Sydney Build Expo

First Time’s the Charm: Isuzu Debuts at the Sydney Build Expo

**First Timers**

On June 1st 2022, the Sydney build expo will open its doors for decision-makers, buyers and influencers from Construction, Architecture, Transport, and Infrastructure.

This year is expected to dwarf previous years outings in both size and scale with well over 30,000 people expected to attend across the two-day event held at the International Convention Centre in Sydney.

This year will mark the first year that Isuzu will be in attendance and as the market leader in the Australian truck market for the last 33 years, it’s expected that they will make a splash. After a few years of back-to-back record sales, Isuzu are keen to get out and show people exactly what it is that has made them so popular with Australian tradies.

**Ready (and raring) to work**

Isuzu will be exhibiting their new ready to work range, one ideally suited for the largely trade focused audience that the event typically attracts. Many business owners will face the question of ‘Truck or Ute?’ when it comes to kitting out their business in the most practical way and Isuzu has done the research to help answer that question with the conclusion of the *future of trucking* report.

Accommodating almost every trade application imaginable, Isuzu’s RTW line-up covers all bases, resulting in a range of trucks and [trade-specific bodies](https://www.isuzu.com.au/media/nl0fx3gb/isz12967_isuzu_ready-to-work_brochure_oct21_web.pdf) optimised in every aspect to suit the needs of the ambitious tradesperson.

With many models able to be driven on a car drivers’ licence (up to 4,500 kg Gross Vehicle Mass), and featuring clever, two-pedal transmissions, they are just as easy to drive as the daily commuter—with the added bonus of being safer for the business and far more productive.

**Chain of Responsibility**

On the topic of safety, going forward, businesses large and small can all expect to hear much more about the Chain of Responsibility (CoR).

The road transport industry is placing a greater focus on the CoR and the National Heavy Vehicle Regulator (NHVR) are doubling down on efforts to prosecute breaches of legislation governing this.

This poses a significant threat to many businesses though studies shows that small fleets are in a particularly vulnerable position. As per Isuzu’s *Future of Trucking* report, 35 per cent of small fleets are completely unprepared for, or unaware of their CoR requirements.

With many Trucks able to be driven on a standard passenger car licence, they can even be operated by someone on their probationary plates. This is often a revelation for ute owners who can now send apprentices, and anyone else mind you, off on the Bunnings run.

Many are seeing the value and benefits of trading up to a truck, though some might feel the loss of their ute when it comes to weekend activities. Whatever direction you choose, remember that with any vehicle, you always buy nice, or you buy twice.

**Come see us**

The stand this year will be a one stop shop to find all the info you need about the ready to work range and Isuzu as a whole. We’ll have videos showing the trucks in action and we’ll be hearing from interesting businesses who have found success using Isuzu Trucks in their day-to-day operations.

Swing by the stand to chat about truck specs, customisation, fleets and everything Isuzu, we can’t wait to see you there!

Ends

**For further information, please contact:** **For IPS releases and photos:**

Sam Gangemi Arkajon Communications

Isuzu Australia Limited Phone: 03 9867 5611

Phone: 03 9644 6666 Email: isuzu@arkajon.com.au

Image collection

<https://isuzu.imagerelay.com/sb/a7f8e338-d829-4d29-a664-cb6b6e8a0ce3/playtime-is-over>