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**KEY ROLE SHORES-UP SUPPLY CHAIN DIRECTION**

Ensuring the best outcomes for its customers continues to be the focus of Isuzu Australia Limited (IAL) with the recent promotion of highly experienced industry veteran, Daniel Ciantar, to the position of Head of Supply Chain.

Isuzu has been the Australian truck market sales leader since 1989 and the past three years has seen the brand’s sales records continually broken, jumping from 10,175 units sold in 2021 to 13,658 last year\*.

IAL’s Supply Chain Department evolved from existing structures two years ago—to boost efficiency and manage the dual challenges of exponential growth across the business and ensuring sustainability, with new models set to arrive over the coming 12 months.

An industry stalwart, Daniel Ciantar brings nearly 30 years of vehicle experience, including the past 16 years with IAL in a range of roles from customer facing positions through to operational management; most recently as National Truck Logistics Manager.

The new role not only sees Mr Ciantar managing the incoming logistics of vehicles and parts, but also the wholesale delivery of trucks to dealers across Australia and the supply of parts to New Zealand and through a number of South Pacific Island nations.

IAL Chief of Sales and Aftersales, Ben Lasry, said the key appointment comes at a critical time for Isuzu as the brand continues to flourish.

“Isuzu has led truck sales in Australia for 35-straight years and the past three years has seen incredible growth where we’ve worked hard to be in a position to be able to meet our customer’s demands,” Mr Lasry said.

“Daniel has been and will continue to be at the forefront of this in his management of everything from truck build scheduling, through to import and delivery to our dealer network and simply getting trucks on the road and into the hands of Australian businesses.

“The Head of Supply Chain role extends to the parts side of our business as well. It is a future-focused position in terms of planning for the arrival of our all-new model range, which will see a major increase in demand when it comes to our broader sales and aftersales requirements.

“Daniel’s invaluable experience in many customer-facing roles means he understands their needs and is fully committed to ensuring that all efforts are made to meet demand.”

Mr Ciantar will not only work closely with Isuzu Motors Limited in Japan, but also the vast range of suppliers providing OEM-approved parts and componentry.

Isuzu Trucks’ expansive model range spans light, medium and heavy-duty weight classes, with a huge number of model variations available to tackle unique Australian working conditions.

This, coupled with a wide range of applications at play throughout the country has Mr Ciantar looking forward to the challenges of the new role.

“I’ve been on a sensational journey with Isuzu Australia over many years now and I’m excited to get my teeth into this role with expanded responsibility within the business,” he said.

“I bring an understanding of the customer's needs and how important they are to our business and that of the dealer network.

“It is communicating on all levels from the factory in Japan, through to shipping companies, the dealers, body builders and then those that get to use the finished product—the customer.

“The IAL approach is that systems and experience combined with communication all work together for the best outcome of the customer.

“My experience will help underpin this approach, but it really is about ensuring the outstanding team we have in place continues to keep the customer front of mind.”

Managing parts flow is a new but critical part of the role for Mr Ciantar, but with industry-best processes already in place, he is confident this area of the business is in a strong position.

“On the parts side we have around a 95 per cent fill rate—this means we can ship just about anything required from our 15,000-square metre facility in Melbourne across the country and throughout the region immediately,” Mr Ciantar said.

“Again, it is the knowledge of the IAL team and relationships with the network that ensure the right levels of on-hand stock, which in turn delivers on the needs of the customer.”

Established in 2018, the expansive IAL Distribution Facility was built with the new generation of Isuzu Trucks models in mind, with new model parts able to be housed out of the Melbourne-based facility.

“We expect this part of the business to increase in a big way, especially with future alternate drivetrain models, including EV, on the horizon,” Mr Ciantar added.

“There is no doubt that the landscape in the industry is changing rapidly, but Isuzu has worked diligently to ensure the business, the dealers and our customers are best served though this fast-moving environment.”

***\*****According to T-Mark reports issued by Truck Industry Council (TIC), owner and compiler of the official T-Mark truck market sales database.*

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