Xx February, 2023

**AUSTRALIA’S FAVOURITE TRUCK COMPETITION KICKS OFF FOR 2023**

The 2023 round of Australia’s longest-running truck appreciation competition is underway!

Isuzu Australia Limited (IAL) will run its popular Truck of the Year Competition for the 26th year in a row, with 10 months of open rounds from [February 1st until November 24th](https://www.isuzu.com.au/terms-conditions/?_ga=2.210171221.1596383631.1675040609-577142290.1652918615).

Thousands of dollars in prizes are up for grabs but only one lucky entrant can take out the top spot and be named the Isuzu Truck of the Year for 2023.

Last year was a super-exciting round for the Truck of the Year Competition, with a huge volume of entries.

To mark the dual milestones of 50 Years of Isuzu trading trucks in Australia and 25 years of the Truck of the Year Competition in 2022, IAL created a special category especially for long-time Isuzu Trucks fans, the [Heritage category](https://content.isuzu.com.au/truck-of-the-year/heritage-truck-of-the-year/).

IAL Marketing Manager Sam Gangemi said the long-running competition created a sense of community and belonging for Isuzu truck owners, as evidenced by the strong response each month and the heartfelt comments that entrants submit.

**HISTORY IN THE MAKING**

The competition began in 1996 in the popular *Truckpower* magazine, which was originally distributed by Isuzu dealerships.

Nowadays, competitors can [enter online via the portal on the Isuzu website](https://www.isuzu.com.au/news/truck-of-the-year/?_ga=2.45430500.1596383631.1675040609-577142290.1652918615), submitting the make and model of their Isuzu truck, their business name and a photo of their fabulous truck.

“It’s a piece of Australian trucking history and it’s important to give back to the customers who have supported the brand over the years,” Mr Gangemi said.

“Isuzu’s Truck of the Year recognises the hard work Australian truck drivers do and it brings together the stories and businesses from across the country to share their pride in their trucks.”

**RECOGNITION ON THE ROAD**

Entering the Truck of the Year competition puts the competitor's trucks in a monthly spotlight by way of the *Truckpower* online, with the monthly winner taking home an Isuzu Trucks merch pack.

The big-ticket item though is winning the Grand Prize at the end of each year, with 2022’s Grand Prize being a $6,000 prepaid gift card – and the honour of being named the Isuzu Truck of the Year!

“With such an impressive year of sales for the brand and high number of entries for Truck of the Year in 2022 there is no doubt that the prizes and support will be well received by the competition winners,” Mr Gangemi said.

The Truck of the Year Competition features multiple avenues to win. Not only is there a monthly winner between February and November, but there are also series winners (known as ‘Kings’ of their series) selected from the monthly entries for N Series, F Series, FX Series and FY Series.

There is also a public vote via [Isuzu Australia’s Facebook page](https://www.facebook.com/IsuzuAustralia/) for the People’s Choice Award, which is selected from the monthly winners.

To top it all off, a Grand Prize winner is chosen from the four Kings to be crowned as the overall series winner.

“Isuzu is proud to reward competition entrants, and a savvy operator can really make the most of the opportunity through showcasing their business in the monthly blog with a captivating photo of their Isuzu truck and a description of how it stands out from the crowd,” Mr Gangemi said.

“It has been exciting watching Truck of the Year grow over the decades and we can’t wait to see what entrants 2023 brings us.”

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

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