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## ISUZU REMAINS TRUCK OF CHOICE FOR ESSENTIAL TRADING CO-OPERATIVE

Bristol-based foods distributor Essential Trading Co-operative has taken delivery of the first of five new Isuzu trucks from local dealer AK Commercials, continuing a longstanding loyalty to the marque dating back nearly a decade.

The new trucks – comprised of one 11-tonne F110.240(E) and four 7.5-tonne N75.190(E) rigids – will replace older Isuzu models in the company’s mixed commercial vehicle fleet, which also includes a larger 13.5-tonne F135.240(E) model. Mounted with curtainside bodies, the larger vehicles also include a bespoke split-body design that features a standalone refrigerated box section at the front.

Rob Baird, Transport Manager for Essential Trading, says: “We had tried many different manufacturers before the team at AK Commercials introduced us to Isuzu Truck back in 2015. It didn’t take long for us to see that their versatility and reliability would make all the difference with the type of delivery routes we operate.

“Other vehicles with similar payload capacities are substantially larger, which makes them difficult to operate on the smaller winding roads in the Bristol area. We also noticed that the Isuzu vehicles spent significantly less time in the workshop, which obviously helped to improve fleet efficiency and allowed us to better serve our customers. We genuinely haven’t looked back.”

The new vehicles will be supplied on a five-year Full Repair & Maintenance contract as part of Isuzu’s comprehensive CARE programme, with the dealer managing all scheduled services, MOTs, and any non-scheduled repairs from its Bristol base.

“The team at AK Commercials has always ensured we get the right vehicles for our needs. Once on the road, we know we can also count on them to provide fantastic aftersales support, with servicing handled quickly and efficiently. We don’t need to lift a finger, it’s all taken care of,” Baird adds.

Clocking up an average of 70,000km annually, the new trucks will be used primarily for local multi-drop deliveries, with occasional longer distance trips as required.

Essential Trading is a distributor of ethical and sustainable wholefoods, ecological household products, and cruelty-free body care, with a range of nearly 5,000 products sold to independent retailers, schools, festival organisers and retreats.

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