



**MEDIA RELEASE**  
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## **ISUZU NUMBER ONE IN TRUCKS TEN YEARS RUNNING**

For the tenth year in a row Isuzu has secured the number one position for overall truck sales in the New Zealand market, with 455 Isuzu trucks registered in 2009.

Isuzu accounted for 22.8% of the light, medium and heavy truck market and came in ahead of its nearest competitor by a huge 141 sales.

David Swain, General Manager, Isuzu New Zealand says retaining the number one position is a great achievement especially in a market that saw Japanese brands affected by volatile exchange rates.

“On top of a volatile Yen we also had to contend with a market that was heavily affected by the lack of financial funding, slump in construction, transport movements and lower consumer confidence which resulted in a 48% drop in the total market.”

“Although our sales were down on last year we did not lose as much volume as some of our other Japanese competitors.”

Mr Swain says that Isuzu’s impressive product range has been key to the brands success in such a difficult environment.

“The launch of our light and medium Gen 6 range in late 2008 provided us with model variants to suit any requirement. Features such as Automated Manual Transmission (AMT) Diesel Particulate Diffusers (DPD) and ISRI air suspension seats have fulfilled customer’s needs around productivity, environmental concerns and driver comfort.

Isuzu’s dealer network has also played a vital role in the brands success in New Zealand.

“Our nationwide network of dealers are highly professional and dedicated to providing the highest standard of service.”

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“Although the market will continue to provide challenges through 2010 when you have the experience of a decade at the top you know what it takes to make it in any conditions,” Mr Swain says.

Isuzu New Zealand has been operating in this country since 1972 and has a nationwide network of 10 independently owned and operated dealerships.

Ends

\*Source: NZTA Truck Sales Data 2000-2009

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