05 August, 2024

**FIRST-CLASS SERVICE ASSURED FOR BALLARAT ISUZU CUSTOMERS**

Locally-owned Isuzu Dealership, [Ballarat Isuzu](https://www.ballaratisuzu.com.au/), and their broad truck and power solutions customer base are now enjoying the perks of a newly built facility in [Mitchell Park, Ballarat](https://www.ballaratisuzu.com.au/contact-us/).

Situated in the Central Highlands of Victoria, Ballarat is the third largest urban inland city in Australia, and the third largest in Victoria.

Ballarat Isuzu has played an important role in the local automotive and commercial vehicle landscape since opening for trade in 1975.

To support Ballarat and the wider region’s continued population and industry growth, the forward-thinking dealership has planned one of the most well-equipped facilities within the Isuzu Dealer Network.

**Bigger, better**

The all-new Dealership has expanded on Ballarat Isuzu’s previous offering, covering 15,000-square metres with a large open plan truck showroom and modern workshop space.

Their new location in Mitchell Park offers more turnaround space for vehicles with capacity for a larger volume of on-hand stock.

Providing an expansive product line-up of [Isuzu Trucks](https://www.isuzu.com.au/) model variants (the largest of any truck manufacturer in Australia), and [Isuzu Power Solutions](https://powersolutions.isuzu.com.au/?_ga=2.218683801.125311459.1721862925-1842761401.1704844914) products, Ballarat Isuzu has been focused on delivering exceptional service and value for customers over decades.

“Along with Isuzu Trucks we have been supporting Ballarat businesses for nearly 50 years,” said Dealer Principal, Ian Deacon.

“We believe Isuzu resonates with the transport community here, keeping them moving and their trucks on the road for the long-term.

“One of the real drivers of growth for our business has been an ongoing commitment from the staff to our customers, which has led to us breaking ground on this exciting, brand-new facility.”

**Best in class**

Full-length service bays fitted with best-in-class equipment will offer faster turnarounds for truck servicing and boost internal efficiency for the dealership.

The ability to offer timely maintenance is backed by ready availability of genuine parts and stock from Isuzu Australia’s [National Parts Distribution Centre](https://www.content.isuzu.com.au/news-articles/future-proofed-isuzu-parts-warehouse-meets-high-australian-demand/), which is situated just over an hour’s drive from Ballarat on the Western Freeway on the outskirts of Melbourne.

“In a regional setting such as ours, having the technical capacity to get vehicles back on the road as quickly as we can—with parts in stock—is one of the most important aspects of our business,” commented Mr Deacon.

“We’re hoping that the new facilities will maintain our excellent staff team and existing technicians and also help to attract more talent to the dealership in future.”

Mr Takeo Shindo, Managing Director and Chief Executive Officer of Isuzu Australia Limited (IAL) recently joined key IAL head office staff and customers on site for the opening of the new facility.

“It is a fitting home for one of our best performing Isuzu Dealerships,” he commented.

“Ian and the team’s focus on their customers and the local community has delivered success, which is reflected in the opening of this model Dealership within our network—they should all be very proud.”

**Leadership on all levels**

On a larger scale, the significant investment of Ballarat Isuzu in its new facility demonstrates the widespread confidence that [Isuzu’s Dealer Network](https://www.isuzu.com.au/dealer-map/) has in the prosperity of Isuzu Power Solutions and Isuzu Trucks brands—the latter of which is currently in its 35th consecutive year as Australian market leader.

At a local level, Ballarat Isuzu’s confidence to invest in their own future is well-assured, with the Dealership recognised as a perennial top performer for Isuzu.

They have taken out the prestigious title of [Isuzu Dealer of the Year](https://www.content.isuzu.com.au/news-articles/golden-glow-at-isuzu-dealer-of-the-year-awards/) over multiple years, among other awards. The dealership also continues to rank highly in Isuzu’s [Dealer Excellence Program](https://www.content.isuzu.com.au/news-articles/isuzu-s-record-year-sees-dealers-rewarded-for-excellence/), which rewards outstanding service across all areas of dealership business.

This encompasses sales, service, and aftersales functions, including the delivery of [Isuzu’s Care program](https://www.isuzu.com.au/customer-care/isuzu-care/) encompassing key products such as [Isuzu Service Agreements](https://www.isuzu.com.au/customer-care/isuzu-service-agreements/) on newly acquired trucks and older heritage models in operation.

**Customer forward**

IAL Head of Network Development, Nathan Ton, said outcomes for Isuzu customers in the Ballarat region would only continue to improve with the opening of the new facility.

“The team at Ballarat Isuzu and Dealer Principal Ian Deacon have greatly impressed everyone at IAL with their dedication to improving their own operation and the outcomes that they can achieve for their customers.

“To sum it up, if you purchase an Isuzu truck or power solution product from Ballarat Isuzu, you can be sure that you will be fully supported by the Dealership for many years to come.

“There is no doubt they are well-equipped to represent the Isuzu brand and will continue to deliver a fantastic service to our customers in this important area of Victoria,” concluded Mr Ton.

**Ballarat Isuzu can be contacted via the following:**

* **Address:** 355 Learmonth Road, Mitchell Park, Ballarat
* **Phone:** 03 5335 3600 or 0417 546 083 (After Hours)
* **Website:**  [http://www.ballaratisuzu.com.au](https://www.ballaratisuzu.com.au/)

**ends**

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

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