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**SUPPORT RETURNS DEALER-SIDE IN GROWING SERVICE TREND**

With a shift towards factory-backed servicing for transport fleets developing across the country, Isuzu Trucks is tracking the trend as it unfolds across its vast dealer network.

As customer expectations continue to rise, a broader range of Original Equipment Manufacturers (OEMs) are successfully shifting from a product-first approach to an outcomes-focused ‘product and service’ combination.

Isuzu Trucks is of course no exception and having pioneered an aftersales standard that is now commonplace within the Australian the truck market, the country’s best-selling truck brand is seeing a steady surge in customers taking on its [Service Agreement packages](https://www.isuzu.com.au/isuzu-care/service-agreements/).

**Factory-backed is back!**

Isuzu Australia Limited’s (IAL) National Service Business Manager, Glenn Jones, explained that a range of factors are contributing to the shift towards OE-backed service and repair.

“Both our own data as well as a range of domestic and international sources are tracking this change in consumer behaviour and there’s several factors feeding into it,” he said.

“In-house, on-site or third-party service and repair certainly has its place and can be well suited to some transport reliant fleet operations.

“Although, like any business overhead, the outlay required by businesses to not only employ and retain professional technicians, but also maintain training and product knowledge standards, can be significant and prohibitive,” Mr Jones said.

“Understandably, the key concern for majority of fleets is uptime and total-cost-of-ownership equations - this is where the case for OE service and repair becomes all the more compelling for a range of reasons.”

**Considered approach**

Following a concerted effort to reimagine its optional [Service Agreement](https://www.isuzu.com.au/isuzu-care/service-agreements/) products in recent years, IAL has enjoyed renewed success around the program, citing some excellent cut-through in all corners of its expansive network.

Consisting of a tiered range of fit for purpose servicing packages, [Isuzu Service Agreements](https://www.isuzu.com.au/isuzu-care/service-agreements/) are designed to smooth out the peaks and troughs of servicing cost, allowing effective management of truck maintenance with predictable, regular payments.

Over the last five years, the Isuzu network has doubled the number of active service contracts annually, meaning thousands of Isuzu owners are now benefitting from the many efficiencies built into the agreements.

“What we’ve seen in recent years is a re-awareness campaign unfold throughout our network, with Isuzu dealers working to re-educate operators on the benefits of this innovative approach to servicing and vehicle uptime,” Mr Jones said.

**Dealing in support**

“We’ve tracked things pretty closely in that time and we’ve seen some interesting results emerge,” Mr Jones said.

“Not all our top performing dealers in this space hail from the major metropolitan sites as might be expected. Some are located in regional centres or in our smaller city centres, from Tasmania up to Queensland.

“Hailing from one end of the country to the other, these dealerships are performing exceptionally well within a broader network context, however, importantly, it’s their customer base that are ultimately reaping the rewards,” Mr Jones added.

“Regardless of location, savvy truck operators are increasingly looking to identify and take advantage of genuine operational efficiencies, under the right circumstances - something our agreements can deliver,” he said.

“Beyond the financial benefits of more predictable, monthly instalments, the service agreement model ticks a number of boxes for a range of business types and road transport applications.

“When you package this up with the standard of quality of an Isuzu product, it’s any wonder truck operators are increasingly looking towards their dealerships as the most logical and cost-effective aftersales solution,” Mr Jones concluded.

**ends**

**OEM SERVICING FAST FACTS:**

**Specialised expertise & genuine parts**

Dealership servicing offers access to trained technicians with in-depth knowledge of specific vehicle makes and models, leading to more efficient, accurate and compliant repair work.

**Integrated services**

Some dealerships provide a comprehensive range of services, including maintenance, repairs and transport logistics, streamlining the aftersales process.

**Convenience and efficiency**

For fleet operators, having all services handled by a single provider (the dealership) can outweigh the potential cost differences compared to in-house or independent workshops.

**Reduced downtime**

In many cases, dealerships can have faster turnaround times and after hours servicing for certain repairs or maintenance procedures, minimising vehicle downtime.

**Simplified logistics:**

Fleets benefit from well resourced, streamlined aftersales processes, reducing the administrative burden associated with managing multiple service providers.

**Improved condition & resale:**

Another big tick for fleets…OE servicing can contribute to improved vehicle maintenance and potentially extend and improve the lifespan, resale and the broader total-cost-of-ownership equation.

**Compliance:**

Again, vital for larger fleets, dealerships are better equipped to meet compliance obligations such as Chain of Responsibility (CoR) measures as a result of rigorous network-wide service and maintenance procedures.

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