25 March, 2025

**TREMENDOUS TRIFECTA AT ISUZU DEALER OF THE YEAR AWARDS**

Isuzu Australia Limited (IAL) has officially acknowledged its vast dealer network following another strong year in 2024, which saw the brand score its 36th consecutive year of Australian truck market leadership.

Isuzu has over 70 highly competitive dealer sites nationwide, offering an industry-leading approach to sales and aftersales to new and existing truck customers.

Recognising some of its highest performing dealerships, IAL recently held its Dealer of the Year Awards in Melbourne, which are judged not only on new vehicle sales but all facets of a dealer business, including customer care, staff training, inventory management, service support and parts supply.

Each focus area attracts its own award, with a combination score accounting for the top gong of Isuzu’s Dealer of the Year.

The award structure does not separate metro and regional dealerships, meaning every dealership in the country has the same opportunity to take the title.

**Winners are grinners**

Following another highly successful year for Isuzu in 2024, it was regional dealerships that stole the show…

* Isuzu Parts Dealer of the Year was shared between [Geelong Isuzu](https://www.geelongisuzu.com.au/) & [Ballarat Isuzu](https://www.ballaratisuzu.com.au/)
* Isuzu Service Dealer of the Year was awarded to Ballarat Isuzu
* Isuzu Sales Dealer of the Year was also won by Ballarat Isuzu

With such a strong performance across all key areas, Ballarat Isuzu took the major award as the overall Isuzu Dealer of the Year for 2024.

It’s the third consecutive year and the seventh time that Ballarat Isuzu has taken out the top accolade.

“This is the result of the work the team does on a daily basis, so it means a lot to me and a lot to them as well,” said Dealer Principal Ian Deacon.

“I’m really proud of our performance over the past 12 months. With the opening of the new site in July last year, we have been incredibly busy, so a lot of work has been done to achieve these awards.

“Ultimately, it’s always about the customer and their experience—if you can get that right, you get the desired results.”

IAL Head of Network Development, Nathan Ton, praised the winners and the broader dealer network for an outstanding year.

“These awards validate the dealers' work to ensure customers have the right truck, the best sales service and outstanding aftersales support that keeps them on the road,” Mr Ton said.

“As we have seen the need for heavy vehicles across the breadth of Australian industry has broadly maintained its momentum throughout 2024.

“Our congratulations go out to Ian Deacon, who leads an outstanding team that embodies a customer focus and commitment to growth that makes the Isuzu Trucks brand proud in the Ballarat region.

“IAL continues to work with the Network to look at opportunities for even better coverage and to maximise the benefits for customers.”

Of immediate note is Isuzu’s incoming all-new model line-up, which IAL’s Director and Chief of Sales & Aftersales Ben Lasry is confident will deliver across all fronts.

“The entire network has been ramping up for the arrival of the new models, and with all our dealerships across the country stepping up, it’s an exciting time,” commented Mr Lasry.

“It’s fantastic to mark another great achievement for Ballarat Isuzu as our Dealer of the Year, and I think it’s equally important to recognise the high standards that the entire network upholds,” said Mr Lasry.

“The quality of the presentation of Isuzu dealerships across the country is one thing, but the passion and enthusiasm from those within continues to be the real standout for our customers.”

**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