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**MARKET LEADER SHARES CARBON REDUCTION AMBITIONS**

With the launch of its all-new model range now official, Isuzu Australia Limited (IAL) has shared plans for further advancing efforts for the reduction of transport carbon emissions into the future.

In lockstep with parent company Isuzu Group (Isuzu Motors Limited) in Japan, Isuzu Australia is previewing a range of activity underway both locally and internationally to fulfil global ambitions for a carbon neutral range of products by 2050.

Isuzu Australia’s all-new model launch sits within the Isuzu Group’s long-term product strategy arc, which is to develop and deliver more alternate fuel solutions to the Australian transport industry.

**Global approach**

Speaking from the Isuzu stand at the Brisbane Truck Show this week, IAL Chief of Product, Matt Sakhaie, said the global brand will continue to adapt to a rapidly changing road transport landscape.

“The global Isuzu Group recognise that to continue to compete in such a rapidly changing road transport environment, the company needs to continue to adapt,” he said.

“With that, they have clearly stated their vision to move beyond the core product that has made Isuzu so successful and transform into a commercial mobility solutions provider.”

A critical component of this thinking is the recognition that real world solutions may and will take many shapes and forms.

“An immediate priority for all Original Equipment Manufacturers (OEMs) is the reduction of tailpipe emissions and there’s range of initiatives underway to achieve this vision as appropriate for the local market and our customers,” Mr Sakhaie said.

**Battery electric**

Whilst acknowledging the cleaner and more efficient Euro-VI and post-Post New Long-Term engines that Isuzu is introducing at the heart of the 2025 model range, there is a number of other avenues the company is pursuing to reduce the carbon footprint of the broader product offering.

“We continue to work on a battery electric vehicle or ‘BEV’ solution for urban and last-mile logistics applications. This has been a keen focus within IAL for some years now.

“Our two initial N Series trial vehicles have been performing very well over the past year and we’re about to introduce additional units into our Australian trials,” Mr Sakhaie added.

**Fuel cell**

Further to BEV powertrain development, the Isuzu Group continues its work with fuel cell vehicles or FCVs.

In finding more specific reduced emissions solutions at the heavier end, Isuzu has entered into a range of global technology sharing partnerships with some world leaders in the hydrogen fuel cell space.

“The Isuzu and Honda partnered Giga Fuel Cell prime mover is perhaps the first incarnation of these collaborations, with a prototype displayed at the last Japan Mobility Show, said Mr Sakhaie.

“The first real-world evaluation of this model was undertaken last year, with insights to be shared to Australian audiences soon.”

**Alternate fuels**

Ranging beyond BEV and FCV as possible new powertrain technologies, the prospect of low-emission Hydrotreated Vegetable Oil or HVO is another possible fuel source the brand is pursuing in earnest.

“To put it simply, HVO is a diesel-like fuel that can be produced without fossil resources by processing renewable waste lipids, i.e. vegetable oils and animal fats.

“HVO producers suggest that the product may contribute to a more balanced carbon cycle.

“Isuzu is also working intensively on this as a step on the technology path to the company’s carbon reduction objectives.”

**Autonomous**

Whilst still in its infancy here in Australia, in the autonomous vehicle space, there have been tangible advancements in recent times.

Developers have recently showcased significant technological breakthroughs such as improved sensor capabilities and AI decision-making, enabling reliable self-driving in complex environments.

As Mr Sakhaie explained, Isuzu sees the relevance of this to the trucking industry in the hub-to-hub and middle-mile sectors, where suitability of these applications is due to the planned nature of activity as opposed to the variability of last-mile trucking.

“The Isuzu Group is well and truly active in this space with continued investment in ventures such as Gatik over in the United States. Here the push is underway to develop autonomous driving products for middle-mile logistics in North America, with the aim of achieving level four – high driving autonomy by 2027.”

**Future pathways**

Both Isuzu Group and Australian subsidiary IAL remain highly progressive in their thinking about the future role of the company and the products, services and solutions they provide.

“Investment in research and development programs is well underway and the nature of our partnerships and strategic alliances – all reflect a hunger to identify, develop and offer the solutions that customers require for their commercial transport needs,” Mr Sakhaie concluded.

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