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ISUZU TRUCK UK LEADS 7.5-TONNE MARKET IN 2023

Vehicle registration data published by the Society of Motor Manufacturers and Traders (SMMT) has confirmed a new market leader in the 7.5-tonne commercial vehicle sector, with Isuzu Truck UK securing the hotly contested number one spot for the first time ever.

The Japanese manufacturer secured 34.79 per cent of the market, up from a 28.32 per cent share in 2022, in a market that saw growth of 1.87 per cent to reach 3,104 units overall.

Celebrating the news, Pete Murphy, Managing Director of Isuzu Truck UK, says: "This is an absolutely historic milestone for Isuzu in the UK and demonstrates the level of trust and loyalty we have built in the brand over the last 28 years. I have been with the business since 1998 and this has genuinely been my dream since day one.

"Our product at 7.5-tonnes offers a fantastic proposition to all operators within that weight sector, particularly when it comes to the all-important matters of payload capacity, reliability, and durability. Every truck we sell is also backed by our Customer CARE programme, which remains unique within the industry and delivers a wealth of benefits to everyone who purchases an Isuzu truck, irrespective of their fleet size."

Isuzu's registrations at 7.5 tonnes grew by more than 25 per cent year-on-year and were split evenly between retail and fleet customers, with the brand securing the number one position across most body types categorised within the SMMT's data. This included top spot for tippers, dropsides/flatbeds, refrigerated vehicles, recovery trucks, refuse/municipal vehicles, tankers, and demountables.

Isuzu Truck UK also registered more vehicles across the range in 2023 than at any time in the company's 28-year history.

Looking ahead, Stuart Beeton, Head of Sales & Marketing at Isuzu Truck UK, adds: "We have a strong forward order bank for 2024, including a significant volume of repeat customer orders. In such a competitive market you cannot retain business without first class aftersales support at a

dealer and manufacturer level, and it's here that our Customer CARE programme makes such a difference. It's a driving force behind our continued year-on-year growth.”

For more information visit isuzutruck.co.uk.

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Notes to Editor:

Isuzu: A Global Strength

Isuzu Truck (UK) Ltd (ITUK) is a wholly owned subsidiary of Isuzu Motors Ltd (IML) Japan, supplying Commercial Vehicles and Aftersales Support Services throughout its comprehensive Dealer Network.

Founded in 1916, Isuzu is a major global truck, commercial vehicle and diesel engine manufacturer, with customers in over 120 countries around the world relying on Isuzu trucks to carry out their day-to-day business operations.

ITUK was formed in 1996 and is a dedicated Truck Sales, Marketing & Aftersales operation supported by over 60 franchised Dealers in England, Scotland and Wales.

All Isuzu Truck products sold by ITUK are covered by a three-year unlimited mileage warranty and backed by the company's unique Customer CARE programme:

Customer Facing
Always Listening
Reliable & Trustworthy
Efficient & Friendly

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