The newly developed engine was Isuzu's first mass-produced DOHC, a 1.6L inline-four (G161W) delivering 120ps and 14.5kg-m of torque. The steering wheel, featuring a wood grip, along with the wood trimmed instrument panel and sporty seats, exuded a sense of luxury. While it had a rear seat for two passengers, the 2-door coupe's design naturally made it a space intended for two. Its three ashtrays, one in the center console at the front and one on each side in the rear, reflected the era's sensibilities.

At its launch, the 117 Coupe was priced at 1.72 million yen. By comparison, the Isuzu Bellett GT-R, which shared the same engine, was priced at 1.16 million yen, underscoring the premium nature of the 117 Coupe.



This is the mid-term model. The front grille design has become simpler, and the lamps that were previously positioned above the bumper have been relocated below it.



The late model underwent significant revisions to both the interior and exterior. The headlights changed from round to rectangular, and a chin spoiler was added. To facilitate mass production, the interior was simplified.

### The 117 Coupe featured distinct designs in its early, mid, and late models

The 117 Coupe can be broadly categorized into three types based on the release period: the early type, mid-type, and late type.

The early type was produced from Showa 43 (1968) to Showa 48 (1973). This early type is commonly referred to as the "handmade" model. As the name suggests, part of the production process for the body panels was done by hand, resulting in a monthly production limit of just 50 to 60 units. Consequently, out of the total production of 85,549 units of the 117 Coupe, only 2,458 were handmade models, making them quite rare. This rarity contributed to enhancing the brand image of the 117 Coupe, leading to the creation of the tagline "We don't make generic cars." Currently, the handmade model fetches the highest prices in the used car market.

Initially, there was only one grade available at launch, but later, the lineup expanded to four grades: "EC," which was the first domestic car to feature an electronically controlled fuel injection system; "1800," which was equipped with a 1.8-liter twin-carburetor SOHC engine; and "1800N," which had a single

carburetor to reduce the price.

At first glance, the handmade model appears to have the same round four-lamp headlight as the mid-type. However, it has a unique expression characteristic of the early type, due to differences in the shape of the front grille and the lamps equipped below the headlights (which serve as small lamps and turn signals). Additionally, the design of the rear combination lamps is smaller and simpler.

The "117 COUPE" badge on the front fender is also exclusive to the early type (it was discontinued for the mid-type and replaced with a DOHC badge for the late type).

### Mid-type: Improved production efficiency Late-type: Cost reduction implemented

The mid-type, produced from 1973 to 1977, marked a significant evolution. With Isuzu's partnership with GM in 1971, the company benefited from both financial support and technical expertise. This led to the ability to perform mechanical press molding, paving the way for large-scale production. As production ramped up, cost reductions were implemented in the materials and equipment used for both the exterior and interior. The engine was standardized to a 1.8-liter (G180 type), and the grade

structure was revised. The top grade featured an electronically controlled DOHC engine labeled "XE," while the SU twin-carburetor DOHC model was called "XG," the twin-carburetor SOHC model was "XC," and the single-carburetor SOHC model was designated as "XT."

Finally, the late-type was released from 1977 to 1982. While the 117 Coupe had previously used round four-headlamp designs, it switched to standard rectangular four-headlamps during this period. Additionally, a small chin spoiler was added beneath the front bumper, significantly changing its overall appearance. Although there were cost reductions in interior materials and simplification of features, the engine was upgraded to a 1.9-liter "G200 type," primarily to compensate for power reductions due to exhaust emission regulations. Notably, the grades for the 117 Coupe during this era were designated with the name "☆☆ (Star Series)."



To prioritize comfort, this vehicle features low-back seats with separate headrests. Despite its coupe body, it provides ample cabin space.



The rear seats are split folding and can recline in three stages. Each side of the seats is equipped with a cup holder.

**It passed the baton to the Piazza but remains popular both at home and abroad**

In June 1981, the "Piazza (JR 130 model)" debuted as the successor to the 117 Coupe. The design was led by Italdesign, headed by Giorgetto Giugiaro. The "Asso de Fiori" (meaning "the Ace of Clubs" in Italian), which was showcased at the Geneva Motor Show in March 1979, served as the prototype for the Piazza. Originally, this vehicle's design utilized an Audi chassis, but it was changed to the Gemini platform before debuting as the Piazza. The name "Piazza" means "square" in Italian. The production model successfully reproduced the design of the "Asso de Fiori," but various modifications were made to ensure it functioned as a commercial vehicle, including adjustments to body size and headlamp positioning. Additionally, the commitment to flash surface processing was ahead of its time, skillfully managing airflow around the body during driving to achieve a drag coefficient of 0.36 (compared to 0.41 for the prototype).

Not only the exterior but also the interior, especially the cockpit design, reflected Giugiaro's influence. The "Satellite Switch," which placed various controls such as turn signals, wipers, and headlights at both ends of the meter nacelle, was particularly innovative and left a strong impression on users. This design technique had been used in vehicles like Citroëns, but the Piazza was said to be the first Japanese car to adopt it.



The dashboard features wood accents that enhance the sense of luxury. Its design, reminiscent of European cars, influenced subsequent Isuzu passenger vehicles.

The first-generation Piazza became a long-selling model, produced and sold for a decade, with total production reaching 113,419 units. In August 1991, it transitioned to the second generation JT221 model. As of now, this model is the last passenger car developed by Isuzu.

Not only in Japan but also in the United States and Hong Kong, the popularity of vintage and neoclassic Japanese cars is on the rise. Among these, domestically produced sports cars and specialty coupes from the 1960s to the 1990s are particularly sought after, with the 117 Coupe included. The early model, known as the "Handmade," is especially popular.

Ten years after its launch, it was reported that 98% of the total production of the 117 Coupe remained in active use. Regardless of changing times and owners, this legendary car, the 117 Coupe, will undoubtedly be passed down to future generations.



The triangular window operates by turning the dial below to open and close. The door window opens when the handle is turned towards the user and closes when turned away, following the European specifications.



The initial catalog highlights the body design while promoting the balance between "beauty and strength," emphasizing its performance aspects as well.





The G161W engine, Isuzu's first DOHC engine, was developed specifically for the 117 Coupe. Initially, only the 1600cc variant was available, but it was standardized to 1800cc following a minor change in 1973.



The wheel caps adopted only for the standard and EC specifications of the early model enhanced the beauty of the 117 Coupe's elegant body.



The front grille is adorned with a lion ornament. This lion, designed by Giugiaro, is also featured in the steering wheel design.

The cooler switch was in front of the shift lever on the center console. This layout was also typical of European cars at the time.



## "World's most beautiful car" prototype

In 1966, a sleek fastback coupe was unveiled as a concept at the Geneva Motor Show in Switzerland. This car was the "Ghia Isuzu 117 Sport."

The design was handled by Giorgetto Giugiaro, who had moved from Carrozzeria Bertone to Carrozzeria Ghia. Still in his 20s at the time, Giugiaro would later establish Italdesign and go on to create iconic designs like the Volkswagen Golf and Fiat Panda.

Initially, the 117 Sport was not intended for production. However, it garnered significant attention at the Geneva Show and even won the Grand Prize at that year's Concours d'Elegance in Italy, earning widespread acclaim for its design. Due to the overwhelming demand for its commercial release, Isuzu ultimately decided to move forward with mass

production.

While the production model, the Isuzu 117 Coupe, aimed to replicate the Ghia Isuzu 117 Sport's design as closely as possible, subtle differences were apparent, such as in the front grille, fender roots, door handles, and roofline.

Despite these variations, it is worth applauding the fact that the 117 Coupe successfully overcame numerous legal and production challenges to bring Giugiaro's vision to market, unlike the prototype 117 Sport, which was solely a concept car.



When it was first unveiled, the "Ghia Isuzu 117 Sports" had a left-hand drive configuration. Instead of the lion ornament, the front grille featured the "Isuzu" company emblem.