18 July 2025

**HERITAGE MERCH RANGE CAPTURES ISUZU’S STORIED HISTORY**

Following the introduction of an all-new model line-up last month, Isuzu Australia Limited (IAL) is paying homage to its storied international history by launching a merchandise range set to satisfy not only fans of Australia’s leading truck brand but also those who embrace Japanese *sutairu* (style) and *bunka* (culture).

Made available exclusively to attendees of the recent Brisbane Truck Show before rolling out to the Isuzu Trucks dealer network, the heritage merchandise line includes a range of apparel, decals and key rings adorned with a range of traditional Isuzu designs scarcely seen in Australia until now.

Alongside a full range of contemporary garment styles, including vibrant colour pallet and hardwearing fabrics to ensure durability, the range includes headwear and accessories splashed with heritage logos from yesteryear.

**Sacred history**

For the first time Isuzu has included a heritage line that encapsulates its journey from the very first simple geometric logo in 1949, which reflected the company's connection to the revered Ise region and surrounding area in central Japan.

Depicting the tagline, ‘*Fifty Bells*,’ the post-war logo was inspired by the Isuzu River and the Ise Grand Shrine - dedicated to the solar goddess Amaterasu Ōmikami and the grain goddess Toyouke-hime - reminiscent of Japan’s Edo and Meiji periods.

The merch range also gives the nod to subsequent logo variations since, including its Australian arrival in the late 1960s, right though to today.

The heritage line includes a range of styles of hats, caps, t-shirts and stubby holders with a classic Japanese twist on style.

IAL National Parts Sales Manager and the brains behind the merch line-up, Joel Gledhill, said the Brisbane Truck Show was the perfect event to launch the unique range.

“For sure the trucks were the star attraction of the launch, but so many people took away a piece of Isuzu history via this new merchandise range, which was fantastic to see.

“We always wanted to have a bold new merch look that complemented our product well and we wanted to ensure Isuzu’s unique heritage was represented appropriately and in a culturally safe way.

“We looked to embrace the storied history of the brand, whilst giving a nod to Japanese culture and fashion. Based on the feedback we’ve received; I think the result has really blown many people away.

“The great thing about this heritage look is that it simply looks ‘cool.’ Whether you’re an Isuzu owner, a heavy vehicle enthusiast or just someone who likes fashion with meaning, you will want to get your hands on these items.”

Stock was literally running off the shelves at the Brisbane Trucks Show, but it’s not the final time it will be seen, with Isuzu Truck dealers now offering the same range at parts counters across the country while stock lasts.

“We had a range of dealer groups from across the country at the Brisbane event and they’re all busy making plans on how they are going to display these one-off items,” said Mr Gledhill.

“Just like our vehicles, the Isuzu merchandise range must always represent the brand in terms of quality.

“It has always been at an affordable price and this range is no different – no F1-styled pricing!

“I would simply say get down to your Isuzu Trucks dealer and get some of this great looking kit while it lasts and secure a unique piece of Isuzu history.”

*Isuzu merchandise is available through* [*dealerships*](https://www.isuzu.com.au/find-a-dealer/) *across the country.*

**ends.**

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

Sam Gangemi Arkajon Communications

Isuzu Australia Limited Phone: 03 9867 5611

Phone: 03 9644 6666 Email: isuzu@arkajon.com.au