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**ISUZU DEALERS SET THE PACE WITH AWARDS IN EXCELLENCE**

In the world of heavy vehicles, excellence isn’t just a goal—it’s a standard.

Isuzu’s continued dominance in the Australian truck market is testament to the unwavering commitment of its Dealer Network, who go above and beyond to deliver an ownership experience like no other.

For over three decades, Isuzu has set the bar for performance, customer satisfaction, and industry leadership, and its Dealer Excellence Awards reflect this dedication.

The prestigious awards honour dealerships that not only excel in sales but also deliver unparalleled customer service, operational precision, first-class training and a relentless drive for improvement.

**The winners**

The 2024 Dealer Excellence Awards winners represent a diverse mix of metro and regional locations across Australia, with three dealerships each from New South Wales and Victoria, two from Western Australia and one from the ACT.

The recipients are:

* [Ballarat Isuzu](https://www.ballaratisuzu.com.au/) (VIC)
* [Canberra Isuzu](https://www.canberraisuzu.com.au/) (ACT)
* [Dwyers Truck Centre](https://www.dwyerstruckcentre.com.au/?_gl=1*mzhgtj*_gcl_au*MTI5OTA2MTE0MS4xNzMzNzAyMzM5) (NSW)
* [Major Motors](https://www.majormotorsisuzu.com.au/) (WA)
* [Patterson Cheney Trucks](https://www.pattersoncheneyisuzu.com.au/) (VIC)
* [South West Isuzu](https://www.southwestisuzutrucks.com.au/) (WA)
* [Suttons Motors Arncliffe](https://www.suttonsisuzu.com.au/?_gl=1*mzhgtj*_gcl_au*MTI5OTA2MTE0MS4xNzMzNzAyMzM5) (NSW)
* [Wagga Motors](https://www.waggamotorsisuzu.com.au/) (NSW)
* [Westar Truck Centre](https://www.westarisuzu.com.au/) (VIC)

**Quality & quantity**

Excellence across the board is all part of Isuzu’s compelling case for the Australian truck buyer: from the quality of its products through to the sales and aftersales experience.

The efforts of the brand’s highest-performing dealerships in delivering the full package have cemented Isuzu’s reputation at the top, playing a part in Isuzu’s record 2024 year, which saw 13,402 new trucks sold to Australian businesses.

Isuzu Australia Limited (IAL) Director and Chief Operating Officer, Andrew Harbison, praised the winners and Isuzu’s network of dealers for their commitment to customers.

“Isuzu has great pride in its network of dealers across Australia, and it is fantastic to see this group recognised with Dealer Excellence Awards,” said Mr Harbison.

“Their outstanding sales performance for Isuzu is matched by their professionalism and dedication to our customers.

“These awards reflect the strength of the relationships they’ve built within their areas of operation and the first-class care they provide—key factors in building loyalty and differentiating Isuzu from other brands.

“Though these awards recognise the top nine performing dealerships, it’s worth noting the exceptionally high standards across the network, which continue to do us proud.”

**Setting the standard**

The Dealer Excellence Program has played a vital role in fostering continuous improvement across the Isuzu network, focusing on the key elements of sales, parts, customer experience, training and business management.

IAL Director and Chief of Sales and Aftersales, Ben Lasry, emphasised the high standards required to earn these awards.

“Isuzu does not just hand out awards lightly. The criteria are strict, and these nine dealerships have gone above and beyond to support their customers and their requirement for top-notch service.”

Looking ahead to 2025, Isuzu and its dealer network remain committed to the Australian market’s evolving needs, with the release of new models on the horizon.

But it’s not just about selling trucks, noted Mr Lasry.

“Our goal is to go far beyond selling trucks; it’s about building those trusted partnerships with customers.

“That trust ensures they will continue to choose Isuzu and the dealerships that truly have their best interests at heart.”

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