14 February, 2024

**ISUZU MOTORS GLOBAL CHIEF MARKS RECORD-BREAKING AUSTRALIAN PERFORMANCE**

Isuzu Motors Limited President, Representative Director and Chief Operating Officer, Mr Shinsuke Minami, has celebrated Isuzu Australia Limited’s (IAL) unbroken 35-year Australian truck market leadership run as he attended the company’s annual National Dealer Meeting in Sydney.

Minami-san assumed the role of President, Representative Director and Chief Operating Officer of Isuzu Motors Limited in April 2023, with his predecessor, Masanori Katayama appointed Chairman and Chief Executive Officer.

Minami-san’s visit to Australia comes at a pivotal time for the global commercial road-transport OEM, with high industry expectations following the recent launch of an all-new range of light to heavy-duty truck models including zero-exhaust emission driveline models.

“It is a pleasure and honour for the whole of the Isuzu Australia organisation to host Minami-san at our annual dealer business meeting,” said IAL Managing Director and Chief Executive Officer, Mr Takeo Shindo.

“This yearly gathering of IAL and our dealer partners is where we celebrate our success and discuss our ongoing plans to provide the road transport industry with the market’s leading product and service support offering.”

Isuzu Trucks closed out 2023 with another sales record, delivering Australian businesses a record 13,658 trucks for 28.6 per cent total market share.

While in Australia, Minami-san visited major dealerships Westar Truck Centre in Melbourne and Suttons Motors in Sydney to get a first-hand look at Australian dealer operations, addressed IAL staff and held meetings with key strategic partners.

Whilst addressing the gathered Isuzu Trucks dealer representatives at the National Dealer Meeting, Minami-san commented on challenges facing the road transport industry globally, from technology advancements to supply chain pressures and carbon neutral objectives.

He also acknowledged the exemplary sales performance of the local subsidiary and the role IAL plays as a leader in broader Isuzu worldwide operations.

Shindo-san noted that Australia was considered one of the great success stories for Isuzu globally.

“Isuzu is extremely proud of its long-term success in Australia, borne from strong relationships both with the dealers and our customers. This is something that Isuzu continually invests in, ensuring we provide solutions to answer our customers’ road transport needs.

“That includes the new models we have coming in the next few years which will deliver on the ever-changing requirements of the industry and customers alike,” he said.

IAL Director and Chief Operating Officer, Andrew Harbison, further commented on the significance of the visit.

“IAL supports a vast array of road-transport applications and businesses operating across the myriad of Australian industry, but ultimately, our enduring success comes down to a very simple proposition—purpose-built product, sold, serviced and supported by Australia’s most comprehensive and professional dealer network.

“We thank Minami-san for coming to Australia to personally pass on his appreciation to IAL staff and Isuzu Trucks dealers for their enduring efforts in continuing to build the Isuzu brand.

“This visit is an inspiration for the dealer network and marks the beginning of a hugely significant year as we commence the launch and release program of our all-new model range.

“The past 35 years have been extraordinary for Isuzu in Australia, and we see a bright future ahead for the company,” Mr Harbison said.

“As evidenced by this visit, we are fully supported by the very top people at Isuzu and that confidence is felt by the dealers, and ultimately, our customers.”

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

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