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**LONG HAUL, NO WORRIES: ISUZU F SERIES KEEPS MCPHAILS FURNITURE ROLLING**

In bustling Australian cities, online shopping is second nature. Consumers have a wide variety of choices, from comparing prices to selecting delivery services.

But in regional and rural areas, the convenience of choice can feel like a distant luxury, with people living outside the urban centres often facing limited delivery options.

One business aiming to change this is [McPhails Furniture](https://mcphails.com.au/), a family-owned company based in Wangaratta, Victoria.

Since 1969, McPhails has evolved from a small antique business launched by Keith and Beverly McPhail into a thriving furniture and homeware retailer now run by second-generation brothers Taylor and Casey McPhail, serving clients across regional Australia and metropolitan areas.

**Changing times**

As online shopping surged in popularity, particularly during the COVID-19 pandemic, McPhails adapted by launching their online store in 2015 under the guidance of Taylor, who is now one of the company’s current directors.

The online platform opened up new possibilities for regional customers, who now had easier access to McPhails’ signature blend of classic country furniture and homewares made from recycled timbers and reclaimed metals.

The company’s delivery service is vital in ensuring customer satisfaction, especially when McPhails’ drivers travel vast distances—some as far as Adelaide in South Australia and the Sunshine Coast in Queensland from their Wangaratta warehouse.

With a flat-rate delivery fee of $59 and a promise of delivery within two weeks, McPhails has built a reputation for reliable service, no matter the location, which keeps customers returning time and again.

This delivery model, which is supported by three new F Series Isuzu trucks purchased within the past year, is working well for the business—though Taylor explains that there has been the usual trial and error.

“Our mixed fleet has been growing rapidly with the addition of three brand new Isuzu [FRR 110-260 Autos](https://www.isuzu.com.au/our-range/series/f-series/) collected from [Gilbert and Roach in Sydney](https://www.gilbertandroachisuzu.com.au/?_gl=1*oxtec4*_gcl_au*OTU2NDY3NDE3LjE3NDA5NTc3MTU.) last year,” said Taylor.

“Each truck is doing between 3,500 to 5,000 kilometres each week.

“We had been running a different truck brand in the past but found that their stock levels were unreliable, so we made the choice to swap to Isuzu.

“We don't contract out to other delivery companies; every McPhails driver is employed by us to ensure customer satisfaction and that furniture arrives in the two-week time frame.”

**Reliability on the road**

The [FRR 110-260](https://www.isuzu.com.au/our-range/series/f-series/) is one of Isuzu’s mid-sized models, built to efficiently eat up the kilometres and handle the long-haul trips a McPhails driver regularly embarks on.

The 5.56-meter extra-long wheelbase model ensures ample space for even the largest pieces of furniture, from plush lounge suites to hefty dining tables, and helps streamline deliveries.

Powered by a robust 6-cylinder 6HK1-TCC engine, these trucks offer 191 kW (260 PS) of power and 761 Nm of torque @ 1,450 rpm – 2,400 rpm, and, matched with an 11,000 kg GVM, they provide an ideal combination of power and payload for moving loads of furniture.

Standout features for McPhails are Isuzu’s comfortable, driver-focused cab design and an Allison LTC2500 fully automatic transmission that reduces fatigue behind the wheel.

“The interior cab design is one of the things our drivers comment on; it’s sleek, efficient and easy to navigate. The visibility from the cab is great as well,” Taylor elaborated.

“Some of our routes can stretch over 900 km, so we also opted for the Allison automatic transmission to help with the long drives, which makes a huge difference in reducing driver fatigue.”

McPhails is also keenly aware of the importance of ergonomics. Their FRR trucks have Isri 6860/875 NTS air suspension seats to further combat fatigue.

**Proudly presented**

McPhails is passionate about maintaining a fleet that reflects the values of its business. Each truck is carefully maintained and proudly displays McPhails’ signature branding, thanks to custom wraps designed locally by [Grimshaw Signs](https://www.grimshawsigns.com.au/).

Each driver is assigned to their own truck, which encourages a sense of ownership for its presentation.

Looking ahead, McPhails plans to expand its fleet, continue to improve warehouse operations, and double down on the focus of providing quality service to regional Australia.

Their relatively new 11,000-square-meter facility in Wangaratta has a large role to play in streamlining operations, reducing unnecessary stock transfers and allowing more time for deliveries.

“Our quality control from factory to warehouse has to be phenomenal as our customers rely on us to deliver a high-quality product that will be in the same excellent condition during transit as it was when it left the warehouse,” noted Taylor.

“We have been really happy with our Isuzu trucks since picking them up; there’s been no dramas.

“We are looking forward to expanding the fleet with further Isuzus in the near future.”

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