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**DRIVING EXCELLENCE: ISUZU’S TEAM ELITE**

Following the launch of its all-new model range at the Brisbane Truck Show, Isuzu Australia Limited (IAL) celebrated the pinnacle of customer care and support with its Team Elite Gala Awards Dinner.

Parts, service, and sales representatives from dealerships nationwide gathered at Brisbane’s Customs House to recognise the achievements of Team Elite and commemorate 36 consecutive years of Isuzu’s Australian truck market leadership.

Now in its 22nd year, the Team Elite program promotes excellence in all facets of customer service and highlights the technical expertise and professional development across Isuzu’s dealer network.

**Sales champions**

The 2024 Team Elite Sales Awards for 2024 culminated in the National Champion Sales Consultant Competition, hosted at IAL’s Head Office in Truganina, Melbourne.

Three top-performing sales consultants from the [Isuzu Trucks dealer network](https://www.isuzu.com.au/dealer-map/) were selected to compete in the finals: Richard Pineros of [Blacklocks Isuzu](https://www.blacklocksisuzutrucks.com.au/) (VIC), Ben Dean of [Dwyers Truck Centre](https://www.dwyerstruckcentre.com.au/?_gl=1*1fkgzbk*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (NSW), and Joshua Tuddenham of [Westar Truck Centre (VIC)](https://www.westarisuzu.com.au/?_gl=1*eioeuq*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz).

Competitors were assessed across three critical dimensions: product knowledge, brand expertise, and detailed familiarity with specific truck models. The evaluation process included a mix of written and practical tests, including simulated sales engagements.

After a rigorous final round, IAL Head of Sales, Craig White, presented the top award to Joshua Tuddenham of Westar Truck Centre.

“For Joshua to be named the best of the group is not only a testament to his performance but also the support provided by Westar Truck Centre,” said Mr White.

“These awards are aptly named—Isuzu’s elite are recognised and rewarded for an exceptional 2024.

“This outstanding group embodies Isuzu’s customer-first approach, and the real winners are the businesses that rely on Isuzu trucks to keep Australia moving.

“With the recent launch of our all-new truck range at the Brisbane Truck Show, our award recipients and the broader dealer network can look forward to a dynamic and energised 2025 and beyond.”

Mr Tuddenham expressed his excitement at being named Isuzu’s Team Elite National Sales Champion.

“It’s an incredible honour to be recognised among such talented peers,” said Mr Tuddenham.

“This award reflects the passion and dedication our whole team at Westar brings to the table—we’re proud to represent the Isuzu brand.”

“The new trucks are soon to hit all the Isuzu dealerships and for us at Westar Trucks we can’t wait for customers to experience Euro6 updates, the safety changes and the nine-speed transmission on vehicles that can be driven on a car license is a game changer.”

**Service & parts awards**

In the parts category of the 2024 Team Elite Awards, the major winners were:

* Ashley Ryan of [Patterson Cheney Trucks](https://www.pattersoncheneyisuzu.com.au/?_gl=1*1nhmja1*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (VIC)
* Chris Richardson of [Gilbert & Roach Huntingwood](https://www.gilbertandroachisuzu.com.au/?_gl=1*175uohq*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (NSW)
* Bobby Menechella of [Northeast Isuzu Burton](https://www.neisuzu.com.au/) (SA)
* Michell Martin of [Geelong Isuzu](https://www.geelongisuzu.com.au/?_gl=1*pibeuz*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (VIC)
* Will Metcalf of [Ballarat Isuzu](https://www.ballaratisuzu.com.au/?_gl=1*gagvyc*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (VIC)
* Shaun Elliott of [Central Isuzu](https://www.centralisuzu.com.au/) (QLD)
* Grant Davey of [Wagga Motors](https://www.waggamotorsisuzu.com.au/?_ga=2.246902087.278014664.1730841763-510080879.1717369588) (NSW)

In the Service category of the 2024 Team Elite Awards, the major winners were:

* David Ireland of [Major Motors](https://www.majormotors.com.au/) (WA)
* Jamie Kirkland of [Dwyers Truck Centre](https://www.dwyerstruckcentre.com.au/?_gl=1*1fkgzbk*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (NSW)
* Kade Morley of [Blacklocks Isuzu](https://www.blacklocksisuzutrucks.com.au/) (VIC)
* Scott Sell of [Westar](https://www.westarisuzu.com.au/?gad_source=1&gad_campaignid=234572162&gbraid=0AAAAADm5VkbnhdYnrEsSGQNGe_Hj3knKO&gclid=CjwKCAjwravBBhBjEiwAIr30VGgxnjQihqtEc64sqbirRRE5plRQdj8-DwsmiRMCSceenFcyDeBbnhoCVZMQAvD_BwE) (VIC)
* Jonnie Arnel of [Ballarat Isuzu](https://www.ballaratisuzu.com.au/?_gl=1*gagvyc*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (VIC)
* Clint O’Reilly of [Wagga Motors](https://www.waggamotorsisuzu.com.au/?_ga=2.246902087.278014664.1730841763-510080879.1717369588) (NSW)
* Wayne Murphy of [Patterson Cheney Trucks](https://www.pattersoncheneyisuzu.com.au/?_gl=1*1nhmja1*_gcl_au*MTkxNDE2NjU1NS4xNzQ0MDAyNzUz) (VIC)
* Luke Bishop of [Webster Trucks](https://www.webstertrucksisuzu.com.au/) (TAS)
* Paul Capes of [Gippsland Truck centre](https://www.gippslandtruckcentreisuzu.com.au/) (VIC)

**Invest in the best**

Never one to rest on past success, Isuzu continues to invest in the Team Elite program to demonstrate its long-term commitment to providing top-notch sales, aftersales support, and service to Australian customers.

The initiative rewards staff who are focused on ongoing training, product mastery, and building strong relationships with businesses across a vast range of trades and industries.

In total, 49 Isuzu Trucks dealer staff were recognised at this year’s gala.

“The standards continue to rise each year, and that inspires the network to strive even higher—a testament to their confidence in the Isuzu brand,” commented IAL Head of Aftersales, Brett Stewart.

“We’ve introduced new award categories, such as service agreement sales, and we’re seeing records broken year after year; in fact, Joshua Tuddenham also secured that accolade in the Sales Consultant category this year.

“Isuzu works closely with its dealers to continuously improve, incorporating their feedback to benefit all 70-plus locations. Our network strength is a key differentiator from other truck brands and one that we know our customers value.

“With a completely new model line-up arriving at dealerships soon, the enthusiasm across the network is palpable—our customers have a lot to look forward to.”

**ends**

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