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ISUZU TRUCK UK AND ALLPORTS GROUP DOUBLE UP WITH SECOND SALES DEALERSHIP

In a move designed to expand its footprint in the Midlands, Isuzu Truck UK has opened a second full sales, parts and service dealership with Allports Group, following the dealership's completion of a £5 million project to expand and upgrade the facilities at its flagship Lichfield site.

The major investment has seen the location at Fradley Park double in size to 10 acres. The site now boasts a new sales, rental and contract hire centre, alongside a 6,500 square foot workshop fitted with the latest tools, equipment and technology, a dedicated ATF lane and six maintenance bays, able to provide inspection, repair and breakdown services to the full range of Isuzu trucks.

Mark Sanders, Managing Director for Allports Group, says: "The goal for the expansion project was to improve the customer experience across every aspect of the business, which includes a new dedicated sales team for Isuzu.

"The company's 3.5 and 7.5-tonners are firm favourites with our customers – it's no coincidence that the 7.5-tonne range has become the UK's market leader. We have introduced many of our existing clients to Isuzu, and thanks to the customer loyalty the brand commands, we've also seen plenty of new business come our way."

Allports Group has operated as a full sales, parts and service dealership for Isuzu Truck from its Stoke-on-Trent location since November 2020, while the Fradley Park site has held Authorised Parts and Service status for just over a year. The expansion of Allports Group's headquarters provided an ideal opportunity for Isuzu to add an additional sales location in the area, helping to cater to customers in the West Midlands and beyond.

Tim Hicks, Head of Operations & Product for Isuzu Truck UK adds: "The team at Allports Group have done a fantastic job supporting our customers from both of its Staffordshire locations. The recent investment and expansion of Fradley Park made it the ideal choice to fill the gap for sales coverage in the area and we are excited to see how they take things to the next level."

Opening for business in 1959, Allports Group now employs 120 staff across its two sites, offering the full spectrum of new and used commercial vehicle sales, rental and contract hire, plus a full remit of repair and maintenance support to customers nationwide.

The Fradley Park site is open Monday to Friday from 09.00hrs to 17.00hrs and Saturdays from 09.00hrs to 12.00hrs at:

Fradley Distribution Park
Westhill Road
Fradley
Lichfield
WS13 8NG

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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