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**ISUZU STEPS UP FOR MILESTONE VARIETY BASH EVENT**

The country’s preeminent motoring fundraising event, the [Variety Victoria Bash](https://fundraise.variety.org.au/event/bash/home), is again set to see a wide range of vehicles and entrants tackle 10 days of true Australian terrain from Hamilton in Western Victoria through to Darwin in the Top End.

Isuzu Australia Limited (IAL) has joined forces with one of its award-winning dealerships, [Ballarat Isuzu](https://www.ballaratisuzu.com.au/), in a unique two-car entry, as well as [a truck fundraising raffle](https://fundraise.variety.org.au/raffle/raffleisuzutruck2025?preview=true&fbclid=IwY2xjawLcGyNleHRuA2FlbQIxMABicmlkETFuYXlBbE51RUxLdWM1SnZ2AR7G3agf-qFxle9777rxN4UuKdPxQ9U5J5kqzBcf4PnE8cetjNcYITP3LRq_JA_aem_SbQ3Q8dCMwr47Ur-aMLDJQ) as part of the duo’s overall commitment to supporting Variety Victoria Bash.

Providing practical event support in 2025, IAL will also supply a Giga model prime mover truck for the event’s on-road logistics operation from 8-17 August.

The Variety Victoria Bash offers a unique blend of adventure and philanthropy, where participants not only rally across remote and regional areas; they raise essential funds to support children who are sick, disadvantaged, or living with disabilities.

**Off & racing**

Isuzu’s 2025 Variety Bash entries include a 1984 Holden Caprice (Car #707) and a unique 1997 Holden (Isuzu manufactured) Jackaroo (Car #505), painted to replicate Peter Brock’s famous Round Australia Trial entry of 1998.

IAL has stepped-up its commitment in 2025by becoming a Silver Heart Partner, not only in product and financial support, but this year’s drive team will include personnel in the form of IAL Director and Chief of Corporate Services, Ben Lasry, alongside the brand’s Head of Marketing & Customer Experience, John Walker. They will join Ballarat Isuzu Dealer Principal, Ian Deacon, and Service Manager, Jonnie Arnel.

As part of a double celebration, both Variety and Ballarat Isuzu are marking 50 years in operation.

**Unique opportunity**

“Variety is celebrating the milestone of 50 fantastic years of operation in Australia this year, so it was a perfect opportunity for Isuzu to come together and get actively involved to support the good work Variety undertake across the country,” said Mr Lasry.

“We’re excited to be on board with the team at Ballarat Isuzu this year, which is also celebrating 50 years, which only strengthens the overall commitment from the brand family.

“The Bash is a uniquely Australian event that brings out the very best in people and business to raise much needed funds, while taking part in an incredible experience.

“There’s little doubt the Australian outback is a true test on driver and machine, so the event provides full mechanical support along the way and Isuzu is thrilled to be able to offer a vehicle to act in this role.”

**Kids are the real winners**

Variety Victoria’s CEO Peter Bruce has welcomed the extra support from Isuzu with the commitment set to make a real difference during and after the Bash.

“The Variety Bash is unlike any other event – it’s colourful, it’s challenging, and it’s all for the kids,” said Mr Bruce.

“Entrants travel thousands of kilometres through the outback, raising vital funds to support children who are sick, disadvantaged or living with disability.

“Having Isuzu Trucks on board as a Silver Heart Partner, and two Isuzu teams on the road this year shows just how committed the team is – not just to the adventure, but to making a real difference.

“This kind of support helps us reach more kids, in more places, with what they need most.”

**Win a truck**

The key fundraising initiative has also seen IAL and Ballarat Isuzu partner to raffle off a current model [NLR 45-150 Traypack valued at over $58,000](https://fundraise.variety.org.au/raffle/raffleisuzutruck2025?preview=true&fbclid=IwY2xjawLcGyNleHRuA2FlbQIxMABicmlkETFuYXlBbE51RUxLdWM1SnZ2AR7G3agf-qFxle9777rxN4UuKdPxQ9U5J5kqzBcf4PnE8cetjNcYITP3LRq_JA_aem_SbQ3Q8dCMwr47Ur-aMLDJQ).

“Ballarat Isuzu could not think of a better way to celebrate 50 years, by having a proper bash with Variety Victoria and a major fundraising push,” Mr Deacon said.

“The raffle is open right now and will run through to Wednesday September 3, so there’s plenty of time to get on board and support a wonderful charity.

“It’s a great prize and along the journey, we’ll be promoting it at every opportunity with the goal to raise as much money as possible for Variety.

“We have two great looking cars and a crew of enthusiastic competitors. It’s sure to be 10 days of adventure, a few laughs and importantly, a lot of money raised.”

The 2025 Variety Victoria Bash begins in Hamilton (Vic) on Friday 8 August, travelling through Adelaide, up through the Flinders Rangers and Coober Pedy, before crossing into the Northern Territory and travelling via Alice Springs, Tennant Creek and Mataranka before concluding in Darwin on Sunday 17 August.

**ends**

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