09 April, 2025

**GILBERT & ROACH ISUZU DEALER PRINCIPAL NOTCHES HALF-CENTURY**

In an industry defined by rapid change and growth, few can claim to have witnessed the transformation of the Australian truck market like Gary Melrose.

This year, Gary marks an incredible milestone: raising the bat to 50 years with [Gilbert & Roach Isuzu](https://www.gilbertandroachisuzu.com.au/) at their Huntingwood location in New South Wales.

Back in 1975, as Skyhooks and Sherbet ruled the music charts, Gary joined Gilbert & Roach on Parramatta Rd in Homebush as a 16-year-old apprentice mechanic. He quickly turned his passion for all things mechanical into a rewarding career.

**Legend in the making**

Just three years after Isuzu Trucks entered the Australian market under the Bedford name, Gary found his footing with the emerging brand.

By 1989, Isuzu had become Australia’s top-selling heavy vehicle brand, a title it has maintained for the past 36 years. Last year, 13,402 units were delivered nationwide, with Gilbert & Roach leading the pack in overall sales with 1476 units.

“When I was a kid, I loved working with anything mechanical, and to have turned that passion into a career lasting 50 years is incredibly special,” said Gary.

“I suppose I am the most experienced person in the country when it comes to working with the Isuzu brand.

“I’ve had the privilege of working with many incredible people, and I continue to meet others who inspire me to deliver the best outcomes for our customers.”

Reflecting on the brand’s growth, Gary credits the success to a combination of quality products, great people, strong systems, dedicated dealers and loyal clients.

“Seeing the Isuzu name evolve into what it is today is a tremendous achievement,” he added.

**Nice, Gary**

Gary fondly remembers the early days when Isuzu had just two models: the smaller KS21 and the medium rigid SBR 50.

“The engineering of those vehicles was so outstanding that the sales team could sell them to a wide range of customers,” he recalled.

“For me, I loved working on the trucks and climbed the ranks from foreman to service department manager, then onto sales, general manager and eventually dealer principal of a business I never imagined would be so successful.”

In 2000, an increasing demand for services led Gilbert & Roach to relocate from Parramatta Road to a new site in Huntingwood. The dealership now also has locations in Gosford, Newcastle, and Narellan.

From offering just those two models at the start, Isuzu now provides 27 variants catering to diverse industries and applications.

“Isuzu is a premium brand in Australia, and it attracts people,” Gary remarked.

“The brand ensures excellent customer support, with knowledgeable salespeople, expert technicians, and access to an industry-leading spare parts network.”

Always a strong advocate for aftersales service, Gary confidently says that Isuzu has some of the best support in the industry.

“Customers tell me they wouldn't get the same level of support from other brands.

“Isuzu has always put the customer first, ensuring they stay on the road, and we'll talk about everything else later.”

**Only up from here**

Gary is also a great believer in promoting skilled trades and providing career opportunities in the industry.

It’s well-documented that demand for skilled labour in Australia’s automotive industry is still high despite efforts to attract new talent.

“I always encourage people to consider a trade as a career,” Gary said.

“You don’t need to be a Rhodes Scholar to succeed in this field—all you need is drive, ambition and practical skills.”

Ben Lasry, Director and Chief of Sales & Aftersales at IAL, commended Gary for his dedication and long service to a brand that relies on the passion of its people to sell trucks.

“As someone who turned 50 this year, I am in awe of Gary’s half-century in the industry,” he said.

“Gary is incredibly passionate and puts the customers first. His wealth of experience, from Isuzu’s early days to its current success, is truly an inspiration to Gilbert & Roach and the entire network.

“Congratulations, Gary. In cricket terms, that’s 50 not out, and there are still many more runs to be made.”

**Old dog, new tricks**

Looking ahead, Gary remains energised with the upcoming launch of Isuzu’s new model line-up later this year.

“I think our customers are constantly evolving, and the products that we get are generally ahead of that evolution, which is always a good thing,” Gary mused.

“But they’ll be the first to let us know if we’re hitting the right spot.

“People used to fear technology, but now they embrace it and want to know more about their truck than ever before.

“It’s a challenge each day, but Isuzu isn’t just another truck brand; it’s a leader in every sense of the word. Gilbert & Roach Isuzu is poised for an exciting future.”

**ends**

**For further information, please contact: For Isuzu Trucks releases and photos:**

Sam Gangemi Arkajon Communications

Isuzu Australia Limited Phone: 03 9867 5611

Phone: 03 9644 6666 Email: [isuzu@arkajon.com.au](mailto:isuzu@arkajon.com.au)