13 January, 2025

**STANDARD SET WITH 36 YEARS OF TRUCK MARKET LEADERSHIP**

Coming off the back of another all-time sales record for the resilient Australian truck market in 2024, Isuzu Australia Limited (IAL) has once again retained its position as the country’s foremost heavy commercial vehicle brand, achieving its 36th consecutive year as market leader. \*

Isuzu’s longstanding reign at the top coincides with a third straight year of record total sales across the Australian truck market, with 51,277 heavy vehicles delivered in 2024, some 3,520 units more than the previous year.

There was a total of 13,402 trucks sold bearing the iconic Isuzu badge, with the brand capturing market share of 26.1 per cent; one of its strongest ever results.

“Importantly for our industry, it’s heartening to see the Australian truck market in such a strong position, following yet another record annual sales result,” IAL Chief of Sales and Aftersales, Ben Lasry observed.

“This is the first time the Australian truck market has broken through the fifty-thousand-unit mark, which is a noteworthy achievement for the industry at large.

“We’re pleased to finish on top again in 2024 and see the brand continue to perform fiercely across all market segments and weight categories.

“Our focus is always to deliver fit-for-purpose, reliable road transport solutions, and via our hard-working national dealer network, and as the market results attest, we’re doing a good job in achieving that.

“We have the utmost confidence in our product and the systems in place to support our customers.

“We also have some of the best people in the business making it happen. Isuzu’s strong results in 2024 are a credit to each and every one of them,” Mr Lasry said.

 **2024 year in review – total market**

* The Australian truck market logged total sales of 51,277 units for the 2024 calendar year—an all-time record and an increase on 2023 numbers.
* There was strong overall growth in the medium and heavy-duty segments while light-duty fell short of 2023 results.

**2024 year in review – Isuzu Trucks**

* Isuzu sold 13,402 units across all weight segments in 2024, for total market share of 26.1 per cent.
* Isuzu achieved number one in the light-duty segment. 6,805 sales saw an improved market share of 46.7 per cent in a softening market segment.
* Isuzu achieved top spot in the medium-duty segment. The brand performed particularly well in this competitive sector with total sales of 4,116 units for a massive 50.6 per cent market share.
* Isuzu’s heavy-duty models continue to punch well above their weight at the heavier end, with an improved market share of 14.5 per cent, securing third spot overall.

Reflecting on both industry and Isuzu sales achievements alike, IAL Head of Sales, Craig White, said the brand is thrilled with the results and looking forward to an exciting and challenging 2025.

“From an industry perspective, I think last year’s results certainly exceeded the expectations of many, so it’s fantastic to see genuine and sustained strength in our sector.

“As we all know though, 2025 is an election year at the federal level, which can bring with it some uncertainty and as an industry, we need to be prepared for that.

“When it comes to Isuzu, we’re buoyed by the fact our extensive product range performed exceedingly well last year.

“We’re continuing to invest heavily in both our corporate and network resourcing in preparation for the year ahead.

“2025 is going to be massive for the brand and meeting customer demand across a range of industries will be our single-minded focus in the year to come. That is what ultimately drives the results.”

***\*****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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