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**PERENNIAL AUSTRALIAN TRUCK MARKET LEADER LAYS DOWN GAUNTLET WITH ERA SHATTERING NEW RANGE LAUNCH**

Isuzu Australia Limited (IAL) has officially kicked off the launch of the all-new 2025 model year Isuzu truck range with recent events in Melbourne for its dealer network partners, key customers, and suppliers.

The preliminary launch was timed to coincide with the company’s annual National Dealer Business Meeting held at the Melbourne Showgrounds, where the results, plans and projects of the prior year are reviewed, and plans and strategies for the years ahead are laid out.

Following the recent achievement of 36 consecutive years of market leadership for the truck brand in Australia and strong market share recorded across all three segments, attendees were upbeat about the first significant reveal of Australian specification 2025 models.

**A landmark year**

“2025 is a landmark year in Australia for a variety of reasons; with our federal election in just over four weeks’ time and internationally, there’s more going on with potential local impacts than I can recall in my experience.

“But importantly for the Isuzu Australia family and our valued customers, it’s the positivity of the opportunity our new range launch provides,” said IAL Director and Chief Operating Officer, Andrew Harbison.

“The impetus for our new models is, of course, the introduction of three new Australian design rules for heavy vehicles relating to safety and emissions standards, and with this regulatory requirement, we are launching our all-new 2025 Isuzu truck range—something we are describing as a once in a generation event.

“The last occasion of this scale was the launch of our New Gen Euro-3 models in 2008, and the market success of that range, albeit with our continuous improvement approach and regular model upgrades, has carried us through to today.

“Our all-new 2025 truck range represents a new era for IAL,” Mr Harbison continued.

“Based on the massive research and development undertaking for this new range by Isuzu Motors Limited, our experience in working with the new models for Australian operating conditions, and the extensive testing and development work already completed, we are hugely confident in the market prospects.”

**Range reveal for dealer partners, key suppliers & customers**

In addition to its dealer partners, IAL also took the opportunity to present the new range to other core constituencies of the brand: its key industry suppliers and customers.

Director and Chief of Sales & Aftersales, Ben Lasry, commented on the event's significance from a dealer and industry perspective.

“At Isuzu, we like to stick to our own game, and we certainly appreciate and respect the hyper-competitive nature of the Australian truck industry.

“What I was struck by at these recent events was the overwhelming sense of anticipation. Our dealers, industry suppliers, partners, and even more importantly, our customers can all see the potential and opportunity these new models bring.

“Sure, it’s a new model, but it’s the smarts that underpin it that will deliver the dividends,” he continued.

“For our industry suppliers, there’s all new electrical architecture and even more effective integration of chassis and body.

“For our customers, there are real productivity gains to be achieved from new powerplants and specification configurations, all-new safety benchmarks to keep operators and other road users even safer, and an even more comfortable and ergonomic cabin, ensuring that they can put their best foot forward to attract and retain talent,” he continued.

“And finally, for our dealer partners, we have a whole new offer to sell, and it’s forged from the same quality and hunger for success that’s driven our operations in Australia since 1989.

“The next stop on our journey is the 2025 Brisbane Truck Show, where we’ll have the full range on display for the whole of the country, and if the reaction from our recent preview is anything to go by—it’s going to be huge,” Mr Lasry concluded.

The all-new 2025 Isuzu truck range will be displayed on [stand 52 (Hall 2)](https://brisbanetruckshow.com.au/exhibitor-directory/) at the upcoming [Brisbane Truck Show](https://brisbanetruckshow.com.au/) (Brisbane Convention and Exhibition Centre, 15–18 May 2025).

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