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**NEW ISUZU TRUCK RANGE SHOWCASED AT BRISBANE TRUCK SHOW**

In front of a record-breaking crowd of just under 55,000 road transport stakeholders at last week’s Brisbane Truck Show, Isuzu Australia officially unveiled its most comprehensive new model launch in the history of the brand.

Visitors had the opportunity to see and touch the first new Isuzu models since 2008, underpinned by a raft of elements that continue to evolve Isuzu’s reputation for innovation, safety and efficiency.

The four-day event - Australia's largest industry exhibition and biggest truck show in the Southern Hemisphere - drew 54,790 attendees with many descending on the Isuzu stand, which sported a bold new design that catered directly to the customer experience.

**A bold statement**

Isuzu Australia Limited (IAL) Director and Chief of Sales & Aftersales, Ben Lasry, said the excitement around the new model line-up was matched by a showcase that not only drew the masses but ensured customers were left in little doubt about Isuzu’s market-leading position.

“Isuzu delivered an experience that has really set a new standard for the heavy vehicle industry.

“I’ve been involved in the Australian automotive space for nearly three decades and to be honest, I’ve never seen a more comprehensive and sophisticated product showcase,” said Mr Lasry.

“It must be remembered that this was not just a single new model reveal; variants representing every model across the light, medium and heavy-duty segments were formally introduced to the public in Brisbane. To my knowledge, this has never been done before and what better way to unveil a new line-up than that at the biggest industry event on the calendar.”

**All-in**

Beyond the truck themselves, Isuzu’s ‘all-in’ showcase gave a nod to the entire brand offering, from aftersales, parts and accessories, through to merchandise, partnerships and future innovations.

“Visitors to the Isuzu stand had the opportunity to move around freely, without feeling too crowded or overwhelmed, all the while gaining firsthand experience of 11 vehicles, nine of which were brand new,” Mr Lasry added.

“While the trucks themselves were the stars of the show, punters also had an opportunity to engage with a range of interactive experiences that were unmatched by any brand at the show.”

**Dynamic & engaging**

In 2025, Isuzu upped the ante with a range of new elements, allowing customers to speak directly with Isuzu experts, including dealer representatives and engineers sharing their knowledge of the new models.

John Walker, Head of Marketing & Customer Experience, backed Mr Lasry’s sentiment, providing an insight into the level of planning and expertise that goes into an event like the Brisbane Truck Show.

“It wasn’t just the trucks that were new, nothing carried over from our previous showcase in 2023, with the planning and ultimate execution coming after two solid years of work,” said Mr Walker.

“We set out to not only launch a new model range in Brisbane, but to really set the standard for the industry as truck market leaders. We feel we’ve achieved that in spades.

“Despite the lead-up, in many ways the Brisbane Truck Show is just the beginning when it comes to this new model range,” he said.

“We now move into a staged roll-out phase, with start of sales for the heavy-duty FX and light-duty NQR models starting in June.”

**$100,000 truck giveaway announced**

If the new model Isuzu launch wasn't exciting enough already, Isuzu also announced at Brisbane Truck Show the commencement of a [major $100,000 customer giveaway](https://isuzu.com.au/offers/truck-giveaway).

The winning prize puts one lucky person behind the wheel of the all-new 2025 Isuzu NLR 45-150 Traypack that comes with a genuine accessory pack, merchandise pack, and a three-year Total Service Agreement, plus the ultimate V8 Supercars VIP Experience in Adelaide for the winner and three of their mates.

The competition is now open for entries till 24 October 2025.

**Go time!**

As the dust settles on a landmark full-model changeover for Isuzu in Australia, Mr Lasry indicated there’d be little downtime for the Isuzu team.

“We’ve had a huge amount of enquiry both before the show and during the event in Brisbane as well, so there’s no rest for the wicked as they say.

“We’re continuing to roll-out a massive training program across our networks and we have a range of activities and events planned to ensure customers have every opportunity to come to grips with this amazing new truck range.

“We’re excited, our dealers are ready and raring…it’s ‘go time,’ and we can’t wait to see these awesome trucks out on the road.”

**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)