Sydney Hire 23

**FIGHTING FIRE WITH HIRE: ISUZU TAKES THE STAND AT HIRE23**

The Harbour City is alight with anticipation for the [2023 HRIA Hire Convention](https://www.hriaconvention.com.au/), to be held this year in the Dome at the iconic Sydney Showgrounds. Isuzu Power Solutions (IPS) will be adding to the spectacle with a display featuring some of its premium generator models and engines.

HIRE23, held on 25 and 26 May, will bring a host of presentations, keynote speakers and of course a comprehensive exhibition, showcasing the latest product offerings for the demanding equipment hire and rental industry.

**GENERATING A RESPONSE**

Isuzu Power Solutions will be displaying examples from their premium generator range. The compact and economic 20kVA genset generator will be front and centre, showing that a small unit still packs plenty of punch for farms, homes, and small businesses. The 20kVA Genset is considered to be the ideal generator for construction sites, work crews and as an all round back up generator.

There will also be an opportunity to get up close and personal with one of the big units. The trailer-drawn 50kVA genset will be on the stand with knowledgeable and helpful staff available to answer any questions you may have. The 50 KVA diesel generator is cost-effective, efficient and robust with a noise output of only 57 decibels at seven metres, a noise level on par with the noise of a normal conversation.

These generators are designed in Japan with the harsh Australian climate in mind. From dust storms and 40-degree days to heavy rain and battering wind, these generators are engineered to take the worst of the weather without faltering and to keep the lights on in any storm.

**WHAT’S ON?**

If you stray from the Isuzu stand you will be greeted by a host of presentations from every corner of the industry, plenty of opportunities to network and connect and of course some truly outstanding individuals.

Presenters this year include Aussie surf legend Lane Beachley, one of the most successful surfers in the history of the sport and a national icon. After years of winning medals and dominating the surf scene, Layne is now and always has been a proud champion for mental wellness. She will discuss the highs and lows of her career, her journey and deliver some important messages in what is sure to be an unmissable keynote address on Thursday 25th May.

Layne will find herself in good company among other speakers including Saroo Brierly, subject of the 2016 critically acclaimed, emotional powerhouse Australian film *Lion* who will be recounting his incredible life story. Famed pilot Richard De Crespigny and HRIA CEO James Oxenham will also be speaking to round out what is sure to be an unforgettable series of talks.

**ON THE STAND**

Head of Product at Isuzu Australia Limited (IAL), Matt Sakhaie is confident that the stand at HIRE22 will be stocked with some of the best that the industry has to offer.

“We know that the equipment hire and rental industry is one of the toughest proving grounds for product such as generators and that the competition can be fierce

“We all know that Isuzu has an exemplary reputation in engine design and manufacture, and we’re constantly on the lookout for opportunities to connect with the people who actually operate our product.

“Attending events such as HIRE23 allows us to meet and talk to our existing and prospective customer and provide both hands-on demonstration of the product and to explain the advantages of operating IPS powered equipment,” he continued.

“With continued demand for this type of equipment across Australia and the increasing need to respond to the challenges of environmental events, we see strong opportunities for IPS products to perform at their best both day to day, and in times of need.

“It’s absolutely essential to us as a company that we live up to our own high standards and indeed to our own maxims, ‘never stop’, ‘reliability is everything’, ‘reputations ride on us’; these aren’t just slogans, they speak to the mindset that our product and engineering teams have when creating these generators. Our customers can always rely on our product because they can always rely on us. IPS is nothing without that relationship and we’re delighted to come back and prove this year on year,” Mr. Sakhaie concluded.

“It’s why we’ve tagged our product with our motto “Never stop,” and we certainly won’t be as we get out and demonstrate the advantages of operating IPS equipment,” Mr Sakhaie concluded.

**Ends**