**34 HIGH SCORE – ISUZU TRUCKS 34TH YEAR IN THE LEAD**

Isuzu Australia Limited (IAL) and the Isuzu Trucks brand has once again maintained its top position in the Australian truck market – celebrating its 34th consecutive year as truck market leader.\*

There were plenty of hurdles such as global and domestic supply chain issues that impacted many sectors of the Australian economy in 2022 as well as labour shortages, and natural disasters that damaged major highways and hurt businesses in affected areas.

This however did not stop the overall strong market demand which helped drive Isuzu Trucks sales, a welcome way to end IAL’s celebrations acknowledging the brand’s 50th year of operation in Australia.

“I can’t think of a better way to cap off the 50th year of Isuzu on Australian shores,” IAL Director and Chief Operating Officer Andrew Harbison said.

“There were many things to be proud of and celebrate when ringing in the new year, with such an excellent sales record, the amazing hard work of everyone in the Isuzu dealer network, and the team members who power the Isuzu products and stand by them day in day out.”

**2022 SALES REVIEW\***

The Australian truck market recorded total sales of 44,379 units for the 2022 calendar year, an increase of 7 percent on 2021 numbers.

Isuzu achieved total sales of 13,360 units, a record performance for the brand, smashing the previous year’s total by 31 per cent.

*Isuzu Truck sales performance:*

* Total market share improved to 30.1 per cent
* Light duty share increased to 47.7 per cent, sales increased 37 per cent compared to 2021
* Medium duty share increased to 46.4 per cent, sales increased 19 per cent compared to 2021
* Heavy duty share increased to 13.8 per cent, sales increased 36 per cent compared to 2021

On achieving 34 consecutive years of market leadership, Mr Harbison said, “the growth of IAL in 2022 has been based on the relentless hard work of the greater Isuzu Australia team.

“The backbone of that team is the Isuzu dealer network and their relationships with our customers," Mr Harbison said.

“Australian road transport equipment operators deserve the best, which is what Isuzu delivers year in year out.

“Our 50th anniversary had many highlights including new support benchmarks and updates of our top performing medium and heavy-duty product ranges, exciting media drive days which showcased the latest in technological advancements that Isuzu Trucks have on offer and the celebration of the 250,000th Isuzu truck sold in Australia.

“These events and more contributed to another year of Isuzu market success. Continuing this on the back of the 50th anniversary is something special to commemorate, however it’s the road ahead of us that we are focussed on as we continue to answer the needs of our customer today and tomorrow,” Mr Harbison concluded.

**MARKET FORCES**

IAL Chief of Sales and Aftersales Ben Lasry reflected these sentiments. “I have been working closely with our dealer network over the past years and it's fantastic to see Isuzu chalk up another stellar sales performance off the back of this determined effort.

“With such high demand for the Isuzu product, it’s been our top priority to maintain a steady supply of Isuzu trucks while delivering excellent customer service and aftersales support.

“Over the past few years, government incentives such as the instant asset write off scheme have driven record sales of road transport capital equipment.

“The 2022 market numbers are phenomenal and our entire business will continue to build the capacity and capability to meet and exceed our customer’s and the industry’s needs,” Mr Lasry said.

**ends**

***\*****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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