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**CENTRAL ISUZU OPENS EXPANSIVE NEW SITE IN ROCKHAMPTON**

Central Isuzu in Rockhampton has thrown open the doors to a brand-new dealership site in Parkhurst offering customers in central Queensland the latest in sales, service and parts at its expansive site.

Moving lock-stock-and-barrel from its previous site on Gomersall Rd, the new 8,000-square-metre site is situated at Barton Court and now offers a string of new customer-centric features.

Key features of the Central Isuzu facility include…

* A 1,185.41 m2 workshop with state-of-the-art heavy vehicle servicing bays and a fully stocked parts department
* 404.60 m2 ground floor showroom, customer lounge and office space
* 191.72 m2 first floor office space and administration
* 114.85 m2 wash bay to meet environmental standards by containing water run-off

The new Central Isuzu location is a strategically designed industrial facility, delivering operational efficiency, environmental compliance, and secure functionality.

**New digs**

Central Isuzu General Manager, Simon Harris, said the dust is still settling on the new site, but the enthusiasm amongst the team is high.

“Our team has been super excited to get into the new location after 10 years at the old site and they all agree it has been worth the wait over the last few months,” said Mr Harris.

“From a capacity point of view, we've doubled the size of the workshop and for the team on the floor and indeed our customers - the entire facility is modern, comfortable and what you’d expected of the number one brand in the country.”

**Customer first**

With more and more Australian truck owners turning to OEM dealers for their ongoing service and maintenance needs, Mr Harris explained that customer experience, especially in the aftersales space, was a key driver behind establishing the Parkhurst site.

“This expansion is all about improving efficiency in ensuring the customer has their truck turned around quickly and back out delivering for their businesses.

“Customers expect not only decent amenities, but also a well-stocked parts department, which we now have in spades with this new facility.”

**Strengthening the network**

Dealer Principal Mark Dobson said Central Isuzu customers will benefit from the new site that plants itself firmly on the Isuzu map in Queensland.

“From Rockhampton out to the far west of Queensland, our area of operation is quite widespread, so we’re delighted to be the home of Isuzu in central Queensland” Mr Dobson said.

“We understand that in many cases our customers have made a massive effort to come to us, so we like to treat them accordingly, and the comfort of the new dealership goes a long way to ensuring they stay loyal to us and to Isuzu.

**Super impressive**

Fresh from its official opening this month, IAL Director, Ben Lasry said the new site was a real boon for the region and for local businesses reliant of trucks and road transport.

“Isuzu has over 70 dealer sites across the country, and I have to say, Rockhampton has one of the most modern in the network,” said Mr Lasry.

“Mark, Simon and the team can feel very proud of what they have built, especially as it’s not just bricks and mortar, but also the outstanding team that operates in Rockhampton.

“The growth of Isuzu in Queensland comes off the back of operations such as Central Isuzu and with an eye on delivering to the customer, this site looks has been thoughtfully developed to achieve exactly that.”

**New model, new home**

Mr Dobson said the new models are set to be a hit in and around Rockhampton.

“I witnessed the trucks in Melbourne earlier in the year and Isuzu blew everyone away at the Brisbane Truck Show.

“In a nutshell - super impressive!

“Some really great things are coming our way, which gives us reassurance for the future with the brand and the new model range.

“There’s only one thing better than seeing the new models arrive at Central Isuzu and that is seeing them heading back out the gate with happy customers behind the wheel.”

**ends**

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