03April, 2025

**ISUZU TO UNVEIL ALL-NEW MODELS AT BRISBANE TRUCK SHOW**

Hot off the heels of a nexclusive dealer, industry supplier and key customer preview of its all-new 2025 model range, Isuzu Trucks has planned a full-range display of this industry-defining truck release at the upcoming [Brisbane Truck Show](https://brisbanetruckshow.com.au/) (15-18 May).

“The Brisbane Truck Show is one of those industry events that everyone looks forward to with anticipation, and I know for sure that the entire team from Isuzu can’t wait to showcase the new range at its first public outing,” said Isuzu Australia Limited (IAL) Head of Marketing & Customer Experience, John Walker.

“We’re holding nothing back for this year’s event. We have our brand new 2025 model range, which will be on its first full public outing, and to showcase our new models in appropriate style, we’ve built an all-new stand with features catering to the full breadth of the Isuzu offer.

“Planning for the 2025 Isuzu stand started the day after the last show concluded in 2023, and we’ve made sure that every aspect of our business that customers want to know about has its own dedicated display area, from our trucks to parts, our aftersales suite of offerings, the ever-popular merchandise and a smart new range of accessories for our stylish new range of trucks.”

**The Isuzu Experience**

“A key deliverable for us was to lift the experience across the entire Isuzu brand,” Mr Walker continued.

“The result is a showpiece that truly complements the new models, plus an uplift for all areas of the Isuzu business, including Power Solutions, Parts, Accessories, Service and Care.

“All assets have been upgraded, including the online platforms through to brochures and spec sheets—everything is fresh.”

Isuzu will display 11 vehicles (including some surprises) on a stand that totals in excess of 1,000 square metres in Hall 2 at the Brisbane Convention and Exhibition Centre. In addition, there will be a comprehensive display of Isuzu Power Solutions products, including the premium industrial power generation range.

The new stand layout also incorporates a plenary stage where visitors can hear directly from product experts about the 2025 Isuzu truck range, which includes not only a new look but also a range of safety and technological advancements.

**First Public Outing of New Range**

The Brisbane Truck Show is the first official public showing of the 2025 Isuzu truck range after preview events for dealers, technical partners and key fleet customers.

“Isuzu has ensured the key stakeholders have been on this journey with the new models,” said Director and Chief of Sales & Aftersales, Ben Lasry.

“We brought all the dealers together to showcase our 2025 range and ensure they had all the key information for their customers.

“We have an extensive range of trucks, and the Isuzu dealer network is renowned for their product expertise and superior understanding of what aspects of the truck are most critical to a business owner’s operation,” Mr Lasry said.

“This same approach was applied to our body builder partners, with a flow of critical information they need to carry out the broad array of application and industry builds.

“And now, we’re extending an invitation to the Australian trucking public to come on down and learn all about our exciting new range,” he continued

“For those just starting out or considering joining the industry, we have our training experts on hand with an interactive experience for those looking to either get into a heavy vehicle trade or upskill.

“Of course, there’s so much more; the Brisbane Truck Show is the official public launch of our new models, but soon, over 70 dealer sites across the country will have the opportunity to showcase to customers and continue to build the excitement for the all-new Isuzu truck range.”

**FAST FACTS:** Isuzu Stand at the [Brisbane Truck Show](https://brisbanetruckshow.com.au/) (15-18 May)

**LOCATION:** Brisbane Convention & Exhibition Centre – [Stand 52, Hall 2](https://brisbanetruckshow.com.au/search-result/?directory_type=general&q=Isuzu&in_cat=)

**FOOTPRINT:** 1028.86M2

**VEHICLES ON DISPLAY:** 11

**KEY FEATURES:** Plenary stage, mezzanine-level viewing, parts display (including new model range accessories), Isuzu Power Solutions range, service and apprenticeship showcase, Care 20-Year Celebration, and merchandise sales.

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**For further information, please contact:** **For Isuzu Trucks releases and photos:**

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