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**GEELONG ISUZU DELIVERS FIRST TRUCK UNDER NEW OWNERSHIP**

Now under new ownership, Geelong Isuzu is celebrating delivery of their first truck to local family business, [Routleys Bakery](https://www.routleysbakery.com.au/).

The regional Isuzu Trucks dealership (previously held by Winter & Taylor) has recently changed hands, with [Geelong Isuzu](https://www.geelongauto.com.au/) officially opening doors on 15 November 2021.

While the dealership name may be new, customers such as Routleys will see faces familiar to the Isuzu brand, with Jason Cunliffe (formerly of Winter & Taylor) remaining in the role of Dealer Principal, and Ian Deacon (Dealer Principal of Ballarat Isuzu) as co-owner of Geelong Isuzu.

Operations Manager and third generation of the Routleys family business, Sam Routley, picked up the keys to a new [FRD 110-260](https://www.isuzu.com.au/our-range/series/f-series/) in December.

Mr Routley said the new F Series truck will support their Melbourne and Geelong distribution network, joining an all-Isuzu fleet.

“We’ll use this new truck to take our goods from the production facility down to the depots, where they will meet the light-duty fleet which delivers our baked goods to retail stores.

“This could be anything from bread rolls to pies or our vanilla slice, amounting to between 30,000 to 40,000 units a day.

“The drivers are really enjoying Isuzu’s quality and comfort; they’re never left stranded out on the road.”

With the [FRD 110-260](https://www.isuzu.com.au/our-range/series/f-series/) now the 15th Isuzu truck on Routleys’ roster, the relationship between brand and business remains strong.

Mr Routley said it was reliability of product and service that kept them returning to the dealership.

“We drop the trucks at the Isuzu dealership after they’ve been out on their run for the day, and they’re always ready to go the next morning—our fleet is never off the road.

“In terms of working with the new ownership, it’s all the same friendly faces here, so we’re more than happy to continue down the same track with Geelong Isuzu.”

Other Isuzu customers in the area can expect first-class service, with the Sales and Service team retaining experienced staff and the dealership to continuing to offer options such as after-hours servicing, direct access to genuine truck parts and Isuzu Power Solutions products.

Mr Deacon said the team were eager to maintain the dealership’s proud tradition of working with customers in the Geelong area.

“We couldn’t be more pleased to deliver our first truck to a great member of the Geelong business community like Routleys Bakery.

“Our whole staff team are looking forward to serving existing clients in the area again and also welcoming new Isuzu Trucks and Isuzu Power Solutions customers to the dealership.”

Isuzu Australia Limited Head of Network Development, Ben Lasry, congratulated Geelong Isuzu on their trade opening.

“We are very happy to see Geelong Isuzu settling into their role supporting local businesses and their transport needs in regional Victoria,” he said.

“It’s fantastic to see a team of this calibre being part of the 70-plus strong Isuzu Dealer Network.

“I’d like to add a fond farewell and our thanks to the departing owners Winter & Taylor, who developed the business to the great success it enjoys today.”

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