12 June, 2025

**ISUZU CELEBRATES NEW LINE-UP WITH MONSTER GIVEAWAY**

Isuzu Trucks, Australia’s best-selling commercial vehicle brand since 1989, is celebrating the launch of its all-new MY25 model line-up with a truck giveaway promotion, totaling $100,000 in value.

Officially launched at the recent Brisbane Truck Show, the winner-takes-all prize includes a brand new Ready-to-Work NLR 45-150 Traypack with a generous accessory pack, Isuzu merchandise, a three-year [Total Service Agreement](https://www.isuzu.com.au/isuzu-care/service-agreements/) and all topped-off with a VIP Experience to the Supercars Adelaide Grand Final for four people.

**Winner-winner**

“The competition features everything that is great about Isuzu – including the undisputed champion of the light trucks in Australia,” said Isuzu Head of Marketing & Customer Experience, John Walker.

“The NLR is part of Isuzu’s range that can be driven on a car licence, so it appeals to the wider trade market who can swap their ute or van for a Ready-to-Work Isuzu NLR.

“We have included some excellent additional features in a genuine accessories pack to really make the winner’s truck shine plus a three-year Total Service Agreement, ensuring the wheels are always turning,” he said.

**The experience**

“To top it all off, we’ve thrown in an all-expenses paid VIP experience at the Supercars Grand Final in Adelaide, with a look inside the PremiAir Racing squad which we're sponsoring in this years’ series.

“The winner certainly will be the envy of friends and family.”

The competition runs through to 24 October and entry is via the [Isuzu Australia website](https://www.isuzu.com.au/offers/truck-giveaway/).

**The hardware**

The popular Ready-to-Work NLR 45-150 Traypack is packed with new features including the new, advanced 4JZ1-TCS engine producing 110 kilowatts or 150 horsepower.

Power is delivered through Isuzu’s all-new, nine-speed patented dual-clutch transmission featuring well-spaced ratios along with a double overdrive 8th and 9th gear for almost inconspicuous shifting.

A standout feature of the new model is Isuzu’s upgraded safety suite with vastly updated active and passive safety technology via Isuzu’s Advanced Driver Assistance System (ADAS), powered by a second-generation stereo camera and short-range radar hardware.

Building on an already comprehensive list of existing safety aids, the 2025 N Series now comes with an additional seven active systems.

The interior has been updated with driver comfort at the forefront including a carlike layout, including steering mounted controls, new ergonomic driving position, new digital cluster, automatic climate control, and additional storage.

All this wrapped-in new vehicle architecture that includes a striking design complemented by large Bi-LED headlights.

**In it to win it**

“This is a once in a generation launch for us at Isuzu and we’re matching it with a once in a lifetime prize that’s truly game-changing for one lucky winner,” Mr Walker said.

For [competition](https://www.isuzu.com.au/offers/truck-giveaway/) details, including [terms and conditions](https://www.isuzu.com.au/offers/truck-giveaway/#Terms) plus all the information on the Isuzu range can be found at [www.isuzu.net.au](https://www.isuzu.net.au)

**ends**

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

Sam Gangemi                                                        Arkajon Communications

Isuzu Australia Limited                                         Phone: 03 9867 5611

Phone: 03 9644 6666                                             Email: isuzu@arkajon.com.au