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**ISUZU AN AUSTRALIAN FAVOURITE 35 YEARS & COUNTING**

Isuzu Australia Limited (IAL) and the Isuzu Trucks brand has underlined its position as Australia’s foremost road transport retailer, recording its 35th consecutive year of Australian truck market leadership\*.

There was a record-breaking number of trucks sold across all brands in 2023 with a huge 47,757 trucks delivered in total. This amounts to 3,378 more trucks sold than in the record breaking 2022 total.

Amidst this landmark year for the industry overall, Isuzu delivered 13,658 new trucks to Australian businesses in 2023, an increase of 298 units compared to 2022.

“To once again finish on top and with record sales results within such a strong overall market is credit to the quality of the Isuzu product and the work of our outstanding dealer network across Australia,” IAL Director and Chief Operating Officer, Andrew Harbison, said.

“The first half of the year was certainly buoyed by the federal government’s instant asset tax write-off measure, although we saw continued strong demand for Isuzu trucks throughout the second half of the calendar year,” he said.

“As an organisation we’re focused on providing fit-for-purpose transport solutions to keep businesses on the road.

“Our sales success is a credit to the team at IAL and our professional dealer network. A consistent push for us over many years is maintaining relationships with our customers, including those who have been with us since the beginning in Australia back in 1972.”

**2023 year in review**

* The Australian truck market recorded total sales of 47,757 units for the 2023 calendar year, an increase of eight per cent on 2022 numbers.
* Isuzu achieved total sales of 13,658 units, a record performance for the brand, beating the previous year’s total by 298 units sold.

**Isuzu Trucks sales performance fast facts:**

* Isuzu sold a total of 13,658 units across all segments in 2023, for 28.6 per cent market share.
* Isuzu’s light-duty sales of 7,328 units equated to a consistent 45.3 per cent market share for 2023.
* In the medium-duty market, Isuzu’s share increased to 49.2 per cent with sales increasing to 3,937 units sold, up 684 units on 2022 results.
* Isuzu’s heavy-duty share increased to 13.6 per cent with 2,393 units sold in 2023, solidifying third spot for the brand in this extremely hard-fought segment of the market.

**Fully committed**

On the record achievement and the industry at large, Mr Harbison said, “The last few years has seen just about everything thrown at us, from the pandemic through to numerous logistic challenges, but the resiliency of our industry has us well-placed as we head towards even greater change in the coming years.

“Importantly and at the crux of it all, Isuzu and our dealer network remain fully committed to our customers and delivering on what we do best, offering the most efficient solution for the task at hand," he said.

“IAL has invested heavily in terms of our own operation over the past few years—to better prepare us for the ‘new normal’ we now face.

“Outside of the sales successes across the market, 2023 had many highlights for Isuzu including the glittering return of the largest ever Brisbane Truck Show back in May as well as a range of exciting announcements and collaborations with key strategic partners.

“Both IAL and industry is responding extremely well to the challenges and ever-building demand from Australian road transport customers. The future looks bright for the period to come,” Mr Harbison said.

**Market forces**

Looking forward and echoing this sentiment, IAL Chief of Sales and Aftersales, Ben Lasry, said Isuzu is committed to another formidable year in 2024, with a series of exciting announcements on the horizon.

“Australia has a very buoyant truck market right now and setting the sales lead is something that Isuzu is particularly proud of, but we’re also acutely aware of not being complacent,” he explained.

“Isuzu sets the standard by not only meeting the demand, but in many cases exceeding it. We strive to meet the needs of our customers and that is what ultimately drives the results.

“To continually do this, we work closely with our dealer network that share the same passion for the brand whilst delivering outcomes for customers.

“The competition is strong, but we never stand still,” Mr Lasry concluded.

***\*****According to T-Mark reports issued by Truck Industry Council (TIC), owner and compiler of the official T-Mark truck market sales database.*

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