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LONGSTANDING ISUZU TRUCK UK DEALER OPENS NEW CARLISLE SHOWROOM

Armstrong Vehicle Centre, one of Isuzu Truck UK's northern dealerships, has invested more than £150,000 opening a new showroom in Carlisle, underlining the company's ambitious growth plans.

An Isuzu Truck dealer for more than two decades, the showroom will complement the company's existing workshop site just seven miles away in Longtown, and its Scottish base in Glasgow. Based on the popular Kingstown Industrial Estate, the fully refurbished and remodelled showroom features space to display up to six vehicles inside and a forecourt with room for five more.

Ian Legg, Managing Director of Armstrong Vehicle Centre, comments: "Isuzu Truck UK has provided outstanding support over the two decades we've been working together, helping us to build and solidify our reputation in the area. That hard work has culminated in the opening of this new site and the six-figure investment we have made represents a huge step forward for the business."

The showroom will be used to support new Isuzu truck sales, with the Kingstown Industrial Estate selected as a focal point for the commercial vehicle industry locally – and the wide array of builder's merchants, retail outlets and wholesalers located nearby.

"We're in a reasonably rural area, so the size, manoeuvrability, functionality, and reliability of the vehicles within Isuzu Truck's range makes them the ideal choice for many local operators. Add in our dedication to providing great customer service, and you have a solid foundation on which we've been able to build the business consistently year on year," adds Legg.

Pete Murphy, Managing Director of Isuzu Truck UK, comments: "The new site looks absolutely fantastic and provides our many existing and new local customers with the perfect environment to view key models in the Isuzu range, and discuss their specific vehicle requirements. The team at Armstrong Vehicle Centre have consistently represented Isuzu well in Carlisle and surrounding areas, ensuring that customer care is always at the centre of its business."

Armstrong Vehicle Centre specialises in new Isuzu truck sales, complemented by a full suite of aftersales support, reinforced by utilising the many long-term benefits of fitting Genuine Isuzu parts.

The showroom will be open Monday to Friday from 9.00 to 17.00hrs, and on Saturdays by appointment only. Find Armstrong Vehicle Centre's new showroom at:

Site 98
Leabank Road
Kingstown
Carlisle
CA3 0HB
Tel: 01228 794800

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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