

ISUZU

# TORQUE

EDITION 01, 2025



● ISUZU MU-X MY25

ISUZU Motors South Africa  
**Celebrates 45 Years**  
of Local Bakkie Production

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ISUZU Motors South Africa  
**unveils versatile new MU-X**  
that is 'ready for anything'

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### A WORD OF THANKS

# WORD FROM THE EDITOR.

The media landscape is constantly evolving. The ways in which we communicate, advertise, and share knowledge continue to shift.

This is precisely why we decided to launch a digital magazine. Who would have imagined that a digi mag would one day be a reality? Then again, working in the automotive industry where vehicles now feature 360 degree cameras, we should be among the first to adapt calmly to change.

So yes, this is me, writing my very first editorial on behalf of the Marketing Team. I also have the honour of serving as ISUZU's first Customer Retention Officer, and it has been a privilege to help curate this inaugural edition.

From the beginning, we knew this issue needed to be centred on originality. It highlights our brand milestones, product launches, future aspirations, and the value we offer not only as an original equipment manufacturer, but as the broader ISUZU network.

As we looked back through 45 years of bakkie heritage and 65 years of truck innovation, one theme stood out in every era: the celebration of reliability and durability. These qualities remain the foundation of the ISUZU story, and they are reflected throughout this issue.

*We hope you enjoy the first edition of our digital magazine.*

*from Ntobozo Mabaso*





# THE BEST IN THE BUSINESS FOR 12 YEARS.

*ISUZU TRUCKS, #1 IN MEDIUM AND HEAVY TRUCKS*







**12 YEARS**  
BECAUSE OF YOU

**ISUZU | TRUCKS**



# ISUZU TRUCKS: BUILT FOR SOUTH AFRICA, POWERED BY SOUTH AFRICANS

Isuzu Motors South Africa (ISUZU) continues to dominate the country's commercial vehicle industry, reinforcing its reputation as a brand deeply rooted in South Africa's economic landscape. With a commitment to local production, tailored engineering for African conditions, and industry-leading sustainability efforts, Isuzu remains the backbone of trucking in South Africa.

The plant produces world-class commercial vehicles, ensuring stringent quality control while fostering economic growth through job creation, and service manuals. This not only boosts the local supply chain but also enhances cost-efficiency and ensures a high standard of truck assembly tailored to South African conditions.

## ■ **BUILT FOR SOUTH AFRICAN ROADS AND CHALLENGES**

ISUZU trucks are engineered to tackle the unique challenges of South Africa's diverse landscape. Whether navigating the harsh, unpaved rural roads or manoeuvring through dense urban centres, these trucks deliver exceptional performance, durability, and cost efficiency.

With carefully optimised chassis configurations, powertrains, and cab specifications, Isuzu trucks offer superior fuel economy and longevity, minimising downtime and maximising productivity. The brand's focus on a lower total cost of ownership makes Isuzu the preferred choice for businesses relying on transportation and logistics.

## ■ **PIONEERING SUSTAINABLE TRUCKING IN SOUTH AFRICA**

ISUZU is a frontrunner in sustainable trucking solutions, ensuring environmental responsibility without compromising performance. With the integration of Euro 5 emission standards, Isuzu trucks utilise advanced exhaust after-treatment systems such as Diesel Oxidation Catalyst (DOC), eliminating the need for complex and costly Selective Catalytic Reduction (SCR) mechanisms.

The company has also introduced Compressed Natural Gas (CNG) and Dual Fuel (CNG and diesel) trucks, contributing to a cleaner and more sustainable future. Looking ahead, Isuzu continues to invest in innovative New Energy Vehicle (NEV) technologies, including Electric Vehicles (EV), to support South Africa's transition to greener mobility solutions.

## ■ **POWERING INDUSTRIES**

From agriculture and mining to logistics and public service, Isuzu trucks play an integral role in driving South Africa's economy forward. Whether hauling heavy equipment, transporting perishable goods, or serving as emergency response vehicles, Isuzu's diverse range of commercial trucks ensures that businesses can rely on robust and efficient transport solutions.

ISUZU is a key player in the nation's economic development. The company's continued investment in local operations directly contributes to job creation, skills development, and supplier empowerment.





Its assembly plant in Gqeberha ensures cost-effective, high-quality production while strengthening South Africa's position as a leader in the global automotive industry. With over a thousand direct employees and thousands more within its dealer and supplier network, ISUZU invests in training programs that upskill technicians, mechanics, and engineers. By sourcing components locally wherever possible, it helps strengthen South Africa's supply chain and supports the growth of small and medium-sized enterprises.

Through tailored truck solutions and strong aftersales support, Isuzu contributes to the success of industries such as agriculture, logistics, construction, and mining. The company also exports locally assembled trucks to markets across Sub-Saharan Africa, reinforcing the country's standing as a key automotive hub while boosting foreign revenue. Additionally, ISUZU actively contributes to uplifting South African communities through education and environmental initiatives, as well as road safety programs.

#### ■ **SOUTH AFRICA'S MOST TRUSTED TRUCK BRAND FOR OVER A DECADE**

For 12 consecutive years, Isuzu Trucks has proudly held its title as South Africa's number-one-selling brand in the combined Medium and Heavy Commercial Truck Market. Additionally, it remains the leading chassis cab truck brand in the government sector within the same segment. These accolades underscore the brand's commitment to delivering reliable, high-quality, and locally trusted commercial vehicles.

With a rich history in South Africa and a steadfast commitment to innovation, ISUZU continues to lead the way in commercial vehicle manufacturing. Delivering durability, affordability and sustainability, ISUZU ensures that businesses across the country have the reliable trucking solutions they need to succeed.

Isuzu Trucks are locally assembled, earning the trust of South Africans with their reliability and performance. As a brand deeply rooted in the country, Isuzu takes pride in delivering quality vehicles designed to meet the unique demands of local businesses and industries. With a strong commitment to excellence, Isuzu Trucks continues to be a preferred choice, embodying durability, efficiency, and a proudly South African legacy.



# ***BUILT FROM 45 YEARS OF BAKKIE***

Equipped with everything you need for every kind of adventure  
**THE NEW LIMITED-EDITION D-MAX 45**





ALL-NEW ISUZU  
IT'S A **D-MAX** THING  
*Take it to its limits*





# ISUZU Celebrates 45 Years of Local Bakkie Production with Limited Edition D-MAX 45

ISUZU Motors South Africa is celebrating its legacy of producing segment-defining ISUZU bakkies in the country over the past 45 years with the launch of the limited edition D-MAX 45, competitively priced at R906 100.

Based on the seventh-generation D-MAX range, and specifically the 3.0 Ddi Double Cab LSE 4x4 Automatic derivative, the D-MAX 45 will be released in limited numbers from the end of July 2024. It will be available with an exclusive range of accessories and features, adding further lustre to one of the bakkie segment's most revered nameplates.

**“The ISUZU D-MAX, and the KB before it, have enjoyed a long and proud legacy in South Africa, and were responsible for creating and popularising the double cab bakkie segment which is now the mainstay of the local industry”**

**– Kevin Fouche**

ISUZU Motors South Africa Department Executive:  
Product Planning and Programme Management



“With the inherent practicality, versatility and go-anywhere capability offered by this type of vehicle, it’s no surprise that bakkies now top the new vehicles sales in South Africa,” Fouche says. “The D-MAX has consistently been a leading contender in the segment, whether it’s for commercial applications with the trusted D-MAX Single Cab, empowering the agricultural industry with the tough D-MAX Extended Cab, or as a family-oriented leisure vehicle with the all-encompassing D-MAX Double Cab.”

“The ISUZU D-MAX, and the KB before it, have enjoyed a long and proud legacy in South Africa, and were responsible for creating and popularising the double cab bakkie segment which is now the mainstay of the local industry,” says Kevin Fouche, Department Executive: Product Planning and Programme Management at ISUZU Motors South Africa.

Over its seven iterations, the ISUZU bakkie range has remained one of the most compelling and



popular models in the light commercial vehicle segment, ever since the first-generation KB came off the Kempston Road production line in Port Elizabeth (now Gqeberha) in 1979.

Following the establishment of ISUZU Motors South Africa in 2018 as a wholly-owned subsidiary of ISUZU Motors Limited – the first outside of Japan – ISUZU's trusted and loved bakkie was renamed "D-MAX" in line with the brand's global nomenclature.

"The limited edition D-MAX 45 celebrates this proud heritage with unique features, colour options and accessories that will make it a highly sought-after offering in the ISUZU D-MAX range," Fouche says.

### ■ D-MAX 45 FEATURES

The D-MAX 45 is based on the 3.0 Ddi Double Cab LSE 4x4 Automatic, which means it has an appreciably high level of standard comfort, safety and convenience features, matched to the proven capabilities of the 3.0-litre Ddi intercooled turbodiesel engine which produces 140 kW of power and 450 Nm of torque. This is combined with a dependable six-speed automatic transmission and a part-time four-wheel drive system with a standard differential lock to conquer more challenging terrain.

However, the D-MAX 45 stands out from the standard LSE models thanks to the adoption of a gloss black front grille with contrasting lower fog lamp fascia accent garnish, 18-inch gloss black alloy wheels with distinctive silver ring centre caps, and a classy yet practical black Rhinoman X-pedition canopy. The tailgate continues the theme with a black ISUZU decal, as well as a special 45-year commemorative badge that signals this model's exclusive status.

Easy access to the load compartment is facilitated by the inclusion of the tailgate assist feature, while the inclusion of a spray-on bedliner ensures that a variety of goods can safely be carried without scratching the load bed.

A range of attractive colour choices has been selected for the D-MAX 45, comprising Desert Orange, Splash White, Mercury Silver, Biarritz Blue and Islay Grey. The upmarket interior, which includes the LSE's partial leather seat trim, benefits from the addition of durable Bundu Basher rubber floor mats, which makes it ideal for

dusty and muddy off-road adventures.

A wireless charger is included on the D-MAX 45 to keep your compatible smartphone charged at all times. This complements the standard nine-inch touchscreen multimedia system with integrated wireless Apple CarPlay and AndroidAuto.

The D-MAX LSE's standard suite of safety features is carried through to this limited edition model, including driver and passenger front airbags, side airbags, curtain airbags, a driver's knee airbag and the far-side airbag between the front seats.

Active safety features include ABS with Electronic Brakeforce Distribution (EBD), Brake Assist System (BAS), Electronic Stability Control (ESC) with Traction Control, Hill Start Assist (HSA), Hill Descent Control (HDC) and Trailer Sway Control.

### ■ AN ESTEEMED LEGACY

The limited edition D-MAX 45 pays tribute to ISUZU's long and proud legacy of manufacturing its bakkie range in South Africa, which commenced with the first ISUZU KB coming off the production line in 1979. However, this was preceded by the introduction of the ISUZU KB40 a year earlier as an imported model, which was soon to become one of the country's top-selling bakkies.

The ISUZU bakkie range is credited with numerous trend-setting innovations over the years, including becoming the first pick-up to feature rack-and-pinion steering and independent front suspension, all the way back in 1981 – the same year that the second-generation model was launched, known as the KB25 LWB and KB41.

The third-generation KB debuted in 1989 as the first of a new body shape built by Delta Motor Corporation, which had taken over the ISUZU brand from GM. Having already sold more than 80 000 units by this stage, the third-generation range comprised an even wider and more capable line-up comprising the KB160 Base and Fleetside, the KB230 and KB250D in short-wheelbase, long-wheelbase and upmarket LE specification, plus four-wheel drive versions.

In 1993 the pioneering Turbo Blazer version of the KB was launched. Developed locally by the Engineering Centre team, it was the first time a South African manufacturer offered a turbocharged petrol-engined bakkie. ISUZU followed this up by creating the double cab segment the same year with the introduction of the four-door version of the KB260 LE 4x4 and KB280DT – an industry first that set the groundwork for what is now one of the most

popular segments of the new vehicle industry in South Africa.

In 1997 the fourth-generation ISUZU KB was launched, and the KB unsurprisingly became the top-selling one-ton bakkie in the country, a position it held for two consecutive years. Having returned to South Africa, General Motors invested R500-million into tooling and facilities for the fifth-generation ISUZU KB which was launched in 2004.

Records are meant to be broken, and ISUZU did exactly that when the KB set a new world record at the 72 Hour Endurance Challenge, which took place at the Gerotek Vehicle Testing facility near Pretoria. A KB300 covered a record of 12 243.38 km at an average speed of 170.047 km/h, exceeding the previous record of 11 520.664 km and 160.009 km/h held by a 2.7-litre petrol-engined pick-up. Similarly, a KB250 diesel improved on the existing 3.0-litre diesel records by 470 km and 5 km/h average speed – and came within a hair's breadth of beating the 2.7-litre petrol records.

The ISUZU Off-Road Academy was launched in 2011 to provide hands-on training on 4x4 driving to ensure owners could get the best out of their vehicles. Thousands of owners have benefitted from these courses over the years. ISUZU's sixth-generation D-MAX was launched two years later, and this was the first model to be produced in both left and right-hand drive for export markets in Africa.

On 1 January 2018, ISUZU Motors South Africa (IMSA) was established as a wholly-owned subsidiary of Isuzu Motors Limited – the first outside of Japan – employing 1 000 South Africans directly and 25 000 people across the value chain. The KB name was subsequently dropped in favour of D-MAX to align with ISUZU's global naming conventions. In 2019 ISUZU then consolidated its Bakkie and Truck operations, relocating to the IMSA headquarters in Struandale, Gqeberha. Later that year it was announced that ISUZU Motors Limited would be investing R1.2-billion in the South African operations for the seventh-generation D-MAX.

Production of the all-new model range commenced in 2022 in both LHD and RHD configurations for export markets. In addition to an extensive range of seventh-generation models, ISUZU continued production of selected GEN 6 models, thus offering a more affordable alternative in the highly competitive bakkie segment.





# THE EVOLUTION OF A SOUTH AFRICAN BAKKIE

## D-MAX 45

pays tribute to ISUZU's long and proud legacy of manufacturing its bakkie range in South Africa.



The **first ISUZU KB** came off the production line.



For nearly two decades, the ISUZU KB range included petrol engines from 2.0 to 3.6 litres, but later shifted to a **diesel-only** range due to market demands.



The fourth-generation ISUZU KB was launched, and it unsurprisingly became the **top-selling 1-tonne bakkie in the country**, a position it held for **two consecutive years**.



**ISUZU Off-road Academy** was launched.



The **KB name** was subsequently **dropped in favour of D-MAX** to align with ISUZU's global naming conventions.



**Production of the all-new D-MAX** model range commenced in both LHD and RHD configurations, for export markets alongside a wide range of seventh-generation models.

1979

1989

1990

1993

1997

2004

2011

2013

2018

2019

2022

2024

The **third-generation** KB debuted, comprising the KB 20 which initially was a 1.6 litre engine and later a 1.8 litre engine, the KB 230 and KB 250D in short-wheelbase, long-wheelbase and upmarket LE specification, plus four-wheel drive versions.



The pioneering **2.6 litre Turbo Blazer** version of the KB was launched. Developed locally by the Engineering Centre team, it was the **first time** a South African manufacturer offered a turbo-charged petrol engine bakkie.



The **KB set a new world record** at the 72-hour Endurance Challenge, at the Gerotek Vehicle Testing facility near Pretoria.



ISUZU's **sixth-generation D-MAX** was launched, the first model to be produced in both RHD and LHD for export markets in Africa.



ISUZU announced it was investing **R1.2 billion** in the South African operations for the **seventh-generation D-MAX**.



**D-MAX remains one of the leading contenders** 45 years after local production began and is renowned for its outstanding fuel efficiency.



**ISUZU**  
for the long run



# MAKE LIGHT WORK OF THE HEAVY LIFTING WITH AN **ISUZU** 1.9L LS SINGLE CAB

**DURABLE, RELIABLE AND FUEL EFFICIENT.**

VISIT YOUR NEAREST **ISUZU DEALERSHIP**  
AND **GET THE BAKKIE BUILT FOR THE JOB**



ALL-NEW ISUZU  
IT'S A **D-MAX** THING  
*Take it to its limits*





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**ISUZU**

*With you, for the long run*



# 60 YEARS OF TRUCKS.

*With you for 60 years, and committed to being  
a reliable solutions partner for the long run.*







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**ISUZU**

*With you, for the long run*

# ISUZU TRUCKS: A 60-YEAR LEGACY ON WHEELS

In the world of commercial vehicles, few names resonate as strongly as ISUZU. Renowned for their durability, innovation, and reliability, ISUZU trucks have been integral to the automotive landscape since 1934. From humble beginnings to a dominant global force, ISUZU's journey is a testament to engineering excellence and visionary leadership.

As ISUZU celebrates 60 years in 2024, we explore its rich history, tracing its evolution from early models to modern powerhouses and highlighting key milestones that solidified ISUZU's reputation as a leader in the commercial vehicle industry.

## ■ **Expansion and innovation**

By 1964, ISUZU had made its mark internationally. Stanley Motors Organisation, renowned for representing Peugeot and the British Rootes Group, introduced the ISUZU Elfin TKG 10 petrol-engine 1½ tonner in South Africa. In the late 1960s, the ISUZU truck range expanded significantly. By 1968, the company introduced the bonneted TXD and TWD series and the forward-control TD 80E, all powered by diesel engines with Gross Vehicle Mass (GVM) ratings from 7½ to 15½ tons.

## ■ **Establishing roots in South Africa**

In the 1970s, ISUZU deepened its integration into the South African market. A 1971 partnership with General Motors South Africa (GMSA) led to GM acquiring a 34.2% interest in ISUZU Motors Ltd. By 1972, the LUV 1-ton pick-up was introduced under the Chevrolet name, with local production starting in Gqeberha (formerly Port Elizabeth) by October.

ISUZU's innovation continued with the 1975 launch of the SBR422, featuring a high-speed direct injection diesel engine. The 1980s saw ISUZU solidifying its dominance. The second-generation ISUZU KB pick-up, launched in 1981, was the first to feature rack and pinion steering and independent front suspension, selling 3,890 units in South Africa that year. The 1982 introduction of the ISUZU WFR long-wheelbase high-roof panel van and 16-seater minibus further diversified the lineup.

By the decade's end, ISUZU launched the third-generation KB pick-up in 1989, catering to various market needs. Since its introduction, GM South Africa has sold over 80,000 KBs, highlighting the model's popularity and reliability.

## ■ **Market leadership**

The 1990s and 2000s marked significant evolution and market leadership for ISUZU. The 1993 introduction of the Turbo Blazer KB, the first South African turbocharged petrol-engine





bakkie, was a key innovation. By 1997, the fourth-generation ISUZU KB pick-up became the top-selling one-ton pick-up in South Africa for two consecutive years.

In the new millennium, ISUZU continued to innovate with the FVZ1400 6x4 model in 2001 and the fifth-generation KB in 2004, supported by investments in tooling and facilities.

The 2010s brought further achievements. In 2010, the ISUZU KB set a world record at the 72 Hour Endurance challenge, showcasing ISUZU's engineering prowess. The 2013 launch of the sixth-generation KB marked another milestone, excelling in quality and performance as recognized by the IPSOS Quality Awards.

### ■ **Number one, 11 years running**

ISUZU Trucks proudly celebrates its 11-year reign as South Africa's number one brand in the medium and heavy commercial vehicle (MCV and HCV) segments. Despite market challenges, ISUZU continues to dominate, underscoring its commitment to excellence and customer satisfaction.

In 2023, ISUZU Trucks maintained its strong presence in the MCV segment with 1,632 units sold and a 30.8% market share. In the HCV segment, it achieved 1,160 units sold and a 21.2% market share. The NPR 400 and FTR 850 models were standout top-sellers.

ISUZU Trucks is the top-selling cab-over-chassis

brand in both the MCV and HCV segments in South Africa. The NPR 400 and FTR 850 models stood out as top-sellers, meeting diverse market demands.

**“ We are immensely proud of this achievement and grateful for the support of our valued customers, dealerships, and partners. These results reinforce our dedication to providing high-quality, innovative solutions. ISUZU Trucks remains committed to setting industry standards and driving the future of commercial transportation. ”**

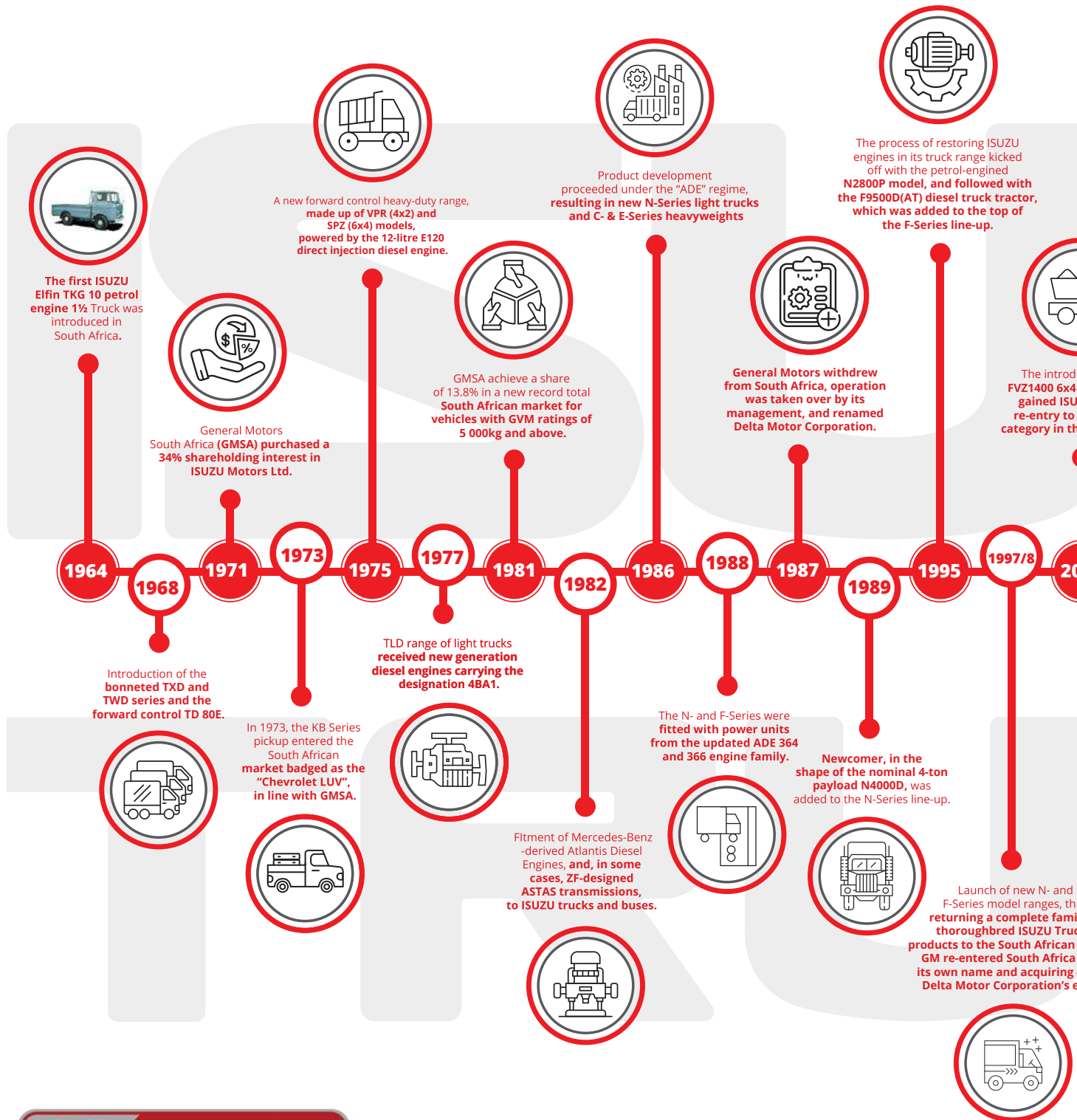
**– Craig Uren**

ISUZU Motors South Africa Senior Vice President:  
Revenue Generations (SACU)

From its early beginnings in the 1930s to its modern achievements, ISUZU has consistently demonstrated innovation, reliability, and a deep understanding of market needs. The brand's journey through decades of technological advancements and market expansions showcases a legacy of excellence in the commercial automotive industry.

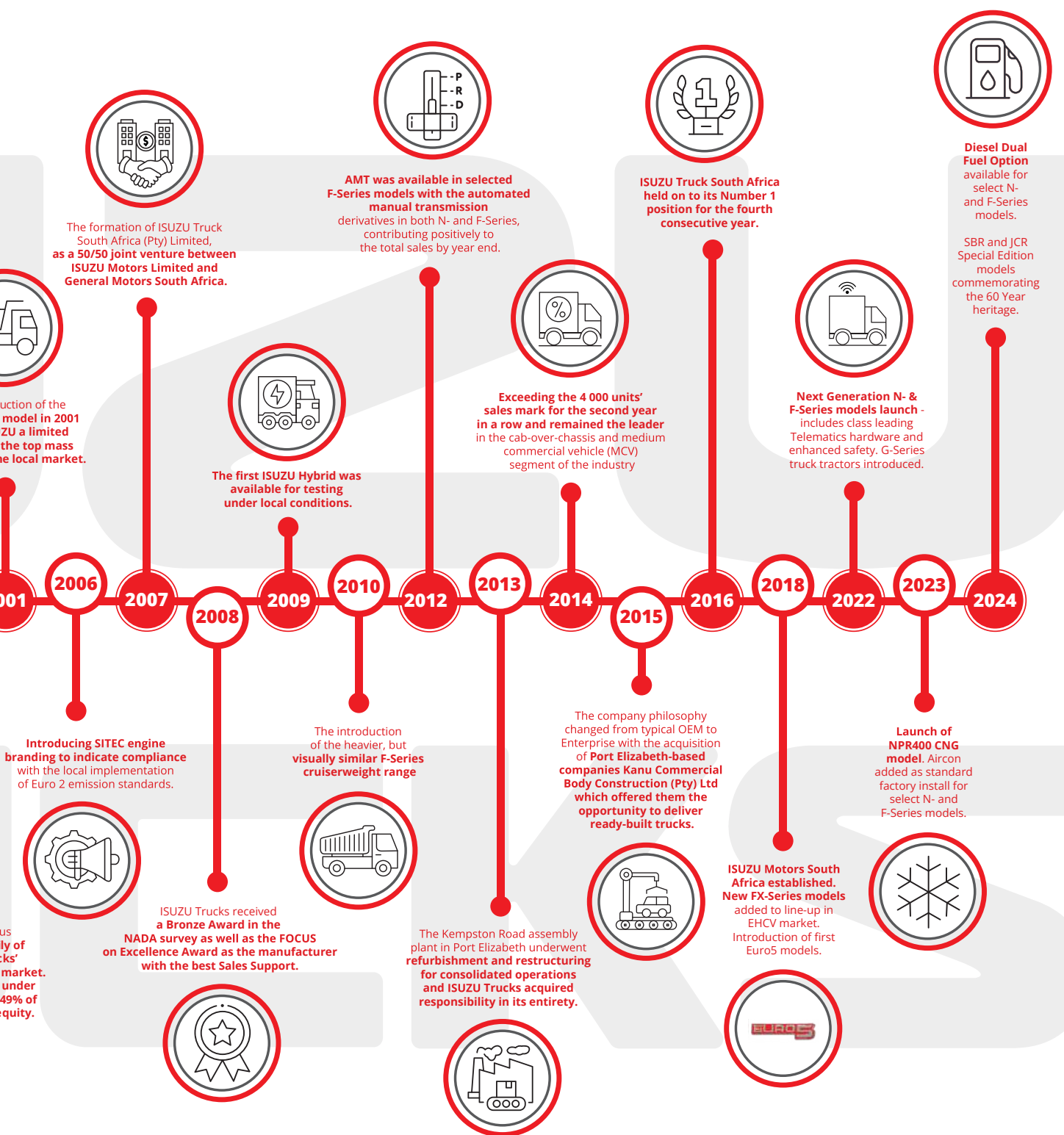


# THE HISTORY OF ISUZU TRUCKS IN SOUTH AFRICA





# TRUCKS IN SOUTH AFRICA



# ISUZU CELEBRATES 60 YEARS IN SOUTH AFRICA

## **BY REINTRODUCING THE ICONIC SBR 500 AND JCR 800 SPECIAL EDITIONS**

As we continue to celebrate six decades of our truck heritage in South Africa, Isuzu proudly announces the re-launch of the legendary SBR 500 and JCR 800 Special Editions trucks. The two commercial vehicles are synonymous with durability, reliability and affordability and return to deliver the same trusted performance with a modern twist, capturing the hearts of both seasoned operators and a new generation of customers.

### **SBR 500**

The SBR 500 was first introduced in the 1970s, the original Isuzu SBR 500 quickly earned its place as one of the a cornerstone products of South Africa's trucking landscape. The SBR 500's adaptability made it a vital part of industries ranging from logistics and agriculture to construction and recovery. Known for withstanding the test of time, many SBR 500 trucks are still operational today, a testament to their enduring quality and Isuzu's robust aftersales network.

The re-launched SBR 500 Special Edition honours this rich history while incorporating modern-day performance enhancements. Offering a unique balance between light-duty and medium-duty capabilities, this truck continues to deliver exceptional value, with practical features designed to meet today's business demands.

#### **■ WHAT MAKES THE SBR 500 SPECIAL EDITION STAND OUT?**

Positioned at a gross vehicle mass (GVM) of 8,999 kg, the SBR 500 Special Edition strikes the perfect balance between size and functionality.

##### **Driver Licensing Made Simple:**

Operable with a Code 10 (C1) driver's licence, making it accessible for a wider range of operators.

##### **Speed Advantage:**

With its GVM strategically below the 9,000 kg threshold, the SBR 500 is exempt from the 80 km/h speed restriction, enabling it to travel at speeds of up to 100 km/h where permissible.

#### **■ VERSATILE APPLICATIONS FOR DIVERSE INDUSTRIES**

The SBR 500 Special Edition is designed to serve a wide range of industries with ease.

##### **Logistics & Distribution:**

Ideal for urban deliveries, offering excellent manoeuvrability and load capacity for courier services, retail distribution, and e-commerce operations.

##### **Construction:**

Capable of transporting construction materials, small machinery, and equipment to worksites, the truck's body length is perfect for extended dropside configurations.

##### **Refrigerated Transport:**

Customisable for temperature-sensitive goods, ensuring safe and efficient food and beverage distribution at optimal speeds.

##### **Municipal Services:**

Supporting street cleaning, landscaping, and maintenance tasks, the truck's nimbleness makes it an asset for municipal projects.

##### **Vehicle Recovery:**

Its competitive payload and higher speed capability make it an exceptional choice for recovery operations.

#### **■ SBR 500 SPECIFICATIONS**

**Permissible Body and Payload:** 5,639KG

**GVM:** 8,999KG

**GCM:** 14,000KG

**Length:** 7705mm **Width:** 2200mm **Height:** 2530mm

**Wheelbase:** 4660mm

**Power:** 176 @ 2400 KW

**Torque:** 706 @ 1450 – 2400 NM

**Transmission:** Manual

**Tyre:** 235/75 R17.5



## SBR 500



## JCR 800



## JCR 800

The Isuzu JCR 800 is more than just a truck; it is an enduring symbol of dependability in South Africa's industrial growth story. Introduced during a transformative era, this medium-duty truck earned its reputation as a trusted workhorse for businesses and municipalities, solidifying its place on South African roads for decades.

During the 1980s, South Africa experienced a wave of industrial and economic expansion, creating a surge in demand for reliable transportation solutions. The Isuzu JCR 800 rose to the challenge with its remarkable combination of durability, efficiency, and adaptability. Designed to balance affordability with functionality, it became an essential asset for small and medium-sized enterprises. Whether delivering goods in busy cities or navigating the challenging terrains of rural areas, the JCR 800 consistently exceeded expectations.

Although newer models have since taken its place, the JCR 800 remains a symbol of Isuzu's enduring commitment to quality and innovation. Many of these trucks are still operational today, a testament to their robust design and versatility. For countless businesses, the JCR 800 represents a time of growth, innovation, and success—a proud chapter in Isuzu's local legacy.

### ■ VERSATILITY ACROSS INDUSTRIES

The Isuzu JCR 800's flexibility made it an indispensable tool across various sectors.

#### **Logistics and Distribution:**

Its manoeuvrability and load capacity made it ideal for urban deliveries, courier services, and small-scale bulk transport.

#### **Construction:**

Equipped with a longer dropside body and larger tyres, the truck excelled in transporting materials and equipment to construction sites.

#### **Agriculture:**

Perfectly suited for rural terrains, it efficiently transported produce, livestock feed, and tools between farms and markets.

#### **Refrigerated Transport:**

Customizable with refrigerated bodies, it became a reliable choice for food and beverage distribution.

#### **Municipal Services:**

Used in street cleaning, landscaping, and other essential services, it demonstrated unmatched nimbleness for municipal operations.

#### **Specialized Transport:**

Its adaptable chassis allowed for customizations such as mobile workshops, promotional vehicles, and niche-use bodies.

### ■ BUILT FOR PROFITABILITY

The JCR 800 wasn't just reliable; it was a sound investment.

#### **Cost-Efficiency:**

An entry-level 8-ton truck with excellent fuel economy ensured lower ownership costs.

#### **Enhanced Tyres:**

Larger tyres (315/80 R22.5) improved clearance for loading bays and navigability in rural or construction environments.

The Isuzu JCR 800 remains an icon of reliability and practicality, embodying Isuzu's dedication to supporting industries and connecting communities. As South Africa looks to the future, the legacy of the JCR 800 serves as a reminder of the pivotal role transportation plays in driving economic progress.

For businesses and drivers who fondly remember its impact, the JCR 800 is more than a truck—it's a testament to what's possible when innovation meets real-world needs.

### ■ JCR 800 SPECIFICATIONS

**Permissible Body and Payload:** 10,070KG

**GVM:** 15,000KG

**GCM:** 23,500KG

**Length:** 9255mm **Width:** 2400mm **Height:** 2830mm

**Wheelbase:** 5550mm

**Power:** 176 @ 2400 KW

**Torque:** 706 @ 1450 – 2400 NM

**Transmission:** Manual

**Tyre:** 315/80 R22.5





# A HERITAGE WORTH CELEBRATING.

*For six decades, Isuzu has been a trusted partner to South African businesses, cementing its place as a leader in the commercial vehicle sector. For 45 Years, Isuzu has proven itself to be a trusted brand delivering bakkies to both the commercial and leisure market. The Special Edition SBR 500 and JCR 800 reaffirms this commitment by blending the nostalgia of its iconic predecessor with the performance and practicality required in today's dynamic industries.*

*These limited-edition trucks are more than just trucks; it's a celebration of South Africa's industrial progress and the enduring relationship between Isuzu and the communities it serves.*









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**ISUZU**

*With you, for the long run*





# TRUECARE

PEACE OF MIND FOR YOU & YOUR ISUZU

# OUR COMMITMENT TO YOUR JOURNEY



**Service Plan - 5 years/90 000km**



**Warranty - 5 years/120 000km**



**Factory-trained technicians**



**Roadside assistance**

TRUST THE GUYS THAT  
KNOW YOUR ISUZU BEST,  
**TO TAKE CARE OF IT BEST.**





# A TRUE AFTERSALES EXPERIENCE.

Isuzu Motors South Africa (IMSAf) proudly presents a comprehensive aftersales offering on each new ISUZU sold.

IMSAf consolidated its aftersales offering under the TRUE banner, which provides a comprehensive and holistic approach to maintaining your ISUZU. Customers can now choose from a variety of after-sales support products available through ISUZU TRUEFit and TRUECare. These products keep your ISUZU safe and dependable on every journey.

The TRUE brand is the foundation of our after-sales service philosophy and ensures that your Isuzu is properly maintained according to the manufacture's specifications.

## TRUST

We strive to develop customer trust in our dealers.

## RELIABILITY

We provide reliable parts, vehicles and customer support.

## UNDERSTANDING

We aim to understand our customers' individual needs.

## EXCELLENCE

Through this fundamental understanding, we will deliver service excellence through our ISUZU team.

The TRUE banner is home to two distinct aftersales offers. TRUEFit and TRUECare.

## TRUECARE

PEACE OF MIND FOR YOU & YOUR ISUZU

## TRUEFIT

PARTS, SERVICE  
& REPAIRS

[www.isuzu.co.za](http://www.isuzu.co.za)



# ISUZU

*With you, for the long run*



## TRUEFIT

PARTS, SERVICE  
& REPAIRS

ISUZU **TRUEFit** puts your ISUZU in the hands and care of the experts. Quality service in our workshops by factory trained technicians is assured. Original parts as well as factory tested and approved accessories are available through our parts departments. Trust the guys who know your ISUZU best, to take care of it best.

Additionally, **TRUEFit** offers our Automotive Body Repairer program. In the unfortunate event of a motor vehicle accident there is an established network available to repair your ISUZU. Each repairer has been audited to ensure that they have the required equipment and knowledge to carry out a hi-quality repair according to factory standards.

## TRUECARE

PEACE OF MIND FOR YOU & YOUR ISUZU

ISUZU **TRUECare** offers a comprehensive range of after-sales services for your ISUZU's motoring needs, providing you with peace of mind of owning a dependable Isuzu vehicle.

A five year/120 000km warranty gives you bumper to bumper coverage for any unexpected failures. There is a very affordable ISUZU-backed option to extend the vehicle's warranty beyond the standard warranty period.

A five year/90 000km ISUZU factory service plan takes care of your servicing costs for you during the cover period. Optional Isuzu Mobility service plans can be affordably extended beyond this period to take care of your future servicing costs at today's prices.

Optional ISUZU Mobility maintenance plans are available during the warranty period and beyond, taking care of maintenance items not covered by the service plan.

Dealerships employ factory trained technicians who specialize in your ISUZU. They have access to all the required special tools and diagnostic equipment to keep your ISUZU running smoothly.

All Isuzu products still under warranty are supported by a complimentary ISUZU Roadside Assistance, providing you with a comprehensive range of assistance options if you need it.

ISUZU owners benefit from the TRUE service offer, which is a complete motoring solution that provides the assistance you require and guarantees that your ISUZU vehicle delivers on its renowned dependability and cost of ownership.









# IF YOU'RE GAMING IT CAN



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**ISUZU**

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# ISUZU LAUNCHES THE AT35 AND X-RIDER.

## MERGING LIFESTYLE AND ADVENTURE

Siza and Mzwandile Ndlovu attended the fun-filled Launch of the Isuzu X-rider in Knysna. The YouTube influencer couple, with over 52,000 channel subscribers, got behind the wheel of the legendary Isuzu X-Rider, driving along the picturesque Garden Route from George Airport to Knysna. From the stunning views of Lake Knysna to the scenic vistas of the holiday town, driving the 60 kilometer trip along the N2, the South African Travel and Lifestyle couple experienced the driving capabilities, interior features and functionality of the X-Rider, first hand.

The pair and other launch participants had the chance to partake in other activities like quad-riding and clay painting at the launch event. The true showstopper was not Knysna's stunning blend of adventure and natural beauty, but rather the coveted Isuzu X-Rider. The double-cab's comfort and stability on the highway and gravel made it possible to go over any terrain with assurance and ease. The Terrain Command Dial function enables fast switching while driving, giving the driver complete control over the surroundings.

Aesthetic detail was also important, "Women enjoy it when cars are pretty and have a great appearance" said Siza. The red X emblem on the seats, dashboard, and exterior caught my attention the most," she continued. The vehicle also appeals to a local consumer base seeking value in a well-liked, high-end market. "I think it's a vehicle that I would suggest to those who enjoy travelling and have a family. The vehicle is useful, spacious, and suitable for daily use", says Mzwandile.

Siza emphasizes that the X-Rider blends in nicely with daily life, saying:

**“Whether you are heading out on an adventure or to work, you are just always in the right vehicle.”**

Additionally, the double-cab's cutting-edge automotive technology keeps drivers and passengers' safe, entertained, and connected.

"Isuzu is the brand that it thinks it is on the market. With this car, it has continued to dominate the market," says Mzwandile.

Though the couple enjoyed the adventure and learning about the double-cab features, what Siza is mostly grateful to the brand for is that it is catering for women. "I appreciate how Isuzu is changing for the modern woman, even for when I am not passenger princess and want to be behind the wheel, I enjoy it quite the same," says Siza.

## Enter the Beast.

The YouTubers weren't the only ones who joined the launch event and witnessed Isuzu's enormous journey to blend in with South Africa's normal way of life. Influencer, Blessing Mtshakazi was also at the launch in Knysna and he got the opportunity to drive the massive Arctic Truck (AT35) through the highlands of the Western Cape. "The bakkie has a lot of presence and it is a huge, it's a beastly vehicle," Emmanuel explains.

The Arctic Truck appeals to anyone seeking exceptional off-road capability with a mix of lifestyle appeal because it is built for some of the harshest driving circumstances but also handles the city terrain just as well. Blessing remembers how the vehicle turned heads with its intimidating physique. It demands respect because it is the most capable on the road but he also notes how the vehicle elicited admiration on the road as Isuzu lovers fondly referred to it as "unogwaja".

A few bakkies give the driver the ability to control such a large footprint from an elevated driving position, so the sheer size of the vehicle takes some getting used to.

"People would stop us and want to take pictures with the bakkie since it was so impressive in the city. This is a great fit for my social media presence, it's so Instagram worthy" he enthused.







Eventually, the driver also learns to appreciate the AT35's tendency to draw attention. After all, who would not like a car that attracts attention on the road, he asked rhetorically.

One thing that seems to be hit for Blessing is the sporty leather-trimmed upholstery with the AT35 badge stitched to the headrests. AT35 badges are also inscribed onto the leather-covered gear shift knob, the custom mats, as well as the protective door sill covers. "It is a very well-curated interior that is not typical" he says.

The car gets a much-needed lift from the enormous 35-inch wheels and all-terrain tyres installed on them.

**“ The wheels enable the bakkie to give the best of both worlds. Though I am based in the city, I also enjoy travelling to the rural areas. It is comfortable to drive on every type of road, and is not noisy, you can take a Teams or Zoom call peacefully in the car. ”**

The Arctic Truc has a backfacing camera with front and rear parking sensors to help manoeuvre in confined areas, especially helpful for a car of its size.

Whether you are travelling alone or with passengers, they are bound to feel comfortable. Regardless of whether you are travelling alone or with others, they will undoubtedly feel at ease. Comfort has reached a whole new level. Softer tactile material touch points, emphasized stitching and soft chrome trim give the interior a luxurious atmosphere.

Passengers enjoy wireless charging, 1.5 litre cup holders. With a tilt and telescopic steering column to ensure a very comfortable driving position, and a power 8-way adjustable partial leather seat with power lumbar support, the driver is rewarded with an enhanced experience. With the launch of both double cabs in Knysna, Isuzu plans to merge both the adventure and city lifestyles in one convenient boldly designed vehicle.





# GO X-TRA

The all-new ISUZU **X-RIDER**



ALL-NEW ISUZU  
IT'S A **D-MAX** THING  
*Take it to its limits*

SPECIFICATIONS:

**ISUZU 1.9 Ddi X-RIDER 4x2**

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**ISUZU**



ALL-NEW ISUZU

MU-X

# MU-X POWERS INTO SA'S TOP 10 SUV LIST

The luxurious Mu-X secured seventh place in the Cars.co.za national sales rankings of 2024 in the SUV category. This flagship Isuzu SUV is establishing itself as a contender to be reckoned with in this highly competitive market segment.

Yes, budget hatchbacks and Unibody crossovers often account for the majority of passenger vehicle sales in South Africa. But a lot of drivers say they prefer to drive a tough SUV with a ladder-frame chassis, which is why the Isuzu Mu-X is the perfect fit for any family.

Results from a national survey by leading online motoring marketplace, Cars.co.za, put the Isuzu Mu-X among the country's top 10 best-selling body-on-frame SUVs.

The Cars.co.za team sifted through large amounts of data comparing car registration figures, sales charts and cross referencing those to determine which brands had the best selling SUVs in South Africa for 2024.

15 SUVs were selected from the Automotive Business Council NAAMSA's 2024 sales data. These vehicles by definition expected to be able to provide extra ruggedness and better off-road capabilities.





● ISUZU MU-X MY23



## The numbers don't lie

912 brand new Isuzu MU-X SUVs were registered in South Africa last year, this is according to sales data linked to Naamsa. This puts the MU-X in the top 10 body-on-frame SUVs in the nation, a market that has historically been controlled by long standing competitors like the Ford Everest and Toyota Fortuner.

Additionally, the MU-X outperformed many SUVs that are aggressively promoted with large marketing budgets in South Africa. Choosing rather to go to market with a clear value proposition of reliability, practicality, bold styling and comfort. As a results South Africans are falling inlove with this adventurous sport utility vehicle (SUV) that combines remarkable capability with first-rate comfort and bold design. It comes as no surprise, therefore, that its giving its competitors a run for their money.

With its enhanced safety and technology, improved style, and superior driving dynamics, it raises the standard. The MU-X combines luxury and technology, active and passive safety features, performance and fuel economy, comfort and tough ruggedness, to deliver exceptional dependability.

The Isuzu engine has always been MU-X's main advantages. The company is the largest diesel technology engines manufactures in the world, famous for producing reliable engines with high durability and good fuel economy. This renowned engine reliability has elevated the Mu-X to an even greater level of customer appeal. Because it combines comfort, practicality, and dependability, Isuzu's flagship SUV has been gradually gaining market share.

## Driving experience

Naturally, the MU-X also provides a smooth ride for long-distance and city driving. The option of a 3.0-liter turbodiesel engine, which is regarded as one of the most dependable and long-lasting engines available, is one of its most notable attributes.

The vehicle packs enough torque power for towing heavy loads, off-road bundu-bashing, adventure camping and going home to the rurals. The Mu-X blends seamlessly into city-life with its seven-seater arrangement that provides useful versatility for larger families and it's stylish design makes it the perfect ride to a lunch with friends.

The Mu-X's growing sales success in 2024 indicates rising consumer confidence in the Isuzu badge. The competition for SUVs is tough, but so is the Mu-X.



● ISUZU MU-X MY23







# PODIUM FINISH FOR ISUZU AT THE PRESTIGIOUS #CARSAWARDS 2024/25

In a glamorous evening with a Cirque du Soleil theme at Mall of Africa early this year, Isuzu was selected as runner-up in the South African Brand of the Year category at the Cars.co.za Awards for 2024/25. This achievement is in recognition of Isuzu's dedication to quality, reliability and customer satisfaction.

Isuzu's standing as a reliable brand in the automotive sector is strengthened by this accomplishment. The manager of the scoring process for the award, Mr Hannes Oosthuizen, explained that The Brand of the Year award is the pinnacle of recognition since it tells automakers what consumers desire.

**“ The Brand of the Year trophy is the ultimate accolade in the local automotive industry and represents validation from the people who matter most, the customer! ”**

Isuzu understands the importance of impressing and delighting the customer, as they vote with their wallets.

Given that other vehicle manufacturers offer a wide range of models in other categories, including budget cars, compact hatchbacks, family cars, performance cars, and electric vehicles, this is an even more noteworthy accolade for Isuzu Motors South Africa, which is primarily known for its commercial and light commercial vehicles, to have been named runner-up Brand of the Year.

The #CarsAwards Brand of the Year winner is chosen based on market data and the results of the Cars.co.za Ownership Satisfaction Survey, unlike the category winners.

Owners' opinions of the brands of their cars' dealer sales, after-sales care, and product experience are included in the Brand of the Year award. After three years of ownership, it also shows the proportion of purchase-price value that the brands' finalists kept.

There were 13 other individual categories at the awards, giving Isuzu another chance to shine. The bold Isuzu D-Max Double Cab 1.9 TD LS 4x4 Auto finished runner up in the Leisure Double Cab class, behind the Toyota Hilux Double Cab 2.4 GF-6 Raider 4.4 Auto. Isuzu finished third overall in 2024–2025, showing a significant five-place improvement from the previous year.

Founded in 2015 in South Africa, the esteemed #CarsAwards play a significant part in the online marketplace's objective to assist customers to make the most informed decisions when purchasing vehicles. Managing Director at Cars.co.za Amasi Mwela says the #CarsAwards assist customers in selecting the best options for them.

“The Cars.co.za Awards brings together insights from top motoring experts in the country, combines those insights with feedback from real people who drive these vehicles every day to help our users make the best choices for their budget and lifestyle,” says Mwela.

Overall winner outcomes are also influenced by quality after-sales assistance, Mwela said that 50% of the final scores are determined by brands' ratings in the survey, a vehicle only really stands a very good chance of winning if it is a good product in the eyes of the judges and if its brand delivers solid after-sales service.

A special scoring system is used in the multifaceted #CarsAwards judging process. A panel of 19 judges conducts comprehensive vehicle testing as part of the rigorous process, and data specialists, Lightstone, provide input from car owners based on their experiences with sales, servicing and general satisfaction with vehicles under four years old and which were serviced through franchised outlets.

Lightstone used computer-aided interviewing to conduct focused interviews in order to guarantee proper coverage and representation by brand. According to Lightstone, by gathering contact details for recently purchased cars and phoning thousands of South African car owners to complete the survey, they ensured that every responder was a legitimate owner of the target vehicle.



Because over 5,000 car owners were interviewed, the final product comprised a broad cross-section of drivers.

Out of 65 semi-finalists, the extended editorial team at Cars.co.za selected 39 finalist cars, three for each category. A significant distinction between #CarsAwards and other programs is that all newly released automobiles are eligible. This means that a successful quality product that was introduced a few years ago is not always disqualified but gets an opportunity to compete fairly.

Following a rigorous two-day test at the Gerotek plant in November 2024, the joint judging panel—which included 15 esteemed guest judges

with a range of expertise—compiled the finalist vehicles' scores. However, only 50% of the final standings were determined by the judges' scores. The remaining 50% was determined by the rankings that the finalists' respective car brands received in the Cars.co.za Ownership Satisfaction Survey.

The final selection of the winning vehicles in the Leisure Double Cab category was influenced by the ratings of vehicle owners, so the voice of the customer was heard.

Absa sponsored the eighth edition of the Cars.co.za Awards for the second year in a row, with generous support from the Automotive Business Council of South Africa, Naamsa.





# ISUZU UNVEILS VERSATILE NEW MU-X.

*"Ready for anything"*

● ISUZU MU-X MY25







● ISUZU MU-X MY25

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# ISUZU

*With you, for the long run*



Being an overachiever may not always be seen as desirable, but this typically applies to individuals rather than inanimate objects like vehicles. The new and refreshed Isuzu MY25 MU-X is precisely that, an overachiever.

Isuzu has launched 6 new models of the MU-X into a highly competitive Sport Utility Vehicles (SUVs) market. Specialist Product Manager Thabang Moatshe explains that there has been significant improvement from the previous shape of the outgoing model. "We're very excited about this MU-X facelift," says Moatshe.

This luxury car is ideal if you want to be noticed simply by your presence on the road. "The new design really gives it presence, you'll definitely be able to see it coming behind you in your rear-view mirror," says Moatshe.

The Isuzu MU-X is a luxurious SUV with bold styling and seven seats for extra space and comfort. It combines this comfort and style with power, and technology, providing the driver with the best off-road capabilities for adventure and smooth handling for the city-life.

The MU-X comes in 4x4 and 4x2 models, both are built for both off-road handling and urban driving. A new range-topping Onyx XT trim and an updated exterior and interior are just two of the additions and enhancements guaranteed to delight in the 2025 model.

#### ■ **MODEL LINEUP**

1.9 MU-X LS A/T

3.0 MU-X 4X2 LS A/T

3.0 MU-X 4X4 LS A/T

3.0 MU-X LSE A/T

3.0 MU-X 4x4 LSE A/T

#### **3.0 MU-X 4X4 ONYX XT A/T (new)**

The front fascia, which now has an integrated Air Curtain in the front bumper, is where the alterations begin. "The new designed front bumper really gives it presence, it has been elongated to give that aggressive appearance, you will definitely notice it coming behind you in the rear-view mirror," says Moatshe.

This design improvements enhance performance and boost fuel efficiency, through lower air turbulence and aerodynamic drag. The end effect is a more dynamic appearance with practical advantages for overall driving effectiveness.

Additionally, the car has a contemporary appearance that complements all lifestyles.

"We also have new headlamps, which have been improved from the previous shape to give a sharper, more modern appearance," says Moatshe.

The Bi-Beam LED headlamps at the front seamlessly incorporate turn signals and LED Daytime Running Lights (DRL), while the taillight cluster at the back has been changed to full LED for better visibility and style.

Not to mention the wheels, which enable you to continue on any kind of terrain. MU-X wheels now have an 18" multi-spoke alloy wheel design that is both lightweight and aesthetically pleasing.

**“ Our top-of-the-range model, Onyx, has black accents on the exterior of the vehicle, giving it a more aggressive look ”**

Moatshe highlights the model's modest piano-black finish on the wheel arch flares.

"The Onyx is also getting our redesigned 20" inch alloy wheel, glossy black with a smokey clear coating which compliments its black wheel arches," says Moatshe.

#### ■ **THE FAMOUS ISUZU ENGINE**

The engine has not been altered. "This engine has been tried and tested and we're really proud about that. It is all about reliability and durability, that is who we are as Isuzu," says Moatshe. Both the 1.9-liter and the 3.0-liter diesel engines, a renowned workhouse that has been known to travel more than one million kilometers, will still be available for the MU-X.

"If you are a person who is looking primarily for fuel efficiency, then I would say get the 1.9. If you are looking for more power, and like to press your pedal to the metal, then the 3 litre may be your choice – the MU-X range is able to meet both customer bases," advises Moatshe.

Upgrades have also been made to the drivetrain. A needle roller bearing, which actively lowers operating friction and aids in fuel efficiency, has taken the position of the main shaft bushing found in the present outgoing model. For increased longevity and performance, a revised oil seal and bearing have also been added. Additionally, these modifications lessen running friction.











## ■ LUXURIOUS INTERIOR

The interior has been retouched to provide comfort and flexibility of movement.

"When you look at the interior, that is where the magic happens. We have made sure that we have done a lot of improvements here, with the new seating design for comfort," says Moatshe.

This means soft and comfortable leather seats across the of six models available on the market. "We want even a person who has the base model to have all of the comfort features that you can find at the top of the range," Maotshe adds.

Larger diameter bodies with better piston and base valves are now a feature of upgraded front and rear suspension shock absorbers. This makes for a more stable and pleasant ride by improving handling both off-road and on-road.

## ■ SAFER, EASIER MANEUVERABILITY

The Mu-X is easy to park even with its powerful body. The upgraded Gen 4 ADAS Stereo Camera will be useful for improved depth perception if you need an additional pair of eyes when parking. By comparing photos taken from slightly different angles, the two cameras situated at a distance from one another are able to sense depth, making it similar to having two sets of eyes at your disposal.

The horizontal field of view is expanded from 40 to 120 degrees by this stereoscopic vision, providing the stereo camera with a greater field of view. Additionally, there is a surround vision display, which assists with parking and low-speed maneuvering by providing a thorough view of the entire vehicle thanks to a new 360-degree camera system.

The MY25 Mu-X now includes the Rear Cross Traffic Brake function (RCTB) in addition to its Rear Cross Traffic Alert (RCTA). Brakes are engaged if the RCTB radar predicts an inevitable collision. This starts when the car is moving less than 10 km/h in reverse. The car park will no longer have any unforeseen bumps!

The upgraded Tyre Pressure Monitoring System is another great safety feature, with a display screen showing the pressure and temperature of each tyre. **The colour of the individual tyres in the on-screen animation indicate the current condition:**



Tyre air pressure is OK

Low air pressure

Tire is rapidly deflating or puncturing

## ■ ENHANCED INFOTAINMENT

Comfort is a deal breaker just as much as safety. You may discover that you spend more time in the car than at home thanks to the better entertainment systems. The MU-X boasts of an updated 9-inch touchscreen infotainment system supports wireless Android Auto and Apple CarPlay, providing seamless smartphone integration.

There is also a new design 7" Multi Information Display (MID), which features a fresh design and includes a startup animation when the ignition is first turned on.

Now that the MU-X has four Type-C USB ports, family disputes over who gets to charge their device while traveling should be ended. In addition to a 12-volt outlet, these are located at the back of the center console.

The newly released Isuzu MY25 MU-X series is the ideal vehicle for you if you're looking for a high-end SUV that can handle any terrain and accommodate your family for road trips.

Moatshe advised that the best aspect about the upgrade vehicle is that the pricing has been left relatively unchanged.

"This is not just another SUV, the MU-X makes a bold statement and it is "ready for anything!" Concluded Isuzu's Thabang Moatshe





# THE ISUZU ONE TANK CHALLENGE, DRIVING WITHOUT BREAKING THE BANK.





Being an overachiever may not always be seen as dIn this economy, fuel consumption remains a major concern for many drivers. Therefore, it would be sensible to search for a car that fits your lifestyle or budget when you're car shopping, without having to worry about the fuel breaking the bank.

ISUZU as a company that understands its customers' needs and strives to satisfy them, it placed MU-X 1.9 TD LS on the annual One Tank Challenge and invited a few media representatives who are aware of the daily financial hardships faced by South Africans to come along for the ride.

The cars leave from ISUZU headquarters in Midrand, Johannesburg, with one making its way to Gqeberha, and another making its way from Johannesburg to Cape Town, South African YouTubers Siza and Mzwandile Ndlovu took on both the two challenges.

The first trip, involved many climbs and drops on the mountain passes, took place in an ISUZU MU-X 1.9 TD LS seven-seater family car from Midrand to Gqeberha via East London on just one tank of fuel. The car holds up to 80 liters, which allows for longer trips with fewer stops for refuelling. The car managed to average 1.5 liters per 100 kilometers during the first stop, which was in Bloemfontein, 418 kilometers away from Johannesburg.

"Although we could use the air conditioner, we didn't use it very often because we wanted to manage our fuel consumption," says Mzwandile. The couple closed their windows during the drive to save fuel. By avoiding aerodynamic drag, which raises fuel consumption and affects the vehicle's speed as well as its overall handling and grip drivers can save up on fuel.

After 951 kilometers of travel, the team arrived safely in East London, with still enough fuel left to reach their ultimate destination, which was the ISUZU manufacturing plant in Gqeberha, 310 Kilometers away.

On the third day of the ONE TANK CHALLENGE, which began the next morning, participants drove to Gqeberha while recording their acceleration and braking techniques. "Accelerating too quickly and aggressively while driving significantly increases fuel consumption," advised Mzwandile. This is due to the fact that rapid acceleration typically results in a vehicle using more fuel than slow acceleration. It is advised to accelerate gradually for increased fuel efficiency.

The participants made it to the ISUZU manufacturing plant in Gqeberha after travelling

1274km from Midrand, Johannesburg, leaving them with 405km to spare in the tank.

For the second challenge to Cape Town, the pair utilised the ISUZU D-MAX 1.9. bakkie. The double cab is built to tackle any obstacle that may arise in the wilderness or urban jungle. In addition to the car's design, technology, comfort, and safety, the vehicle promises to give the driver capability, dependability, and durability. On this challenge, some participants had to stop along the way to refill their tanks.

The ISUZU ONE TANK CHALLENGE is more than just a demonstration of fuel efficiency, during these tough economic times. Drivers are reminded of vehicle maintenance and preparation, as well as obeying the rules of the road, particularly for longer trips.

"Sticking to the speed limit is one fuel-saving tip I learnt along the way," stressed Siza.





# OUR TOP TECHNICIANS GEAR UP FOR GLOBAL STAGE.

Top technicians from across Southern Africa are putting their skills to the test in a prestigious competition that sharpens their skills while reinforcing Isuzu Motors South Africa's commitment to world-class aftersales support.

Across the country, technicians vie to win the Isuzu Motors South Africa's Top Technician Skills Competition (Top Tech Skills), and the prestigious I-1 Grand Prix – the Isuzu World Technical Competition.

The annual Top Tech Skills competition runs in South Africa, after which a team of the top three competitors goes on to take part in the international I-1 Grand Prix in Thailand for Light Commercial Vehicles (LCV) and Japan Commercial Vehicles (CV).

For customers, this is a significant initiative as it means that technicians are up-to-date with industry know-how in the area of sales, service and spare parts.

The Isuzu Motors South Africa Top Tech Skills Competition is in line with the firm's strategy to upskill technical capabilities within the Dealer Network to support the brand as well as the customer.

William Boshomane, senior specialist and technical trainer for the LCV category, says there is a large field of entries from across Southern Africa each year.

The stakes are high, and the competition is fierce. The top winners in the LCV and CV categories undergo intensive training over several months, before being narrowed down to a Top 10, Top 6, and finally a Top 3. The competition winners are rewarded with a cash prize, as well as combination of Isuzu branded components and equipment.

For the end-user, this means every technician working on their Isuzu vehicle has been benchmarked against some of the best in the country.

**“The training programme is designed to prepare our champions for international competition.”**

## About the competitions

### ■ I-1 GRAND PRIX ISUZU WORLD TECHNICAL COMPETITION

I-1 Grand Prix is a global technical competition whose aim is to improve the technical capabilities of individual technicians and each dealer (team) belonging to Isuzu group.

### ■ TOP TECH SKILLS COMPETITION

Top Tech Skills is a competition with the same goal, but it draws entrants from a smaller pool, namely the Southern African Customs Union (SACU). The top contenders in this competition are then eligible for the I-1 Grand Prix.

Both competitions highlight the high standards that Isuzu continues to set in the industry. The most recent CV I-1 Grand Prix was held in Japan in October 2024, with the next due later in 2025. The team for LCV competed in May in Thailand. At both events, the technicians showcase their skills, professionalism and dedication.

By investing in the continuous development of staff and fostering a culture of teamwork and expertise, ISUZU ensures that it stays at the forefront of the automotive industry.

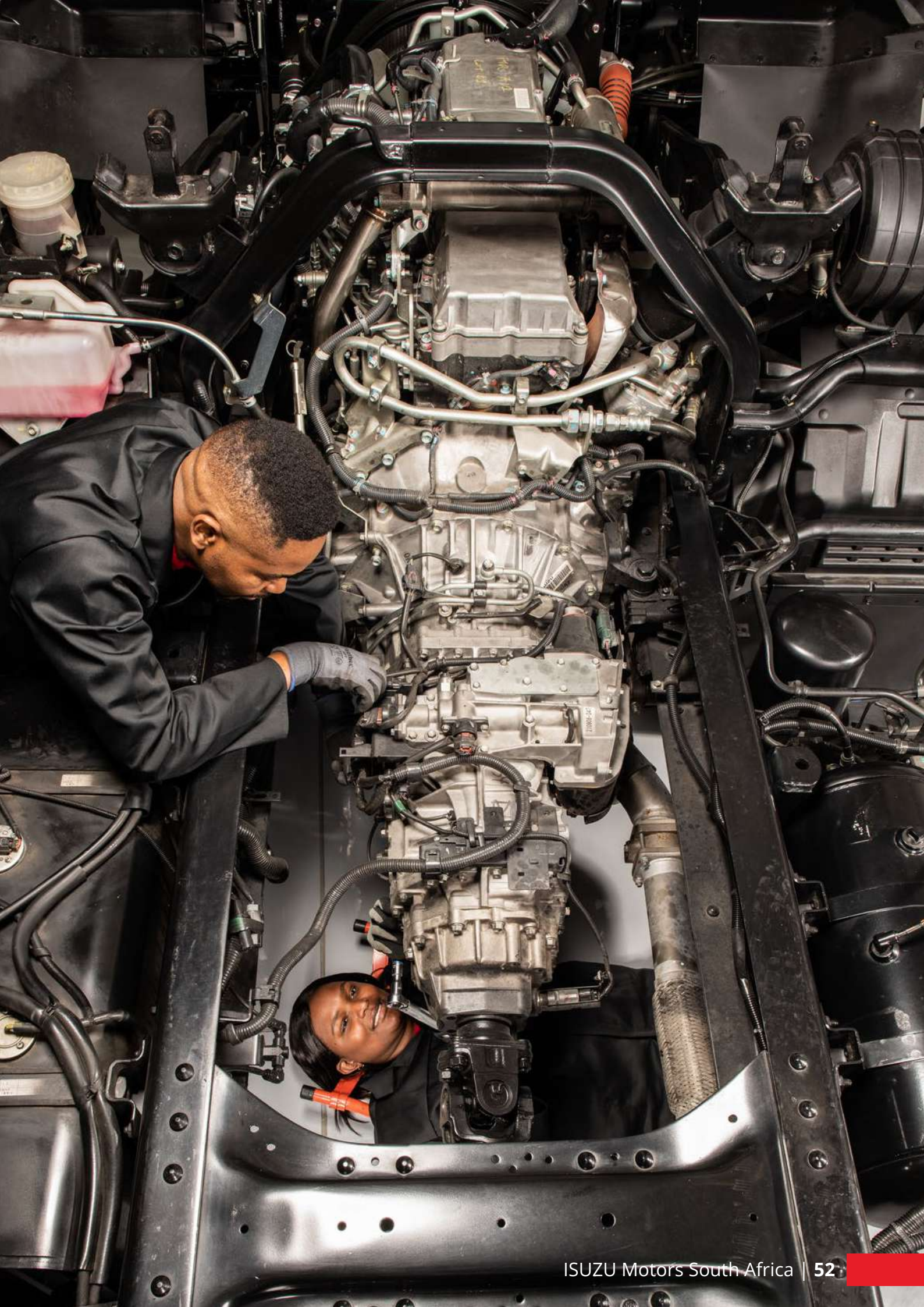
This dedication not only enhances customer satisfaction but also drives innovation and operational efficiency within the company.

As senior trainer, Boshomane intensified his work in mid-May for the team heading for Thailand.

“They compete with technicians coming from all over the world to demonstrate who has the best capabilities, product knowledge and engineering expertise,” he says.

These are all essential for top-tier Isuzu maintenance and repair, and the rigorous training ensures that even routine servicing is carried out with top-tier precision.











It is about more than just technical skill, it also is a testament to dedication to quality and the value of teamwork.

"My role specifically is to absorb all the data from the past and then analyse this data. We then draw up a project plan whereby I find the best of the best within South Africa and our region, which is the Southern African Customs Union.

"We are not limited so we invite everybody, including Rofa (Rest of Africa). Basically, we consider South Africa as the key representative for Africa.

"I do a project plan organising and detailing rules and regulations of the competition and the layout of the competition standards, which are divided into three categories or three levels."

#### ■ **WHY IS THIS A SIGNIFICANT COMPETITION?**

"This competition is crucial for the Isuzu manufacturing as well as after-sales and sales.

"The backbone of our reputation, and the integrity of the brand, leans heavily on aftersales.

"For example, if you have a network of good technicians but the aftersales is not so efficient, you will find your cars and customer service and satisfaction drop.

"We prepare them thoroughly and do not deviate much from what we are doing within our market. They take this skill, and the processes that we follow, when dealing with customers or customer service.

"They demonstrate maintenance service processes, diagnostic processes, efficiency and safety and last, but not least, quality.

"This entices and enables the technicians themselves to gain more knowledge, confidence and experience when it comes to the world standard."

The intensive preparation makes this not only an internal showcase of excellence at Isuzu Motors South Africa, it also makes it an extremely useful competition for customers.

"We collaborate and engage with their dealership. They need to be able to release them on dates which are carefully drafted so that they do not interfere with productivity, and the roles that these participants are playing when they are in the dealership."

As the competition date approaches, the final contenders travel to Gauteng for a week of further intensive training, including team building.

**“ At this stage we've covered the entire curriculum so this is when we do the final preparation. This is to sharpen their skills and close all possible available gaps when it comes to international theory and knowledge on engineering processes. ”**

"The dealer gains an advantage because the participants come back with more knowledge and skill. They also bring a broad view of adjustments that can be done within the workshop or within the group to enhance customer service."

This means that the participating individuals and the management of each dealer focus not purely on the result in the overseas competition, but rather on how they can best enhance the technical capabilities of the entire Isuzu Group to benefit the end user.

It is part of IMSA's unwavering commitment to excellence and great customer service.



# A WORD OF THANKS.

Dear Valued Reader,

Thank you for taking the time to read and engage with the very first edition of the **ISUZU Torque** magazine. This magazine was created with you in mind to bring you closer to our brand, our people, and the incredible journeys we're on together.

We're proud to share stories that reflect not only our products and services, but also the values we stand for. Your continued support inspires us to keep moving forward and doing more for our customers and communities.

This is only the beginning. In our next edition, we'll dive into our aftersales offerings, provide exciting product updates, highlight our youth employment initiatives, and share more real stories from our customers all thoughtfully curated to inform, inspire, and keep you connected to the ISUZU journey. Thank you for being a part of this journey. We look forward to connecting with you again soon.

Warm regards,

*Celestin Ndhlovu*

Executive Vice President: Corporate Services







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**ISUZU**

*With you, for the long run*





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