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**ISUZU STRENGTHENS PRODUCT TEAM MANAGEMENT**

Marrying in with a string of fresh appointments across its growing business footprint, Isuzu Australia Limited’s (IAL) Product team has added to its ranks ahead of releasing an all-new model line-up in 2025.

Encompassing the release of next-generation model variants across every weight segment, Isuzu has expanded its capacity at the lighter end of the market by appointing Rajeev Pillai to the role of Product Manager - Light Duty.

Isuzu finished 2024 as the [truck market leader](https://www.content.isuzu.com.au/news-articles/standard-set-with-36-years-of-truck-market-leadership/), recording 13,402 sales overall, with 7,906 units or a staggering 45.8 per cent of those coming in the hard-fought light-duty segment.

IAL’s Chief of Product, Matt Sakhaie, said the truck market leader had big plans for its imminent light-duty line-up, which spans a range of powertrain options and incorporates advanced technology.

**Big plans**

“We’ve got an enormous job of bringing all-new products to the Australian market, and a core plank of that rollout, for a range of reasons, is our light-duty offer in both an internal combustion format and battery electric.

“This new range is a genuine game changer for the brand and the industry overall. Having Rajeev join what is already an outstanding product team will assist Isuzu Australia in reinforcing its rock-solid, market-leading reputation,” Mr Sakhaie stated.

“Rajeev has experience with a number of esteemed capital equipment brands and also in the EV space, which will be important as those powertrains come online in the next 24 months.”

**Ready & raring**

Mr Pillai has enjoyed a storied 25-year career in the commercial vehicle industry, with a range of key engineering and product management roles with global companies such as Daimler, Volvo and Iveco.

Mr Pillai sees the move across to the Australian truck market leader as a career-defining challenge at such a critical juncture for the brand.

“I’ve been lucky enough to work for some of the world’s leading heavy vehicle brands, but I’m extremely excited about this opportunity with Isuzu.

“The technology Isuzu is bringing to market has been extremely well conceived and thoughtfully developed to meet the demands of Australian industry, no matter what the application may be,” he said.

“The light-duty offer has been such a strong part of the brand’s success in this country for many years and considering the rapidly changing transport needs of Australian businesses today, I see a new standard being set with this rollout.

“Isuzu leaves no stone unturned, so I’m extremely confident this release will exceed expectations for existing and prospective truck buyers.”

**Full house**

Fortifying the management of Isuzu’s product department is a group of dedicated engineers tasked with ensuring the best outcomes for Australian operators.

“We’ve done a lot of groundwork to position our product division, focusing on solutions and tangible outcomes for our customer base, no matter the application or the operating environment,” Mr Sakhaie added.

“With Rajeev now on board at the lighter end of the spectrum and indeed a full house of talent across the department, we’re extremely confident coming into this exciting new chapter for the brand.”

**ends**

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