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**ISUZU SETTING THE STANDARD WITH NEW MODEL TRAINING**

Following the successful launch of its all-new MY25 model line-up at the Brisbane Truck Show, Isuzu Australia Limited (IAL) is undertaking its most comprehensive sales training regime on record - to ensure all areas of dealer operations meet the high standards expected by Australian heavy vehicle customers.

Under the guidance of Isuzu Australia Limited’s (IAL) National Sales Training Manager, Tim Richardson, Isuzu dealer representatives are being provided with a range of product training events, including dealership-based programs and practical driving events being held at venues across Australia.

The MY25 range is the first full-model changeover since 2008 and includes a raft of new elements from platform architecture through to advanced safety, as well as new driveline and powertrain technology.

**All & sundry**

Training includes representation from all areas within a dealership, from new vehicle sales representatives, through to parts, service, support, plus a range of other customer-facing dealer staff from over 70 sites across the country.

“Everyone at Isuzu is very excited about the new range, but the trucks don’t sell themselves,” said Mr Richardson.

“The details of the changes are just the beginning, with a philosophy around new initiatives and benefits exceeding ADRs (Australian Design Rules) setting a new standard with these new trucks.

“The needs of customers are also evolving. Yes, they want to know if the truck can do the job, but there are also a range of questions around safety, the environment, parts, servicing, and total cost of ownership equations.

“The training ensures that everyone has sound product knowledge but also breaks into specialty areas within dealerships, because all these people are Isuzu Trucks advocates.

**More than just a product**

Mr Richardson said that important elements such as seeing, touching and driving the new range were critical to its sales success and market acceptance.

Isuzu Australia is currently hosting practical driving and sales training under controlled conditions at venues including the former General Motors Proving Ground at Lang Lang, Southeast of Melbourne.

“Isuzu and its dealers are not just selling a product; we're providing a solution to many wide and varied industries,” he said.

“The Isuzu dealer network comprises not only a wide range of metropolitan and regional dealers, but also services a diverse range of customers and applications. The training caters for customers in north Queensland and allows for the needs of what is required in Tasmania as well – it’s all about flexibility and adaptability.

“This is not just one model in one market segment, it’s an entire new line-up from light through to heavy-duty, including an all-new small city truck (the NKR).

“We want those who are selling the trucks to experience them firsthand and that is not just driving them but understanding the safety systems in action, in controlled conditions.

“It is this practical experience that can be shared with customers.”

**Fleet of foot**

A key addition made to the Isuzu Training department recently is that of Fleet Training Manager, Patrick Ryan, who is working directly with fleet customers on the new model range.

“Patrick’s role is unique as it aims to ensure fleet managers from a wide range of sectors understand the MY25 Isuzu models and ensure their operators are making the most of the many features on these vehicles,” Mr Richardson said.

“Patrick has many years of experience in the heavy vehicle sector and can work with operators large and small. Some of these operators might have 30-plus years behind the wheel through to drivers that have just joined the industry.

“Again, this is another example of Isuzu having all manner of customers absolutely front of mind.”

**Every base covered**

Beyond the practical, the Isuzu training process includes a range of initiatives, including on-line modules that cater for updates and refresher courses.

Isuzu has dedicated Zone Managers across the country and not simply a single representative to cater for all.

“Isuzu’s approach, with dedicated field staff working directly with our dealerships, not only increases product knowledge but also industry knowledge. This is super important.” said Mr Richardson.

“The Isuzu Australia team gains critical knowledge from travelling the breadth of the network and shares that to the benefit of all dealers and of course our customers too.

“What it ultimately means is that we're not complacent. We're striving to set a new standard and continually lift the bar; this underlines why Isuzu has been the market leader since 1989.”

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