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**FRASER COAST ISUZU DEALERSHIP OPENS IN BUNDABERG**

Truck owners in the Wide Bay-Burnett region of Queensland will enjoy the benefits of Isuzu’s broad sales and service support with a brand-new dealership, [Fraser Coast Isuzu Trucks](https://www.fcisuzu.com.au/), opening its doors in Bundaberg.

As Australia’s top-selling truck brand for 36 consecutive years (since 1989), Isuzu Trucks has experienced remarkable growth; in 2024 it delivered 13,402 trucks nationally, representing 26.1 per cent market share.

Joining the Isuzu family last year, Fraser Coast Isuzu Trucks set up shop at a temporary site before officially opening the doors of their newly built facility this month.

The 2,300-square-metre facility, located in Thabeban, features a large sales showroom and service area with a dozen 6.5-metre-long service bays.

Built for efficiency and a low environmental footprint, the office, showroom and service centre share a 99-kilowatt solar system and an 80,000-litre rainwater tank, supplying the truck wash bay and amenities.

Fraser Coast Isuzu Trucks is an important new hub for the Prime Truck Group, which oversees [Sunshine Coast Isuzu Trucks](https://www.scisuzu.com.au/) in Kunda Park.

Prime Truck Group Dealer Principal, Russell Edwards, said opening the new location was a strategic move for the company, whose banner was first established with Isuzu in 2023.

“Prime Truck Group’s investment in building a brand-new Isuzu dealership in Bundaberg is a strategic move to strengthen our relationship with Isuzu and meet the growing demand for commercial vehicles in the region,” said Mr Edwards.

“The new facility not only enhances accessibility to Isuzu’s quality range of trucks for the Bundaberg community and surrounding regions but also positions us to support businesses with the latest model variants and advanced service capabilities.

“It will also offer local employment opportunities for those looking to move forward with their careers in the heavy vehicle industry.”

The expansion to Isuzu’s network comes at an exciting period, coinciding with the release of a new model range for Isuzu Trucks this year.

Rod Cusack, Dealer Manager for Fraser Coast Isuzu Trucks, said timing was critical to planning the new dealership.

“Isuzu has consistently led the Australian truck market for decades, and with the upcoming release of new generation models, we are sure to see increased demand for these high-performing vehicles,” he said.

“With its vibrant economy and growing industries, the Bundaberg area requires a solid supply of modern, efficient trucks to meet its logistics, agriculture, and local transport sectors.

“Prime Truck Group is committed to meeting the evolving demands of the market and further solidifying its position as a key player in the ranks of Australian truck dealerships.”

Isuzu Australia Limited (IAL) Director and Chief of Sales and Aftersales, Ben Lasry, said Fraser Coast Isuzu Trucks was another vital link in the large [Dealer Network](https://www.isuzu.com.au/dealer-map/), comprising over 70 dealerships and Authorised Service and Parts Outlets across the country.

“Isuzu Australia is delighted to see this fantastic facility join the network and bolster our operations in Queensland,” commented Mr Lasry.

“Isuzu is not just built on quality trucks; our dealers always strive to offer our customers the best sales and service experience, with the new Fraser Coast Isuzu Trucks dealership being a great example of how they achieve this.

“The commitment from Prime Truck Group to Isuzu has been outstanding to date, so we have every confidence they will continue to provide exceptional support throughout the Wide Bay-Burnett region.

“New models will be on the showroom floor soon, which will be just the icing on the cake for the fantastic team at Fraser Coast and their customers.”

**Fraser Coast Isuzu Trucks can be contacted via the following:**

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