1 September, 2025

**PARTS KNOW-HOW KEY FOR ISUZU CUSTOMER EXPERIENCE**

Australia's leading truck brand since 1989, Isuzu Trucks, has doubled down on ensuring customers get the right advice when it comes to parts, with an all-encompassing training event for dealer representatives.

Developed for frontline aftersales staff, the training was aimed at those who are the first port of call for customers with a parts query. Just like [new truck sales training](https://www.content.isuzu.com.au/news-articles/isuzu-setting-the-standard-with-new-model-training/), this is especially important with Isuzu’s new MY25 models now hitting dealerships across 70+ dealerships around the country.

The Isuzu Foundation Parts Training event was held over two separate three-day events, with a focus on new and outgoing models, as well older heritage vehicles that date back as far as the early 1970s.

Ensuring deep parts knowledge is crucial with Isuzu laying claim to over 100,000 vehicles delivered across the last 10 years across Australia. This equates to 35,000 lines of parts in stock at its Melbourne-based National Parts Distribution Centre.

The immersive event not only included classroom sessions but also took attendees through Isuzu’s extensive head office facility that includes dedicated engineering, technical, product, support, operations and distribution departments.

**More than just training**

“Yes, this was a training event, but it is so important for our dealerships’ parts interpreters to get an understanding of Isuzu Australia’s operation first-hand,” said Isuzu Australia Limited’s (IAL) National Parts Sales Manager, Joel Gledhill.

“The Isuzu customer doesn’t just form relationships at the sales end of the dealership, but also through ongoing engagement with our service and parts departments. We are committed to ensuring that parts staff at our dealerships are thoroughly informed about all aspects of Isuzu.” Mr Gledhill added.

“We want to not just open the eyes of the parts interpreters; we want them to fully understand what sets Isuzu apart from the competition.”

The training covered key areas including [Genuine Parts](https://parts.isuzu.com.au/products/genuine-parts/), Original Equipment Manufacturer (OEM) [Approved Parts](https://parts.isuzu.com.au/products/approved-parts/), and [Best Value Parts (BVP)](https://parts.isuzu.com.au/products/genuine-parts/), as well as both electronic and paper-based catalogues.

It also provided an overview of basic operation of the major systems and components in Isuzu Trucks.

**Solutions, not just sales**

Attendee, Steve Oswald, from Ballarat Isuzu, who has transitioned from a mechanical role into parts problem solving and sales, said the experience was eye-opening.

“I understand the mechanical side or trucks, but the systems involved in identifying and ordering the right parts for customers is new to me, but very exciting,” said Mr Oswald.

“What I’ve quickly learned is I’m not just selling parts, I am providing a solution and that’s a combination of experience on the tools as well as making the best use of the Isuzu’s systems.

“The skillset for these jobs is not all the same. During the training I’ve learnt a lot from the team at Isuzu and working with other parts people within the dealer network.

“Bringing us together as a group really helps develop other skills, including how best to work with a range of customers from different applications, with different demands and needs.”

**Interpret this**

Training included the use of on-line tools and databases and as well as a focus on customer interaction, all critical components an Isuzu Parts Interpreter requires within a busy dealership.

“Searching the web can only provide so much of what a customer needs," said Mr Gledhill.

“You can have a customer that knows what they want to achieve, but be a little uncertain around what parts they require to complete the job.

“The Parts Interpreter really works with the customer to provide recommendations on what they should be looking for.

“Person to person contact ends up being far quicker and certainly ensures an ongoing relationship with the customer.”

Part of the multi-day session was a tour of not just new model trucks and prototypes in Isuzu’s Product Development Centre (PDC), but also the home of Isuzu Power Solutions (IPS), which offers off-highway engines and power units for a wide range of applications.

The group also moved through the 15,000 square metre National Parts Distribution Centre, that ships 16,000 items per day across the brand’s massive network. This equates to 70,000 consignments per year, equating to 7.5 million kilograms.

**Impressive**

Oswald was impressed with the operation and the range of people he can call-on.

“It’s incredible; the size and scope of the parts distribution and how what I order is picked and sent,” said Mr Oswald.

“Any question on any matter, there is an Isuzu person, or team of people, that can assist me.

“I can now go back to the dealership in Ballarat, not just armed with greater knowledge but also the confidence that the products we specify and sell are some of the best in the market.

“Importantly for the customer, they know that their interests in keeping business moving are top of mind for not only myself, but from the dealership and the manufacturer as well.”

**ends**

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