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**ISUZU TRUCKS: A NETWORK WITHOUT RIVAL**

With the local truck market remaining buoyant, commitment from Isuzu Australia Limited (IAL) and its wide-ranging Dealer Network to ramp up support for Australian buyers will usher in the market leader’s next phase of operations.

IAL has invested heavily in personnel, product development systems, and supply chain strategies to meet the needs of Australian operations and in preparation for the launch of an all-new truck range in 2025.

Complementing this is the ongoing commitment from the brand’s experienced Dealer Network, which has expanded and upgraded facilities over the past years to meet growing customer demand with a slate of new [Authorised Service and Parts Outlets](https://www.content.isuzu.com.au/news-articles/isuzu-parts-service-network-grows-with-customer-demand/) (ASPOs) and [dealership locations](https://www.isuzu.com.au/dealer-map/).

**On the horizon**

IAL Chief of Sales and Aftersales, Ben Lasry, commented that all areas of the business were performing strongly in the run-up to Isuzu’s landmark occasion next year—which will see the first all-new model range delivered to Australian customers in over 15 years.

“The resilience of the truck market has been encouraging as we look to close out the year,” said Mr Lasry.

“Orders at the retail level have been very good, and the fleet sector is delivering strong results.

“Importantly, our customers continue to have confidence that they’re getting the whole package with Isuzu, with the backing of over 36 incredible dealers and our reputation for market-leading service after the sale.”

**Unrivalled coverage**

Support and investment in the Isuzu Trucks brand remain consistent across the network, which spans over 70 locations across Australian states and territories.

In Isuzu’s home state of Victoria, [Ballarat Isuzu](https://www.content.isuzu.com.au/news-articles/first-class-service-assured-for-ballarat-isuzu-customers/) recently opened the doors at its new state-of-the-art facility in Mitchell Park, while Westar Truck Centre hasbegun operations at a fully redeveloped and extended site for their branch in Campbellfield and Patterson Cheney Isuzu will deliver an all-new site at Pakenham next year.

“The propensity of our dealers to expand and invest in the Isuzu brand strongly indicates the belief in our products and strategy moving forward,” said Mr Lasry.

“There is also plenty of movement happening outside of Victoria, with new dealership locations and ASPOs opening to support our loyal customers into the future, so watch this space!”

**Building connections**

Isuzu sets lofty targets for providing the best support for its Australian customers, placing a huge emphasis on a comprehensive range of aftersales services included with every Isuzu truck purchase and further offerings, such as service agreement packages under the umbrella of the [Isuzu Care](https://www.isuzu.com.au/customer-care/isuzu-care/) program.

The broad Dealer Network has ever been at the forefront of delivering this suite of services, building vital connections between brand and customer at the local level.

“Isuzu has recorded that the take-up of service agreements rose by 36 per cent in 2023, exceeding our anticipated targets over a three-year period,” said Mr Lasry.

“This is paired with an average contract commitment of over four years.

“This all says that our Dealer Network understand the need to form that relationship, trust and familiarity with a business’ operation and will work as partners in the supply and support of their commercial vehicle requirements.”

**Customers lead the way**

When it comes to dealer support and servicing availability, Isuzu’s track record has been proven over the past 50 years, with 35 of these years recognised as the nation’s truck market leader.

“Our record of success is built on the simple premise of providing and supporting fit-for-purpose, commercial vehicle capital equipment.

“As technology and the needs of our customers evolve, so too does our product and support offering, and we look forward to introducing our new model range next year – the core of our offering and platform for our success into the future,” Mr Lasry concluded.

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