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**ISUZU PARTS & SERVICE NETWORK GROWS WITH CUSTOMER DEMAND**

Australian truck market leader, Isuzu Trucks, has bolstered its network of Authorised Service and Parts Outlets (ASPOs), taking its footprint of dealerships and ASPOs to a total of 81 locations across the country.

The expansion comes off the back of a string of record sales years for Isuzu Trucks, including 2013 figures of 13,658 deliveries and an estimated total truck parc just shy of 100,000 Isuzu units in operation under 10 years old.

Beyond on-the-floor sales figures, Isuzu has recorded an uptick in customer demand for aftersales products and services, such as in-dealership and ASPO servicing, genuine parts and accessories sales and an increase in the uptake of scheduled [service agreement packages](https://www.isuzu.com.au/customer-care/isuzu-service-agreements/).

This is being driven by a number of factors, including [Chain of Responsibility Laws](https://www.nhvr.gov.au/safety-accreditation-compliance/chain-of-responsibility) (CoR) that require heavy vehicles to be maintained and compliant for operation. This correlates with Isuzu’s latest [*Future of Trucking: The Way Forward Report,*](https://www.isuzu.com.au/news/future-of-trucking/)which records 70 per cent of Australian heavy vehicle operators have implemented or are in the process of developing CoR policies.

Head of Network Development for Isuzu Australia Limited (IAL), Nathan Ton, said that bringing more ASPOs under the Isuzu Trucks banner ensured customers would continue to receive the full benefit of the brand’s support offering.

“Isuzu has an outstanding network of dealers, which has benefitted our customers for over 50 years,” said Mr Ton.

“Due to the broad range of industries and customers that we support, combined with sustained growth over a long period for Isuzu Trucks product, we have stepped up efforts to bring new ASPOs in key locations into our system.

“Within the strategy, we take into consideration feedback and input from existing Isuzu dealers, who want to ensure their customers are well-supported throughout their truck ownership journeys.”

The process of selecting an ASPO partner is a considered process, as Isuzu selects outlets with a reputation for excellence in service and workmanship, then offering the same resources available to all Isuzu Trucks dealerships.

“An Isuzu ASPO is the same as an Isuzu dealership workshop from our point of view—there’s a very high standard to be maintained in terms of service and staff training,” commented Mr Ton.

“From the outside view, ASPOs carry the Isuzu pylon and other signage to clearly identify them as being part of the Isuzu network.

“All up, this gives customers the assurance that their asset is in expert hands.”

One of Isuzu’s new ASPOs is [Transall Motors](https://www.transallmotors.com.au/) in Morwell, an experienced heavy vehicle workshop now offering the full range of Isuzu parts and service offerings.

Established in 1983, Transall Motors is owned and operated by the Daly family, with a strong history of supporting truck owners in the region. It has been part of the Isuzu Dealer network for the past 12 months.

“Being well-established, we are able to work with both Isuzu and the [Gippsland Truck Centre](https://www.gippslandtruckcentreisuzu.com.au/) to offer our customers exceptional service and parts sales,” said Bobby Daly, Operations Manager from Transall Motors.

“We understand the diverse range of applications that people use their trucks for in the region, so this ensures that we have all bases covered.

“The ongoing support that’s provided by Isuzu in terms of training and information on the product is second to none—so whether it’s a simple service or they’re needing genuine replacement parts or a run through a warranty enquiry, our customers can feel confident they’re going to get the best from us.”

Isuzu offers up to [six years in warranty](https://www.isuzu.com.au/customer-care/warranties/) on new trucks (model dependent) and three years on parts and service when conducted through an Isuzu dealer or ASPO.

For a full list of Isuzu Trucks locations, head to [*isuzu.com.au/dealer-map*](https://www.isuzu.com.au/dealer-map/).

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