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**20 YEARS OF CUSTOMER FOCUS WITH ISUZU CARE**

Isuzu Trucks, Australia’s leading truck brand, is celebrating 20 years of its industry-leading Care program, driven by a continued commitment to delivering the best customer experience.

Launched by Isuzu Australia Limited (IAL) in 2006, the [Isuzu Care program](https://www.isuzu.com.au/customer-care/isuzu-care/) has built a strong reputation in the road transport industry. It offers a unique combination of services and support, making the ownership experience exceptional for Isuzu Trucks customers.

Isuzu’s commitment to Care is rooted in the belief that buying a truck is just the beginning of the ownership journey.

This philosophy contributes to the brand’s enduring popularity with Australian businesses and 36 years of consecutive truck market leadership.

“Since its inception in 2006, Isuzu Care has introduced a wide range of products and services designed to enhance the customer experience, further strengthening the Isuzu Trucks brand’s enviable reputation in Australia,” said IAL Care Manager, Kathryn Kreuzer.

“With the customer at the forefront, we continuously improve programs and initiatives that support our product, always aiming to stay one step ahead.”

**Pillars of support**

“Isuzu is known for its reliability, which stems from not only the quality of our products but also exceptional aftersales and service relationship, where customers truly notice a significant compared to many competitors,” explained Ms Kreuzer.

Isuzu's Care program has three key pillars centred on the customer: customer support, productivity, and reliability.

This encompasses an enormous range of support systems and industry best practices that work to benefit truck owners.

Spanning national services like a National Customer Care Centre and National Fleet Support, as well as dedicated local specialists, including Dealers and OEM-trained technicians, down to 24/7 roadside assistance and industry-leading warranties and service agreements—Isuzu is focused on delivering the whole package, and nothing less.

**Data-driven**

Improvements in the Care program are driven by data from both Isuzu and the broader transport industry, along with valuable insights gathered from direct customer feedback and other touchpoints.

Isuzu Care also looks beyond the industry, exploring new and evolving technologies to further enhance the ownership experience.

“The truck customers of today are not only knowledgeable about truck products but use a wide range of technologies in their business and personal lives,” noted Ms Kreuzer.

“Isuzu Care recognises the need to adapt and evolve to meet the changing needs of our customers, who hail from diverse industries and locations around the country.”

**Always evolving**

In 2023, Care 2.0 was launched, placing an even greater emphasis on the customer and their aftersales experience. This focus will continue to develop in the second half of 2025 when the new model range of Isuzu Trucks is introduced to the Australian market.

“The new model range marks an exciting time for Isuzu,” said Ms Kreuzer.

“Care will remain a core tenant of our offering and form a central part of customer expectations as these new models roll out.

“With a wide range of new technologies, Care will continue to enhance the customer experience and reinforce Isuzu’s reputation as an industry leader in this space.”

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

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