12 May, 2025

**IMMERSIVE ISUZU EXPERIENCE HEADLINES BRISBANE TRUCK SHOW**

The country’s best-selling truck brand since 1989, Isuzu Trucks, is set to let loose nine all-new models on the Australian public as part of its bold presence at this year's [Brisbane Truck Show](https://brisbanetruckshow.com.au/), taking place from 15-18 May at the Brisbane Convention & Exhibition Centre.

The event will cover the full range of the new 2025 Isuzu model line-up, which includes variants for the light, medium, and heavy-duty market segments.

Visitors will not only get up close and personal with the new range but also hear from Isuzu’s product experts as part of the brand’s largest-ever presence at the four-day event.

“In 2025, we’re acknowledging our 36th consecutive year of Australian truck market leadership, and what better way to celebrate than to launch our all-new truck range at the premiere trucking event in the southern hemisphere—the Brisbane Truck Show,” said Isuzu Australia Limited (IAL) Head of Marketing & Customer Experience, John Walker.

Isuzu’s on-stand line-up includes…

* **NLR 45-150 Ready-to-Work Traypack**
* **NPR 54-175 Ready-to-Work Tradepack**
* **NKR 65-150 Ready-to-Work Tipper**
* **NPR 75-200 EV D34**
* **NQR 88-190 Crew**
* **FRD 110-240**
* **FSR 140-260**
* **FVD 170-30**
* **FXY 260-355**
* **KS11D (restored vintage tipper)**

“The models we have on display in Brisbane showcase some of our most popular variants, including prototypes from our Ready-to-Work range, which also feature several new updates to better cater to the needs of operators, regardless of the application.

“The brand’s continued evolution of low-emission transport solutions will also be displayed in the shape of our all-new 7,500 kg Gross Vehicle Mass, 370 Nm, NPR 75-200 N Series EV D34.

“Our new medium and heavy-duty offerings are also well represented, with some stand-out models and features on display, including all-new powertrain technology, transmissions and safety systems,” Mr Walker said.

“There’s also the chance for operators to get a feel for what it’s like behind the wheel of the awesome new 2025 Isuzu truck range, with an exclusive virtual in-cab driver experience demonstrating active safety features.

“This is a first for the Isuzu stand and is sure to be a hit.”

**Blast from the past**

In a nod to the storied history of the brand in Australia, Isuzu is winding back the clock, showcasing a fully restored 1976 NKR 65-150 Tipper, known in Japan as the Elf 350 KS11D.

“The old NKR is sure to gather a crowd and will sit alongside its modern contemporary, an MY25 NKR 65-150 narrow cab tipper variant which we’re re-launching into the Australian market,” said Mr Walker.

The classic Isuzu was painstakingly rebuilt by Isuzu staff at the head office in Melbourne over the past two years and stands as a time capsule of the Isuzu journey in the Australian truck market.

**The Isuzu experience**

Isuzu has reimagined its presence as part of a dynamic, feature-packed showcase totalling more than 1,000 square metres in the main hall at the Brisbane Convention and Exhibition Centre. Amongst the key features is a plenary stage where live expert sessions and video presentations will take attendees through the new range in detail.

“The Isuzu stand will feature a café where visitors can stop for complimentary coffee, check out a presentation from one of Isuzu’s product experts and get up to speed on the future of road transport in this country,” Mr Walker said.

Deep dive presentations will feature regularly as part of the brand’s plenary stage area and will unpack key features and benefits of the new model range.

In addition, there will be a comprehensive display of the ever-popular range of [Isuzu Power Solutions](https://powersolutions.isuzu.com.au/?gad_source=1&gad_campaignid=1001481026&gbraid=0AAAAADsujzQoN7VD9GQ-myOqvB4Beig9g&gclid=CjwKCAjwiezABhBZEiwAEbTPGOwr7MwPE4nGV4mFypJhoBCjeUG2ouavauO7anMV9wuEEcn6o-_O-BoCaBkQAvD_BwE) products, including the premium industrial power generation range.

A huge merchandise stand will showcase a new and heritage array of Isuzu goodies, from jackets and tops to hats, toys for the kids, and other handy items that can make a day behind the wheel that little bit more convenient.

Rounding out the experience, a new and improved aftersales and accessories showcase covers the business essentials, from discussing the advantages of service agreements and warranties with Isuzu experts to ways to style up your workhorse with the latest and greatest in truck accessories.

**A market-leading showcase**

“With this year’s event and the model launch notwithstanding, a key deliverable for us was to lift the experience across the entire Isuzu brand in Brisbane,” Mr Walker continued.

“The result is a striking new showcase that marks the significance of a new model changeover and enhances the experience across all areas of our business, including Isuzu Power Solutions, parts, accessories, service and Isuzu Care.

“We’re confident we have something for everyone this year, including the exciting chance for show-goers to grab some great prizes with the ‘Wear it Win it’ promotion, and we will also be launching a major $100,000 prize giveaway, which will commence at the show—visitors will need to stop by the Isuzu stand to find out more.”

Show and shine aside, V8 Supercar fans will be looked after with an immersive driving simulator from sponsor partners PremiAir Racing, plus a chance to meet team drivers James Golding and Richie Stanaway, who’ll be visiting the stand throughout the event along with one of the team’s cars.

“We’re thrilled for the rare opportunity to physically display the entirety of the Isuzu offering in one place at one time,” Mr Walker said.

“From the stars of the show—our brand-new model line-up—through to our aftersales, accessories and partner activations, this year’s showcase is the biggest and best in the history of the Isuzu brand and certainly something truck operators, drivers and fans should not miss.”

**LOCATION:** Brisbane Convention & Exhibition Centre – [Stand 52, Hall 2](https://brisbanetruckshow.com.au/search-result/?directory_type=general&q=Isuzu&in_cat=)

**FOOTPRINT:** 1028.86 M2

**VEHICLES ON DISPLAY:** 11

**KEY FEATURES:** Isuzu 2025 new model launch showcase, Plenary stage with regular product presentations, mezzanine-level viewing and VIP lounge, Parts display (including new model range accessories), Isuzu Power Solutions range display, service and apprenticeship VR showcase, Isuzu Care 20-year celebration, comprehensive merchandise sales, coffee stand, virtual in-cab driver experience, V8 Supercars simulator, plus prizes and a big-ticket giveaway.

**ends**

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

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