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**GOLDEN GLOW AT ISUZU DEALER OF THE YEAR AWARDS**

Recording its strongest ever sales performance last year, Isuzu Australia Limited (IAL) is giving credit where credit is due at the company's annual Dealer of the Year Awards.

Receiving a Dealer of the Year Award is the ultimate accolade for many within the Isuzu family, holding a special place amongst the programs and initiatives run by IAL to encourage excellence across the Isuzu Trucks network.

Taking-out the top gong for 2023 was [Ballarat Isuzu](https://www.ballaratisuzu.com.au/), awarded Isuzu Dealer of the Year alongside Sales Dealer of the Year and Service Dealer of the Year.

The award for Parts Dealer of the Year was claimed by [Patterson Cheney Trucks](https://www.pattersoncheneyisuzu.com.au/) in Greater Melbourne.

**Laser focus**

Isuzu evaluates dealerships across multiple operational areas for its Dealer of the Year Awards such as customer care, servicing, parts, sales, training attendance and inventory management.

The attention to detail demonstrated by Isuzu Dealers across all aspects of their business has helped the brand maintain its reputation for outstanding truck sales, service, and care, said IAL Chief of Sales and Aftersales, Ben Lasry.

“It is the efforts of dealerships like Ballarat Isuzu and Patterson Cheney Trucks, that help to shape the brand and what it can offer,” commented Mr Lasry.

“In particular, the team at Ballarat Isuzu led by Dealer Principal Ian Deacon, has greatly impressed everyone at IAL with their dedication to improving not only their own operation but also the outcomes that they can achieve for their customers.

“As always our sincere thanks also go to the Isuzu Dealer Network at large—for supporting the brand year-on-year and for playing the vital role of connecting Isuzu Trucks with transport operators at the local level.”

**Double hat-trick**

Far from being Ballarat Isuzu’s first encounter with Isuzu’s Dealer of the Year Awards, the regional Victorian dealership took out the same three categories in 2022, as well as taking out Dealer of the Year in 2020.

“The team works very hard towards these results all year,” said Ian Deacon, Ballarat Isuzu Dealer Principal.

“It is great to be part of the Isuzu family and celebrate a record year of sales, we can't wait to see the next generation of trucks that are on the horizon.”

General Manager of Patterson Cheney Trucks, John Elliot, congratulated the team on their Parts Dealer of the Year award.

“A lot of team effort and hard work go into what we do at Patterson Cheney.

“It is fantastic to get this recognition—we couldn't be happier to partner with Isuzu Trucks.”

IAL Head of Network Development, Nathan Ton, congratulated the winners, noting the correlation between the efforts of the Dealer Network and Isuzu’s success as Australia’s favourite truck brand.

“After such a fantastic year, it is more important than ever to recognise the contributions of our Dealers as well as come together to celebrate the triumphs of 2023,” Mr Lasry said.

“Congratulations to Ballarat Isuzu and Patterson Cheney Trucks, and indeed all of our hard-working teams around the country—we are looking forward to another cracking year ahead with your unshakable support.”

**ends**

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