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**NATION’S FAVOURITE BACK AT BRISBANE TRUCK SHOW**

Celebrating 34 consecutive years of market leadership, Isuzu Australia Limited (IAL) is back with a must-see stand at the truck industry’s premier event: the Brisbane Truck Show from 18-21 May at the Brisbane Convention & Exhibition Centre.

Headlining the Isuzu stand will be the Japanese specification zero emission battery electric truck—the N Series EV—hot off the heels of its official launch in Japan back in March. The Brisbane Truck Show will mark one of the N Series EV’s first major appearances outside of Japan.

It wouldn’t be a Brisbane Truck Show without Isuzu models on display from across the brand’s extensive range, including light, medium and heavy-duty trucks, and the latest offerings from the ever-popular Ready-to-Work (RTW) range.

Adding to the product showcase, Isuzu Power Solutions (IPS) is also set to have a strong presence with a comprehensive line-up of power units and generator sets.

**CARE & CAREERS IN FOCUS**

Buying the best means being backed by the best aftersales support available in the Australian truck market.

At this years’ event, IAL is launching its renewed Isuzu Care, a combination of unique service and support services that combine to make owning an Isuzu a better experience than all the rest.

A focus on Isuzu Service Agreements packages—making servicing and maintenance a seamless process for owners and fleet managers. Stand goers can also go into the running for a $4,000 Service Agreement package given away as part of the Brisbane Truck Show event.

Isuzu Genuine Parts will also have a major presence with an on-stand display of from the rigorously tested range.

For those looking to get into the industry, career opportunities are in focus with an all-new Virtual Reality experience taking visitors through what it takes to be an Isuzu technician.

An on-stand promotion not to be missed, the brand is also offering a $15,000 Milwaukee Tools package. For a chance to win, attendees simply need to answer a multiple-choice question testing their Tradepack knowledge and details about the one tool they couldn’t live without.

“Isuzu is thrilled to be back at the Brisbane Truck Show for 2023,” said IAL Chief of Sales and Aftersales, Ben Lasry.

“We’re pleased to bring such a strong product contingent with some of our segment stars on show, including Isuzu Japan’s exciting N Series EV truck,” Mr Lasry said.

**ON SOLID GROUND**

In the light-duty space, Isuzu continues to offer vehicles suited to a huge range of applications and buyers, providing a truck for all industries.

The brand’s market-leading N Series—spanning a broad GVM and all manner of end-use applications—showcase not only an unshakable reputation for on-the-job practicality but also safety smarts in the form of Isuzu’s Advanced Driver Assistance System.

Many N Series models are represented in Isuzu’s RTW line-up which includes industry favourites Tipper, Traypack, Tradepack, Servicepack, and Freightpack models.

Mr Lasry commented that Isuzu would cater to all interests with more details on specifics.

“The N Series models put their best forward with our latest Advanced Driver Assistance System providing peace of mind for drivers and other road users whilst on the job,” he said.

“Our FSR Freightpack, which has been a hit across the hyper-demanding general freight industry with its engineered freight body, amongst other intuitive features, will also be open for viewing.”

Catering to any number of applications, Isuzu’s medium-duty F Series is also on display. Known for an almost inexhaustible combination of engine, transmission and wheelbase options, they come dressed to impress and equipped to tackle just about any task.

At the heavier end of Isuzu’s product spectrum, the FY Series will feature on stand.

“Finding a home in punishing applications from concrete agitation to construction, freight and waste, we expect the FY Series to show our visitors how an Isuzu truck can punch well above its weight,” said Mr Lasry.

**CARE: IT’S WHAT WE DO**

The Brisbane Truck Show also signals the launch of a new era for Isuzu’s aftercare program, Isuzu Care.

This year’s update marks the biggest change since its inception in 2006, covering all customer touch points from initial enquiry to purchase through to build, delivery and ongoing usage.

“The needs of our customers are set to evolve in the coming years with the advent of new technologies, so Isuzu Care is making moves now to ensure we take customers on that full journey,” Mr Lasry said.

“Some key areas will see an obvious change, while other adjustments will be less overt. Collectively though, the sum of all those moving parts will make a huge difference in how customers experience the Isuzu product and brand from purchase through to resale or end-of-service.”

One notable aspect is a trucking industry first of a combined six-year factory warranty and six-year roadside assistance package on selected models.

**POWER UP – NEVER STOP**

Rounding-out Isuzu’s display in Brisbane is a range of engine products from Isuzu Power Solutions (IPS), representing industry applications such as irrigation, remote power generation, mining, viniculture and excavation.

The IPS stand also includes a selection of enclosed generator sets that meet demands for a broad spectrum of customers requiring an economical, quiet and ultra-reliable remote power unit.

Importantly, the IPS team will be on site to answer any queries and discuss the integration of secondary engine requirements into truck applications such as rural fire services.

“As well as the best products in the market, we have the best people on site in Brisbane to offer expert advice to showgoers,” Mr Lasry said.

“These are people who know Isuzu product from the inside out, and importantly from a customer point of view, can answer questions and offer a practical solution then and there.”

***For further information about Isuzu’s presence at the Brisbane Truck Show, visit*** [***Isuzu Australia’s dedicated Brisbane Truck Show page.***](https://www.isuzu.com.au/news/2023-brisbane-truck-show/)

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**For further information, please contact:**        **For Isuzu Trucks releases and photos:**

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