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ISUZU TRUCK UK CONCENTRATES ON CUSTOMER CARE WITH CROSS STREET GARAGE

Isuzu Truck UK has named Cross Street Garage as its authorised repairer for Swindon, in a move designed to improve aftersales support for customers along the busy M4 corridor and surrounding area.

In preparation for the appointment, Cross Street Garage took over the former Greenmeadow Commercial Services site on The Ridgeway in Swindon, adding to its three existing locations in the town. Investing around £70,000 to kit-out the workshop to manufacturer standards, the team is now ready to carry out servicing, maintenance and repairs across the Isuzu truck range, as well as supply a full line-up of Genuine Isuzu parts.

Sat Nijjar, Managing Director for Cross Street Garage, says: "We're a family business, which is underlined in our approach to both our team and our customers. We believe if our staff are happy and motivated, our customers can see that and really feel the difference – it's an approach that is shared by Isuzu Truck UK, which is why we're delighted to be working with them.

"We have several customers which have been operating Isuzu trucks for years and they absolutely love them. We know this is the right move for our business and we're excited to be directly supporting such a huge global brand; it'll be interesting to see what the future holds."

Cross Street Garage's new four-acre site includes a large, freshly painted workshop featuring five commercial vehicle bays. Refurbished in readiness for taking on the authorised repairer franchise, Isuzu customers will be able to call on six technicians and four dedicated support staff to provide a complete aftersales service.

Across three locations, Cross Street Garage employs a 40-strong team, with its experienced and knowledgeable staff delivering outstanding customer care to commercial vehicle and passenger car customers in Swindon and across the local area.

Tim Hicks, Head of Operations & Product for Isuzu Truck UK, adds: "Adding the new Cross Street Garage site to our authorised repairer network is hugely important for our presence in Wiltshire and beyond. They have an excellent team, with priorities that align closely with our own. We have no doubt that they will deliver outstanding support to our Isuzu Truck customers in the area."

The new site is open Monday to Friday from 08.00hrs to 17.00hrs at:

The Ridgeway
Gipsy Lane
Swindon
SN2 8DH

For more information visit [isuzutruck.co.uk](https://www.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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