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**UNMATCHED USER EXPERIENCE FOR NEW ISUZU TRUCKS WEBSITE**

Isuzu Australia Limited (IAL) has launched an all-new retail sales website set to provide heavy vehicles customers with an unmatched on-line experience, while catering to the vast range of applications that make up Australia’s road transport sector.

Coinciding with the introduction of the all-new MY25 range of Isuzu trucks, the dynamic new online platform ([www.isuzu.com.au](http://www.isuzu.com.au)) is the cornerstone of a raft of key sales and marketing asset upgrades across the organisation.

IAL Digital Marketing Manager, Amanda Sandhu, said the online rollout not only brings a fresh new look, but also further enhances customer experience, be it those building their knowledge of the brand for the first time, to long-time Isuzu owners seeking specific outcomes and updates.

**A brand conduit**

“We unpacked a range of ideas, including a lot of customer feedback, when designing the user experience (UX) and overall architecture of this new site,” said Mrs Sandhu.

“A customer’s brand journey can be a complex affair these days, but for many, Isuzu.com.au is often the first port of call, a ‘first impression’ and a true brand perspective.

“It’s obviously a critical touchpoint and we knew it needed to be not only be engaging but also provide that depth of information required for customers to make an informed, researched decision.

“We deal in capital equipment that’s critical to a range of industry across the country, so providing this information in an intuitive and straight forward manner has been a key priority.”

The new site covers the full gamut of the brand’s functions, from retail and fleet truck sales, its multi-faceted Isuzu Care aftersales approach, through to its growing Isuzu Power Solutions (IPS) off highway engine division.

**Dealer connect**

Alongside a huge range of additional information, Isuzu.com.au is also the customer gateway to the brand’s vast dealer footprint, with more than 70 dealer and Authorised Servicing and Parts Outlets (ASPO).

The online roll-out extends to individual Isuzu dealers and ASPOs, with the same functionality and user experience deployed online across the 70 plus sites.

“A significant advantage that Isuzu has built over many years in Australia, is our huge dealer network, which we know is crucial for our customers from both a sales and aftersales perspective.

“Ensuring that customers not only get the right product information, but also direct and timely access to their local dealer, was paramount as part of the broader project,” Mrs Sandhu added.

**Clean, crisp, fast**

Isuzu looked to the latest in UX design and functionality to combine visual and interactive elements seamlessly, while ensuring agnostic efficiency on multiple platforms.

“We know that majority of initial interaction with our brand comes via connected devices, so the site mirrors all the same functionality across a range of devices.

Meanwhile we’ve worked hard to ensure it also has an almost immediate load time, getting customers where they need to go faster.

“Visually, there’s a clean, crisp new look with all the latest information on products, promotions and industry updates available and updated daily.”

**A ‘living’ asset**

Just like its new model roll-out, Isuzu is constantly making improvements, with further updates and functionality slated to coincide with further model release dates throughout 2025.

“Again, heeding some of customer feedback we received, there’s easier access to spec and broader product information as well as features such automated quoting and asset management tools,” said Mrs Sandhu.

“The next phase for the project involves the integration of accessories specification, so customers can really personalise their Isuzu truck and get an idea of what that might look like.

“Customers should feel confident they are looking at the latest information in terms of specification and engineering requirements for processes such as body building and all in-line with current model availability.”

**Industry standard**

The rollout of the new website comes at a key milestone for Isuzu in Australia, including 36 consecutive years of market leadership and a brand-new model line-up.

“Isuzu not only meets the standard, but it also goes beyond, not just on the product side, but also across all of our digital assets,” said Mrs Sandhu.

“Isuzu invests heavily in having the customer top of mind in all areas and this new, industry-leading online environment is certainly the manifestation of that goal.”

*Visit* [*www.isuzu.com.au*](http://www.isuzu.com.au)

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