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**ISUZU’S RECORD YEAR SEES DEALERS REWARDED FOR EXCELLENCE**

Nine of Isuzu Trucks’ top performing dealerships are being rewarded with prestigious Dealer Excellence Awards as the brand marked its 35th consecutive year as Australian truck sales leader.

Isuzu’s annual Excellence Awards evaluates overall yearly performance and scrutinises dealerships across key elements of operations, including sales, parts, customer experience, training and business management.

**Excellence recognised**

The nine winning dealerships for 2023 represented a mix of metro and regional locations with four hailing from Victoria, two from Western Australia and one each from South Australia, New South Wales and the ACT.

The Isuzu Trucks 2023 Dealer Excellence Program winners were:

* [Ballarat Isuzu](https://www.ballaratisuzu.com.au/) (VIC)
* [Canberra Isuzu](https://www.canberraisuzu.com.au/) (ACT)
* [Geelong Isuzu](https://www.geelongisuzu.com.au/) (VIC)
* [Major Motors](https://www.majormotorsisuzu.com.au/) (WA)
* [Northeast Isuzu](https://www.neisuzu.com.au/) (SA)
* [Patterson Cheney Trucks](https://www.pattersoncheneyisuzu.com.au/) (VIC)
* [South West Isuzu](https://www.southwestisuzutrucks.com.au/) (WA)
* [Wagga Motors](https://www.waggamotorsisuzu.com.au/) (NSW)
* [Westar Truck Centre](https://www.westarisuzu.com.au/) (VIC)

**United effort**

IAL Director and Chief Operating Officer, Andrew Harbison, praised Isuzu’s Dealers in their efforts to provide the best buying and aftersales experience for Isuzu truck owners.

The network exceeded expectations with a landmark 13,658 new trucks sold to Australian businesses during 2023.

“IAL is committed to delivering the very best truck experience for customers across the country, evidenced by our recent accomplishment of 35 years as Australia’s truck market leader,” said Mr Harbison.

“And it is the consistent professionalism and expertise of the Dealer Network that helps to achieve these great results for the company and for our customers.

“We are delighted to award nine of the top dealerships in 2023 and acknowledge their efforts in going above and beyond.

“It is great to see winners from previous years returning but I would like to extend my congratulations to all dealerships who participated and earned a top spot in the rankings.”

**Setting the bar**

The long-running Excellence Program plays an integral role in cultivating Isuzu Trucks’ industry-leading sales and aftersales approach.

A feather in the cap to those recognised, it serves to remind dealerships to constantly improve their standards across all areas, while promoting healthy competition within the network.

This all works to the greater good of ensuring Isuzu customers receive outstanding service—and that Isuzu remains a popular brand of choice for both new and returning truck buyers.

IAL Chief of Sales and Aftersales, Ben Lasry, congratulated all dealerships and the nine winners.

“With over 70 locations in the Isuzu Dealer Network, these awards are hard to come by, so congratulations to our top nine Dealer Excellence winners!

“The standards and criteria we set are very high—which is a testament to how hard these teams are working for their customers and businesses in the local region.

“Isuzu Trucks recently introduced a reinvigorated Care program, which has been helping to take the ownership experience to a whole new level and showing that as always, Isuzu has the customer front of mind,” continued Mr Lasry.

“2024 is well and truly underway with everyone at Isuzu revved up to support trades, services and businesses great and small across the Australian states and territories.”

**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