

ISUZU

TORQUE

EDITION 02, 2025



ISUZU Motors South Africa
marks three decades
of growth in Zambia

Page 19

ISUZU Motors South Africa
donates R1.2 million toward
robotics centre at Astra Primary

Page 57



CONTENTS AND FEATURES

02

WORD FROM THE EDITOR

05

THE TRUCK THAT DOESN'T QUIT
How a humble Isuzu FVR900 became a South African legend

07

MASTERS OF BUSINESS SENSE
How Isuzu Aftersales Became the Backbone of Legendary Reliability

11

THE POWER BEHIND RUNGA TRANS
Isuzu's efficiency and reliability drive Runga Trans' success on the road.



15

WHY READY-TO-WORK?

Explore the smart, time-saving advantages of ISUZU's Ready-to-Work trucks

17

WOMEN DRIVING CHANGE

Basadi Automotive Group is reshaping South Africa's logistics landscape.

19

30 YEARS STRONG

ISUZU and Shoprite mark three decades of growth in Zambia.

23

EXPANDING INTO LESOTHO

Isuzu launches a new dealership to better serve Lesotho.

27

SUPPORTING FARMERS, CONTINENT-WIDE

From Nane Nane to NAMPO, Isuzu is there for African agriculture.

35

THE ALL NEW ISUZU X-RIDER BLACK

A 150-unit limited edition built for drivers who demand pure power.



43

A LEGACY IN MOTION

From father to son, the Magongo family's love for horseracing and Isuzu drives strength and reliability.

47

DRIVING THE GAME FORWARD

With its groundbreaking support of the Bulls Daisies, Isuzu is helping elevate women's rugby.

53

WOMEN. WHEELS. WILD TERRAIN.

Isuzu's She 4x4 Drive challenges stereotypes and opens the trail to all adventurers.

57

FUTURE-READY LEARNING

Isuzu's R1.2 million donation transforms Astra Primary with a new AI, coding & robotics hub.

63

CREATING SHARED VALUE

Isuzu is driving hope and transforming communities across South Africa.

65

ISUZU'S BEST POTJIE SECRETS

four winning Potjie kos recipes

69

A WORD OF THANKS



WORD FROM THE EDITOR.

At Isuzu, we understand that reliability is not just about strong engines or tough chassis, it is about knowing that every kilometre you drive supports something bigger. Isuzu vehicles are more than just machines that get our customers from point A to B, they are the backbone of how we help our customers connect, deliver, and achieve. Whether you rely on your Isuzu bakkie to drive your business forward, your SUV to keep your family moving, or your truck to reach customers across Africa, your Isuzu vehicle becomes part of your journey, and that is something we at Isuzu never take lightly.

In this 2nd Edition of our Isuzu Torque Magazine, we are inspired by our customer stories of hard work, progress, and success powered by Isuzu. Every time our Isuzu vehicles help our customers reach their destination, it reminds us why we do what we do- *To Move the World- For You.*

Reliability is at the foundation of every Isuzu product and creativity is how we keep evolving as we strive to develop new solutions that make life easier, businesses stronger, and journeys more rewarding.

We hope you enjoy this edition of the Isuzu Torque Magazine.

A handwritten signature in black ink that reads "Ntobozo Mabaso". The signature is fluid and cursive, with the first letter 'N' being particularly large and stylized.

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ISUZU

With you, for the long run

OLD FAITHFUL: THE TRUCK THAT DOESN'T QUIT.

How a humble Isuzu FVR900 became a South African legend — and rolled its way into history.

In the gritty, relentless world of logistics, where deadlines don't wait and engines rarely rest, legends aren't born in boardrooms. They're forged on the road, kilometre after kilometre, under sun, storm, and starlight.

And somewhere between Port Elizabeth and Vredenburg, an Isuzu FVR900 earned its place among the greats.

Affectionately called *Old Faithful* by the team at Albany Bakeries, this unassuming truck has done what other trucks dream of. It's clocked 1.5 million kilometres and counting, without ever truly stopping. That's the equivalent of driving around the Earth nearly 40 times, one loaf of bread at a time.

When it first rolled out of the assembly line in January 2015, this workhorse was destined to become the pride of an entire fleet. Three times a week, it made the gruelling 1,550-kilometre journey from Port Elizabeth, carrying 900 crates, each packed with ten loaves. That's 27,000 loaves of bread every week, feeding families and fuelling mornings across South Africa.

As newer, shinier trucks joined the lineup, *Old Faithful* didn't retire to the shadows. Instead, it adapted, taking on new routes, filling in for others, always ready when duty called.

"It's like a father you can always rely on" laughs Albany's Fleet Manager, "this truck was always ready to go. It never complained, it just worked. That's why we call it *Old Faithful*."

There's something deeply human about that kind of reliability, it's not flashy or loud, it doesn't need attention, it just shows up, day after day, and gets the job done.

Behind the wheel sat a driver who knew every hum and heartbeat of the engine. Together, man and machine formed a partnership and built a rhythm, a trust, and a shared understanding of the road. "A driver's connection to the vehicle is vital," says the Fleet Manager. "They hear things no one else can. They feel when something's off, and that saves us every time."

Albany's secret wasn't luck, it was discipline. Weekly inspections instead of monthly ones. Oil tests were done daily. Every fuel drop logged, every service checked off the board. Preventative maintenance isn't just policy, it is a religion. And in that devotion, *Old Faithful* found longevity.

But even the most faithful of machines need allies, and that's where Isuzu's aftersales support became the unsung hero of the story. Albany's on-site FOSA Isuzu workshop transformed how things got done; no delays, no red tape, just skilled hands, genuine parts, and quick turnarounds.

"Having an on-site workshop puts us in control," says Albany. "Isuzu has backed us all the way through goodwill claims, reduced downtime, and parts support. That partnership is everything."

For a business where a single breakdown can mean thousands of Rands lost, that kind of support doesn't just save money, it safeguards our reputation. Every loaf delivered on time is a small victory, every smooth journey a reminder of why reliability matters.

And *Old Faithful* isn't just tough, it's economical too. With a target fuel consumption of 40 litres per 100 kilometres, the truck consistently performs better, proving that reliability and efficiency can share the same steering wheel.

LEGENDS OF THE LONG RUN

"OLD FAITHFUL" 1,500,000 KM

"The longer it runs without major issues, the more value it brings," says the Fleet Manager. "This truck has given us more than just a few kilometres on the odometer, it's given us pride."

To Albany's knowledge, no other truck in South Africa has reached such a distance while still working the daily grind. The one-million mark was a dream. The 1.5 million milestone? That was a triumph. To add further context, it reached 1.5 million kilometres without any fault.

"This milestone is proof that teamwork, care, and consistency pay off," Albany says. "When drivers, technicians, and suppliers pull in the same direction, magic happens."

Today, as Albany continues to modernise its fleet, Old Faithful remains a living reminder of the power of reliability. A truck like this can't simply be compared to one of the cheaper truck brands, because who can match the quality and heart of the veteran that's still rolling strong after ten faithful years?

And yes, Albany's choice remains firm: Isuzu will continue to lead its future fleet. Because when your business depends on keeping South Africa's shelves filled and families fed, there's no room for uncertainty.

Old Faithful is a symbol, a symbol of endurance, trust, and the kind of partnership that doesn't just keep engines running but keeps the country moving.

So, next time you butter a slice of Albany bread, think of the road it's travelled. The long, faithful road that began with a humble Isuzu and a team that refused to quit.

Because legends, after all, aren't just told. They're driven.

And Old Faithful is still driving.



MASTERS OF BUSINESS SENSE:

*How Isuzu Aftersales Became the
Backbone of Legendary Reliability*



Behind every reliable Isuzu truck lies an aftersales system built on uptime, expertise, and customer care.

In the world of transport and logistics, reliability isn't a luxury, it's survival. A single delay can throw off deliveries, erode customer trust, and chip away at profit margins. For decades, Isuzu has earned its reputation as the brand that keeps business moving, but what many don't see is the engine behind that reliability: Isuzu's Aftersales division.

In the *Masters of Business Sense* series, Isuzu Motors South Africa opened the doors to this world — the philosophy, infrastructure, and people who keep thousands of trucks running long after they've left the showroom. Speaking on behalf of the brand, Isuzu's Aftersales leader Chris Jonck revealed that what makes Isuzu legendary isn't only what happens on the production line, but everything that happens after.

"Sales might sell the first truck," he explained, "but aftersales sells the rest. To buy is a moment; to use is a lifetime."

That simple truth captures Isuzu's entire philosophy.

At its core, Isuzu's aftersales approach revolves around uptime and getting customers back on the road as quickly and cost-effectively as possible.

"The sooner you can get the customer back on the road, the better," Jonck said.

He emphasises that uptime drives profitability, and that is why Isuzu focuses on reducing cost per kilometre (CPK), keeping maintenance costs low and customer profitability high.

Behind that commitment is a powerful network, a training culture, and a promise that stretches far beyond the sale.

At Isuzu's dedicated training centre in Johannesburg, technicians undergo a continuous journey of upskilling, from online learning to hands-on, practical sessions with physical vehicles. As they advance through training levels, so does their expertise.

“ We invest in our people because reliability doesn't stop at the truck — it extends to the hands that service it ”

That training feeds into a nationwide footprint: more than 80 dealers for light commercial vehicles, over 30 for commercial vehicles, and a growing number of Approved Service Centres (ASCs) strategically located in rural areas. Add to that the Fleet Operator Service Agreements (FOSAs), where major fleets can maintain their own vehicles under Isuzu's strict standards, and you get an aftersales ecosystem designed for every customer, everywhere.

"Our goal," Jonck added, "is that whether you're in Cape Town or Polokwane, you should feel the same confidence that your truck is in expert hands."

But even the best technicians can't perform without parts, and here, too, Isuzu runs a tight operation. Two and a half years ago, the company relocated its Parts Distribution Centre to Johannesburg to be closer to its dealers and customers. The result? A 96–97% fill rate — meaning Isuzu can fulfil dealer orders almost entirely, almost every time.

That kind of efficiency turns downtime into uptime. And it's backed by Isuzu's TrueFit philosophy, a promise that every part and accessory has been tested for durability and compatibility.

"TrueFit is the backbone of our reliability," Jonck explained. "It gives customers the assurance that they're getting the best quality parts and service, and with that, peace of mind."

Peace of mind also extends through TrueCare, Isuzu's umbrella of customer-centric services. Every truck purchase includes access to a comprehensive support package such as warranty, roadside assistance, call-centre access,

and service and maintenance plans, which are all designed to reassure customers that they're never alone on the road.

And for those looking to simplify their maintenance costs, Isuzu's Mobility plans bring predictability to the income statement. Whether through upfront or monthly payments, customers can choose plans that fix their servicing costs. The CPK plan, in particular, aligns maintenance expenses directly with revenue generated, allowing fleet owners to manage budgets with precision. "Through these mobility plans, customers can focus on their profitability," Jonck said. "That's what business sense really means."

Reliability, of course, is also about confidence, and that's reflected in Isuzu's extended warranty program. All trucks come standard with a two-year unlimited mileage warranty, but customers can extend it to five years. Unlike many competitors, Isuzu's extended warranty is comprehensive, covering the same elements as the original warranty. For businesses, this means stability, no unpredictable repair costs, and assurance that Isuzu will stand behind its products for the long run.

The company's culture of excellence doesn't stop there. Every year, Isuzu Motors Ltd. hosts the global R1 Grand Prix competition for technicians. Isuzu Motors South Africa consistently places among the world's best — a testament to the skill within its dealer network.

"Last year, one of our technicians placed tenth globally. That shows we can compete with the best of the best," Jonck noted proudly.

From training rooms and workshops to highways and mining routes, every element of Isuzu's aftersales operation is tied to a single goal: keeping customers profitable, confident, and moving.

"We really see ourselves as an aftersales company that sells trucks, because at the end of the day, uptime, CPK, and support are what bring customers back again and again," Jonck said.

That's the real *Master of Business Sense* — transforming aftersales from a back-end function into the front line of business success. It's what turns trucks into assets, customers into partners, and reliability into a legacy.

After all, in Chris Jonck's words and in Isuzu's enduring philosophy, *to buy is a moment, to use is a lifetime.*





ISUZU

TRAINING CENTRE



FUEL EFFICIENCY, RELIABILITY, AND DRIVER COMFORT, RUNGA TRANS HAS FOUND THE WINNING FORMULA WITH ISUZU TRUCKS.

When Runga Trans was founded in 2005, its owner Runga Munsamy (yes, his name is on the wall) was behind the wheel himself, delivering chemicals in a single Isuzu bakkie. Today, he leads a fleet of over 116 vehicles crisscrossing South Africa daily. Isuzu was there at the beginning and Isuzu trucks remain at the heart of his operation, driving the same trust, reliability, and growth that started it all.

In the high-stakes world of chemical distribution, reliability is not optional; it's an operational necessity. For Munsamy, CEO and founder of Runga Trans, every kilometre his fleet travels carries not just goods but also his profitability and the income of 100's of families of his employees.

Munsamy's relationship with Isuzu started the old fashioned way, someone recommended it, he tried it and fell inlove. "I personally drove it for deliveries," he recalls. That early experience with the brand left a lasting impression, laying the foundation for a long-term partnership that would grow stronger over the next two decades.

When the time came to renew the fleet. A trusted Isuzu representative Seelan Govender, Dealer Principal of Key Durban Truck Centre who he had known since his first purchase introduced him to the latest Isuzu offerings. Munsamy decided to test two Isuzu 850s for 24 months, running them alongside his older fleet. The results were convincing.

The new fleet made immediate financial benefits. Fuel efficiency improved from 2.9 km/L to 3.9 km/L, a change that may seem small but in reality it resulted in R7,000 per month per vehicle in savings. Multiply that across a fleet of 14 vehicles, and Runga Trans saves nearly R100,000 per month in diesel costs alone. Over a year, that's more than R1.2 million kept in the business, simply from better fuel economy.

Fuel efficiency is one of the biggest factors in the logistics industry, where diesel costs can account for as much as 40% of a fleet's total operating expenses. South Africa's long-haul routes make efficiency even more critical, as trucks regularly travel thousands of kilometres each week.

With Isuzu trucks, Runga Trans has turned one of its largest costs into a source of savings and competitive advantage.

Maintenance intervals also improved, extending from 15,000 km to 20,000 km, reducing the frequency of services. Where the previous fleet required 4.5 services per year, Isuzu trucks only needed three, saving about R9,000 per year, assuming an average of 4,000 km per month is driven. Combined with same-day servicing at Key Durban Truck Centre, this led to significant efficiency gains as vehicles are serviced and back on the road on the same day. In the 24 months that Runga was testing the new Isuzu 850 trucks, he experienced zero breakdowns, compared to three a year he would experience with another brand in his fleet. For a logistics company, unscheduled downtime can cost more than just money but also reputation.

“ Switching to Isuzu was a no-brainer. The slightly higher purchase price pays for itself through savings in fuel, service, and uptime. The reliability of the trucks alone justifies the investment. ”

Key Durban Truck Centre is an authorized Isuzu dealership and service centre, supporting sales, maintenance, and after-sales to fleet operators in KwaZulu-Natal. The team provides comprehensive support, including weekend servicing and emergency assistance. Runga is quick to credit Key Durban Truck Centre's support for keeping his fleet moving. "The service that I get from Key Durban Truck Centre is excellent. I can drop my truck off in the morning and pick it up in the afternoon, and they even do weekend services for me. That kind of support makes a big difference," he says.

For a logistics company, that level of responsiveness is invaluable. Each day a truck spends in the workshop instead of on the road can cost thousands of rand in lost revenue.



RUNGA TRANS

2005 - 2025

THANK YOU FOR 20 YEARS OF FANTASTIC SERVICE

FROM
KEY TRUCKS DURBAN



Seelan Govender, Dealer Principal of Key Durban Truck Centre, who has worked closely with Munsamy for years, shares this commitment. "Our goal is simple, keep Runga's trucks on the road and minimize downtime," Govender explains. "Whether it's preventive maintenance, emergency servicing, or weekend support, we make sure he gets the fastest turnaround possible. When a fleet runs as hard as Runga Trans does, that level of responsiveness is what keeps deliveries on schedule."

Chemical distribution is about both efficiency and safety. Runga Trans drivers work long hours on the road, handling hazardous materials. For them, comfort and safety are critical. Fatigue and stress are leading causes of accidents in the transport industry, and for companies carrying chemicals, the stakes are even higher. Ensuring drivers remain alert, safe, and comfortable is a business necessity.

Isuzu's spacious cabs, ergonomic interiors, and reduced vibration keep drivers minimise fatigue and keeps drivers alert. Positive feedback from drivers has been unanimous: they enjoy the ride, the controls, and the overall ergonomics.

For Runga, the driver cabin must offer the best ISO safety standards and protect the health of his employees. By providing vehicles that reduce strain, he ensures that drivers can meet demanding schedules while staying safe on the road.

A truck is only as good as the service behind it, and in this regard, Isuzu has impressed Runga Trans. All Runga Trans vehicles are fully compliant with Haz Chem standards, ensuring proper chemical labelling, placards, and safety measures during transport. This attention to detail allows Runga Trans to focus on deliveries without worrying about regulatory compliance or fleet readiness. In an industry where safety regulations are strictly enforced, having a manufacturer that supports compliance from the outset saves time, reduces risk, and prevents costly penalties.

The benefits of Isuzu trucks extend beyond the internal workings of Runga Trans. Customers notice the difference. A well-maintained, uniform fleet signals professionalism and reliability, enhancing the company's reputation in the market.

“Clients recognise quality when they see it on the road,” Munsamy notes. Each vehicle adheres to strict branding standards, from logo placement to paintwork and graphics, creating a consistent and professional appearance. “Our vehicles reflect the standards we uphold in every aspect of our business.”

The introduction of the latest generation Isuzu trucks has also allowed Runga Trans to plan for growth. With better fuel efficiency, reliable performance, and lower maintenance costs, the company can confidently expand its operations without compromising service quality. Logistics is a scale-driven business, and the ability to add vehicles to the fleet while controlling costs is a key driver of long-term success.

Munsamy mentions that the flexibility of Isuzu trucks has enabled the company to optimize routes and deliveries. From local distribution to cross-country hauls, the trucks perform reliably under varying loads and distances. This versatility ensures that the fleet can meet client demands without interruption. Whether transporting chemicals over short city routes or long stretches between provinces, the trucks consistently deliver.

For Munsamy, choosing Isuzu was about more than immediate gains, it was about a long-term partnership. He sees Isuzu as the vehicle of choice for the next decade and beyond.

“ Isuzu trucks have proven themselves across the board with fuel efficiency, uptime, driver comfort, and after-sales service. We invest in the best, and Isuzu is the best. ”

While the fleet currently meets all operational requirements, he’s open to enhancements that can further improve efficiency, safety, and driver experience. Features such as in-cab entertainment or advanced telematics are on the radar, but the core reliability and cost-efficiency of Isuzu trucks remain paramount.





South Africa’s logistics industry plays a vital role in the economy, contributing nearly 8% of GDP. The country needs business like Runga Trans to succeed for the economy to succeed. Runga Trans has found a winning formula with Isuzu. Fuel savings, reduced maintenance, driver comfort, and exceptional after-sales support combine to create a fleet that keeps the economy moving. For Munsamy, the decision was clear: invest in a brand that delivers reliability, professionalism, and peace of mind. With Isuzu trucks at the heart of his operations, Runga continues to set the standard for chemical distribution, one efficient kilometre at a time.



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
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WHY READY-TO-WORK?

01

IMMEDIATE OPERATION

These trucks are delivered Ready-to-Work and perform, eliminating the need for additional modifications or third-party body installations. This “turnkey” approach saves time and gets businesses on the road faster.

02

HIGH-QUALITY, CUSTOM-BUILT BODIES

ISUZU collaborates with leading body manufacturers to produce a range of durable, purpose-built truck bodies, including rollbacks, mixers, and service compactors. This ensures a high level of quality and reliability that meets industry standards.

03

WIDE RANGE OF APPLICATIONS

The Ready-to-Work lineup caters to various industries and trades—from construction and recovery to waste and distribution. Each truck is equipped with bodies and features tailored to specific work environments, making them versatile and adaptable to different needs.

04

REDUCED DOWNTIME AND LOWER OPERATIONAL COSTS

Because these trucks are fully configured and OEM-backed, they experience fewer compatibility issues, which means less downtime and lower maintenance costs compared to custom-modified trucks.

05

WARRANTY AND AFTERSALES SUPPORT

ISUZU backs its Ready-to-Work range with comprehensive warranties and access to its extensive aftersales network. This ensures that any maintenance needs are quickly and easily addressed, adding an extra layer of reliability.

06

INDUSTRY ADVANTAGES

In industries where accidents are prone or time is of the essence, Ready-to-Work can offer a smooth operational flow as there are no disruptions to replacements in your fleet.

BASADI AUTOMOTIVE GROUP IS **SHIFTING GEARS** IN A MALE-DOMINATED INDUSTRY.



EMPOWERING WOMEN AND REDEFINING AUTOMOTIVE LOGISTICS IN SOUTH AFRICA

In a sector long dominated by men, Basadi Automotive Group is proving that determination, vision, and the right strategy can break barriers. Founded in 2018 by Josephine Malakoane, the company has rapidly carved out a reputation as a reliable mobility and logistics partner for South Africa's automotive industry.

Malakoane, who serves as CEO, recounts the early days with a mix of nostalgia and pride. "Basadi Automotive was founded in a male-dominated era of vehicle movements, logistics, and towing," she recalls. "That's when we were born, and we've been growing ever since then." From day one, her focus was clear: reliability, sustainability, and a fleet that could stand the test of time.

The company's journey began with a single truck, an older Isuzu NQR 500. While it may have been a second-hand model, Josephine fell in love with its resilience and reliability. "Most importantly, I think I fell in love with the fact that it was still running," she says. That first truck became the foundation for a fleet that has since expanded significantly, continuing a partnership with Isuzu vehicles that underscores Basadi Automotive's commitment to dependable performance.

Today, the company operates across three main divisions, each addressing a critical aspect of automotive logistics. Every day, teams orchestrate complex operations starting as early as 4 a.m., moving vehicles across the country. The logistics are carefully scheduled to ensure efficiency and reliability, with carriers and flatbed towing trucks playing pivotal roles.

The second division handles emergency towing services for self-insured Original Equipment Manufacturers (OEMs). Accidents happen, often when least expected, and Basadi Automotive's rapid response teams are ready to step in and manage the situation. This division ensures vehicles are taken for repairs and returned to service with minimal delays, highlighting the company's responsiveness and adaptability.

Rounding out the business is the fleet management division, which transports vehicles to shopping centers, exhibitions and other

marketing events. They go as far as to clean and prep the vehicles before their display. This attention to detail reinforces Basadi Automotive's reputation as a full-service logistics partner that puts the customer first.

Central to the company's operations is a philosophy of reliability. As Josephine emphasizes, a broken truck isn't just an operational hiccup—it disrupts customers and compromises trust. "Your customers are relying on you to make sure that you are there to help them out should they be in an emergency," she explains. This focus on meticulous maintenance and high operational standards has become a cornerstone of Basadi Automotive's approach, ensuring that its fleet remains at optimum performance.

Malakoane's message to other women is clear: the industry is open to those who are determined, prepared, and willing to do the work. "One myth that everybody keeps telling women is that you cannot do it," she says.

“ Look at us. We do it, and we're doing it in heels. You can make it in any industry that you want to. Keep your head down, be strong, and make sure that you do the work perfectly. ”

While women remain underrepresented in the automotive and logistics industry, comprising less than 30% of the workforce, Basadi Automotive is leading the charge, showing what's possible when determination meets opportunity.

Basadi Automotive Group stands as a testament to vision, perseverance, and resilience. Women may still be a minority in the automotive and logistics industry, but leaders like Malakoane from Basadi Automotive are shifting gears; proving that grit, innovation, determination and hardwork can break barriers and drive real change across South Africa's automotive landscape.

ISUZU AND SHOPRITE CELEBRATE 30 YEARS OF GROWTH AND PARTNERSHIP IN ZAMBIA.

It was all smiles and celebrations in Lusaka as Shoprite Zambia marked an incredible milestone, 30 years of serving Zambian communities! The celebration wasn't just about looking back; it was about honouring progress, partnerships, and the people who made it all possible.

Among the proud partners joining the festivities was ISUZU Motors, represented alongside **Action Auto Zambia**, the country's official ISUZU dealership. Together, they brought even more excitement to the event through the Shoprite 30th Anniversary Store Promo Competition, which rewarded 30 lucky customers with brand-new ISUZU Single Cab pickups.

These tough, reliable vehicles weren't just prizes, they were life-changing tools designed to help hardworking Zambians chase their dreams, support their families, and build thriving businesses. Each handover was a moment of pure joy, as winners realized their new journeys on the road were only just beginning.

The partnership between **ISUZU and Action Auto Zambia** goes way back to 1997 and remains stronger than ever. Together, they've ensured that ISUZU customers across Zambia enjoy world-class vehicles backed by exceptional service and after-sales support.

Reflecting on the occasion, ISUZU Motors celebrated the shared values between the two brands resilience, innovation, and a commitment to community upliftment. The 30th anniversary of Shoprite was the perfect stage to highlight these values, showcasing how collaboration drives real impact across industries and communities.

As the event wrapped up, one thing was clear ISUZU's commitment to Zambia isn't just about vehicles; it's about empowering people and building lasting partnerships. Here's to another 30 years of progress, reliability, and shared success on Zambian roads!



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ISUZU EXPANDS ITS FOOTPRINT: NEW DEALERSHIP OPENS IN LESOTHO

Isuzu continues to grow its presence across Southern Africa with the launch of a brand-new dealership in Lesotho, Zakhura Motor Group (ZMG). The dealership officially opened its doors on the 16th of October 2025 and the launch represents a major step in bringing Isuzu's trusted reliability and service excellence closer to Basotho customers.

The milestone event was attended by Prime Minister Samuel Ntsokoane Matekane, along with senior government representatives including the Minister of Trade, Industry and Business Development, Mr. Mokhethi Shelile, and the Minister of Law and Justice, Mr. Richard Ramoetsi.

The dealership, established through a partnership between Zakhura Motor Group and the Lesotho National Development Corporation (LNDC), marks an exciting new chapter for the brand and the local automotive industry. ZMG Isuzu is proudly led by the Zakhura family from Mafeteng, who answered LNDC's 2022 call for investors to develop Lesotho's first official Isuzu dealership.

Speaking at the launch, Prime Minister Matekane commended the initiative as an example of how private sector partnerships can drive sustainable economic growth and job creation. He noted that Isuzu's investment reflects Lesotho's vision of building a strong, diversified economy anchored in private enterprise and industrial innovation.

For Isuzu, the opening of ZMG Lesotho underscores the brand's commitment to supporting regional growth and strengthening local value chains. The dealership brings with it world-class sales and aftersales support that ensures Basotho customers have direct access to Isuzu vehicles, TRUE parts, and service expertise without having to cross borders.

The new dealership also contributes to Lesotho's broader automotive ambitions. ZMG Isuzu is actively collaborating with the Ministry of Trade, Industry and Business Development and the United Nations Economic Commission for Africa (UNECA) on the development of a National Automotive Policy. This framework aims to





unlock future opportunities in vehicle assembly, aftermarket development, and component manufacturing within the country.

Prime Minister Matekane expressed optimism that Isuzu's entry into the market could pave the way for greater industrial participation, including tapping into initiatives such as the Afreximbank Funding Facilities, designed to boost industrialisation across Southern Africa.

The opening of ZMG Isuzu Lesotho is more than just the arrival of a dealership — it's the beginning of a lasting partnership with the Basotho people.

It reflects Isuzu's unwavering belief in the power of local entrepreneurship, regional collaboration, and the brand's enduring promise to be *"With You, For the Long Run."*





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TANZANIA.**

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FROM NANE NANE IN TANZANIA TO NAMPO IN SOUTH AFRICA: ISUZU IS SUPPORTING FARMERS ACROSS THE AFRICAN CONTINENT

One brand, two countries, one mission, powering Africa's agricultural value chain.

At the heart of Africa's bustling agricultural sector, trade exhibitions are more than showcases of machinery; they are hubs for collaboration, innovation and growth. For Joansia Minja, Executive Marketing Assistant at Isuzu Tanzania, the Nane Nane Agricultural Exhibition in Tanzania provided the perfect platform to demonstrate how Isuzu Dealerships are reliable partners in farming and agribusiness.

“Nane Nane is Tanzania's largest agricultural exhibition. It provides farmers, agribusinesses, government institutions, and small and large enterprises alike with the latest solutions and modern technologies.”

JOANSIA MINJA
Marketing Assistant, Isuzu Tanzania

The exhibition strengthens relationships across the sector and fosters innovation in agriculture.

“It also helps build direct engagement with corporates and government institutions so we can hear their challenges and offer tailored solutions,” Minja explains.

Isuzu sees Nane Nane as a vital opportunity to showcase the robustness and dependability of its vehicles. Trucks and bakkies are widely used by agribusinesses to move goods between rural and urban areas.

“Showcasing Isuzu vehicles allows farmers and companies to understand that our trucks and bakkies are durable, reliable, and capable of handling rough roads,” said Minja.

Whether serving smallholders or large agribusinesses, Isuzu provides practical solutions designed for Africa's unique agricultural challenges. Fuel efficiency and low operating costs make Isuzu vehicles ideal for transporting commodities such as maize and other produce, ensuring both efficiency and profitability.

Participation in Nane Nane delivers immediate impact. Minja recalls positive feedback from existing customers and strong interest from new ones.

“Farmers showed interest in models like the D-Max 1.9 double cabin and trucks suitable for carrying goods across rough plains. Farmers view our vehicles not just products, they are solutions,” said Minja.

Trade exhibitions are popular in the farming community because they allow for face to face engagement that builds trust. Isuzu participates in these exhibitions to demonstrate commitment to solving real challenges faced by farmers, from transportation to operational efficiency.

Nane Nane in Tanzania provides a platform for meaningful engagement with government leaders, farmers and other business in the agribusiness valuechain. In 2024, the exhibition coincided with Tanzania's presidential election, highlighting the importance of leadership in agriculture.

“By engaging directly with government institutions and corporate stakeholders, Isuzu positioned itself as a trusted partner in agribusiness, logistics, and transportation,” said Minja.

Sales teams navigated the exhibition floor, connecting with ministries and institutional representatives, ensuring the Isuzu brand was visible and trusted.





Minja observed emerging trends among farmers and agribusinesses. Many were comparing Isuzu vehicles with competitors and discovering the advanced features and efficiency of the latest models.

“Many agribusinesses were unaware of our seventh-generation trucks and pickups. Once they saw the vehicles firsthand, they appreciated the capacity, durability, and efficiency that make them ideal for their operations,” said Minja. This demonstrates the importance of face-to-face interaction in building brand awareness and credibility.

A key focus for Minja and the team was assuring customers about spare parts availability. Historically, delays in sourcing parts were a challenge. Now, with Isuzu’s distribution hub in Midrand, Gauteng, South Africa, spare parts are readily available for the rest of Africa, ensuring minimal downtime.

“Assurance about ready availability of spare parts was crucial for farmers and businesses,” said Minja.

“We increased brand trust. Most people were talking about the lack of spare parts and service, like it used to be in the past. By being present at Nane Nane, we could show them that we now have a reliable supply of spare parts and that our service quality has improved compared to competitors. We are back and we are leading,” said Minja.

Isuzu has improved confidence and reaffirmed its position as a trustworthy agribusiness partner by resolving these issues.

By taking part in both Tanzania’s Nane Nane and South Africa’s NAMPO, Isuzu showcases solutions that serve farmers across the continent — from small-scale operations to large commercial enterprises. While Nane Nane focuses on smallholder farmers and local agribusiness, NAMPO in South Africa is one of the largest privately owned agricultural trade shows in the Southern Hemisphere. Each year, NAMPO draws more than 80,000 visitors and over 800 exhibitors, making it a key meeting point for commercial farmers, co-operatives, and global agribusiness suppliers.

Minja notes that Isuzu’s participation at both events reinforces a single, powerful message:

“Whether you farm 1 hectare or 10 000 hectares, Isuzu is there to support you with vehicles that are reliable, and built for Africa’s toughest conditions.”

At NAMPO, Isuzu South Africa showcases its full line-up from bakkies to medium and heavy-duty trucks, highlighting the mobility solutions that keep the agricultural value chain moving.

Participating at these 2 mega events demonstrate Isuzu’s pan-African commitment to agriculture, food security, and intra-african trade under the African Continental Free Trade Area (AfCFTA) framework.

“By reducing delays and lowering costs, Isuzu supports regional trade and enables farmers to access new markets,” said Minja.

The presence of Isuzu vehicles at trade shows like Nane Nane demonstrates their direct contribution to agricultural productivity. Efficient transportation allows farmers to get products to market faster, reduce losses, and increase profitability.

“Our vehicles are built to handle tough roads, support efficient operations, and ensure that agribusinesses are productive and profitable,” said Minja.

With durability, fuel efficiency, and reliability, Isuzu ensures that African farmers and agribusinesses can focus on growing their operations rather than worrying about logistics challenges.

Ultimately, Minja emphasizes that choosing the right mobility partner is crucial for success.

“I would tell farmers and businesses to choose Isuzu. Our vehicles are built to handle tough roads and ensure that their agribusiness will be reliable. Success in farming and business comes from having reliable solutions,” said Minja.

Through participation in both Nane Nane and NAMPO, Isuzu demonstrates its commitment to supporting agriculture across Africa, combining rugged vehicles with proactive stakeholder engagement and robust service support.

From Dodoma to Bredasdorp, the story is clear, Isuzu is fully committed to powering African agriculture. With vehicles that deliver reliability, efficiency, and confidence, Isuzu stands firmly as a strategic partner driving growth, trade, and innovation across the continent’s farming communities.

Introducing **ISUZU BLACK.**



● ISUZU V-CROSS IN ONYX BLACK



● ISUZU MU-X IN ONYX BLACK



● ISUZU X-RIDER BLACK

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D-MAX



SPEC SHEET: 2025 ISUZU V-CROSS

Engine:	3.0-litre 4Jj3 DDi turbodiesel (140 kW / 450 Nm)
Fuel Economy:	7.9-8.1 l/100 km (combined)
Wading Depth:	800 mm
Tow Rating:	3.5 tons (braked)
Service Plan:	5-year / 90,000 km
Warranty:	5-year / 120,000 km (plus roadside assistance & anti-corrosion cover)

MU-X



SPEC SHEET: 2025 ISUZU MU-X

Engine Options:	1.9-litre RZ4E DDi (110 kW / 350 Nm) • 3.0-litre 4JJ3 DDi (140 kW / 450 Nm)
Fuel Economy:	7.0–7.6 l/100 km (combined)
Wading Depth:	800 mm
Tow Rating:	2.1 tons (1.9 LS) • 3.5 tons (3.0 models)
Service Plan:	5-year / 90,000 km
Warranty:	5-year / 120,000 km (plus roadside assistance & anti-corrosion cover)

THE BOLD, LIMITED-EDITION ISUZU X-RIDER BLACK.

With just 150 units available, this special-edition bakkie is for drivers who want power, personality, and presence in one exclusive package.



You turn the key and the 1.9-litre turbodiesel hums to life with a confident growl. The road ahead is quiet, but the Onyx Black bonnet in front of you looks ready to pounce. As you pull away, heads turn and you can't help but notice. This bakkie has a bold attitude, it feels like it was built to stand out, and in this moment, you know you're driving something rare...that's because you are.

The 2025 ISUZU X-Rider Black is more than just another bakkie, it is a limited-edition celebration of style, capability, and personality. Only 150 will be built at ISUZU's Struandale plant in Gqeberha, each one individually numbered with a special plaque under the bonnet. That alone makes it the kind of bakkie you don't just buy, you own with pride.

From the outside, the X-Rider Black makes an instant impression. This is the only X-Rider you can get in Onyx Black, a deep, glossy finish that looks equally at home in the city or out in the dust. The 18-inch gloss black alloy wheels, featuring bold red ISUZU lettering, the blacked-out door handles and mirrors, and the patterned body decals, all work together to give it a commanding, cohesive look. The Gun Metallic grille surround, borrowed from the range-topping V-Cross, adds a premium touch, while the rear sports bar with its laser-cut red "X" is the kind of detail that makes you grin every time you see this vehicle.

Climb into the cabin, and the sense of specialness continues. The leather seats hug you comfortably and are stitched in bright red with the "X" logo proudly embroidered on the headrests. The steering wheel, gearshift boot, parking brake, and dashboard all get the same red stitching treatment, and the piano black trim elevates the look to something far more upmarket than you'd expect from a workhorse. This is a space designed to make every drive feel like a special occasion.

It's also practical and connected vehicle. The seven-inch infotainment screen pairs seamlessly with Apple CarPlay and Android Auto, putting your music, messages, and navigation right where you need them. The six-speaker audio system is perfect for long road trips, and cruise control makes covering big distances effortless. A reversing camera, rear parking sensors, and USB ports complete a package that feels just as modern as it is rugged.

Performance is taken care of by ISUZU's trusted 1.9-litre DDi turbodiesel engine, producing 110 kW and 350 Nm of torque. It feels eager but remains impressively efficient, this is the same engine that achieved an exceptional 5.58 l/100

km in the ISUZU One Tank Challenge, covering 1 452 km between Midrand and Cape Town without refuelling. Drivers can choose between a six-speed manual or automatic transmission in 4x2 guise, or the 4x4 automatic model with shift-on-the-fly engagement for those weekends when the road ends but the adventure doesn't. With General Grabber all-terrain tyres, an 800 mm wading depth, and a 2.1-ton towing capacity, the X-Rider Black is just as comfortable getting dusty as it is cruising through traffic.

Safety hasn't been forgotten either. Seven airbags, including a driver's knee airbag, are fitted as standard. Electronic Stability Control, Trailer Sway Control, Hill Start Assist, and Hill Descent Control on the 4x4 version give you confidence whether you're navigating wet highways or steep off-road trails. ABS with Electronic Brakeforce Distribution and Brake Assist round out an impressive suite of driver aids.

And then there's the peace of mind that comes with ISUZU ownership. Every X-Rider Black is sold with a five-year/90 000 km service plan, five-year/120 000 km warranty, five-year roadside assistance, and anti-corrosion cover. Service intervals of 15,000 km or 12 months keep maintenance predictable and stress-free.

The 2025 ISUZU X-Rider Black limited edition is a statement. It's for drivers who want something that reflects their adventurous spirit, something that's capable, efficient, and most importantly, rare.

With only 150 available, getting one is as much about timing as it is about taste. If you want a bakkie that blends workhorse reliability with a bold, unmistakable bold attitude, the ISUZU X-Rider Black might just be calling your name; but you must act fast before they're all gone. And if you're lucky enough to park one in your driveway, don't be surprised if the neighbours start to look just a little envious.



SPEC SHEET: 2025 ISUZU X-RIDER BLACK



Model	Price (incl. VAT)	Transmission	Drive
1.9 Ddi D/Cab HR X-Rider Black	R664,100	6-speed Manual	4x2
1.9 Ddi D/Cab HR X-Rider Black AT	R685,600	6-speed Auto	4x2
1.9 Ddi D/Cab 4x4 X-Rider Black AT	R770,400	6-speed Auto	4x4

Engine: 1.9-litre DDi turbodiesel (110 kW / 350 Nm)
Fuel Economy: 5.58 l/100 km (ISUZU One Tank Challenge)
Wading Depth: 800 mm
Tow Rating: 2.1 tons
Service Plan: 5-year / 90,000 km
Warranty: 5-year / 120,000 km (plus roadside assistance & anti-corrosion cover)





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FROM FATHER TO SON: A PASSION FOR HORSERACING AND ISUZU.

How the Magongo family legacy of horses and Isuzu continues to power resilience, versatility, and reliability.

For Lopez Magongo, horseracing is more than a career, it's caring forward a legacy. Born in Endevane in the rural Eastern Cape, his journey in horseracing began long before he could fully understand it. He has walked in the footsteps of his father, who filled their home with horses and a passion for horseracing.

"I was born into it," Magongo reflects. "There were always horses at home. My father loved them, trained them, and built his life around them. Naturally, I followed in his path."

That early exposure planted the seeds of passion and commitment, values he now carries into his own career as a trainer.

As an owner and trainer, Magongo has become a prominent figure in Eastern Cape horseracing scene. Just as horses were part of his upbringing, so too was Isuzu. His father relied on the Isuzu bakkie to move horses, equipment, and family alike.

“My dad always drove an Isuzu. It was part of the picture, strong, reliable, always there. Just like the horses.”

Today, Magongo continues both legacies. He travels extensively competing in horseracing events across South Africa, Lesotho and beyond, often towing horses that weigh between 400 and 600 kilograms each in treacherous terrains. In these demanding situations, his Isuzu X-Rider bakkie with a 1.9-litre turbodiesel engine that pushes out 110 kW of power and 350 N.m of torque has been a reliable partner.

"The Isuzu just pulls," Magongo says.

“Recently we went to Lesotho, we thought we would arrive around six in the morning because of the heavy horses we were towing but we got there at four. It's powerful, reliable and fuel-efficient. When you're towing two horses, you need a serious vehicle and Isuzu does it with ease.”

With robust engines, impressive torque, and trailer sway control, both the D-Max bakkie and the MU-X SUV are engineered for strength and dependability. When transporting valuable animals, safety is paramount. The MU-X comes equipped with electronic stability control, multiple airbags, and a reinforced body structure, giving Magongo peace of mind that both he and his family were safe on a recent trip to the Durban July.

Beyond the racetrack, Magongo's Isuzu vehicles adapt seamlessly to his everyday life. From family travel to off-road adventures and everyday life in the city, the spacious interiors, modern comfort, and durability make them as versatile as they are capable.

For Magongo, the parallels between horseracing and Isuzu are undeniable. Both demand endurance, discipline, and trust. "Isuzu compares perfectly with horseracing, in fact I named one of my horses Nogwaja because it is strong and reliable just like an Isuzu" he says. he concludes by saying "Just like my father trusted Isuzu, I do too." In Magongo's story, the threads of passion, family, and legacy come together. Horses may shape his daily rhythm, but it is Isuzu's strength, safety, and versatility that carry his family legacy forward, from one generation to the next.





**ISUZU BULLS
DAISIES.**



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MU-X

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DRIVING CHANGE: ISUZU'S GROUNDBREAKING SPONSORSHIP POWERS THE BULLS DAISIES AND DRIVES WOMEN'S RUGBY FORWARD.

Fueling Dreams and Shining a Spotlight on South Africa's First Professional Women's Rugby Team.

Women's rugby in South Africa is entering a bold new era. Long overshadowed by male counterparts, the women's game is now stepping into the spotlight. Leading this movement are the Bulls Daisies, South Africa's first professional women's rugby team, proving that talent and determination can challenge old narratives.

Backing the Bulls Daisies is Isuzu Motors South Africa. Through its sponsorship, Isuzu moves beyond commercial partnership to actively empower women, elevate communities, and inspire future generations through sport.

This partnership was showcased in full colour at the recent Women's Day brunch event, where players, community leaders, and brand representatives gathered to celebrate the progress of women's sport. It was a moment that underlined Isuzu's commitment to more than just commercial profit but also creating opportunities where they once didn't exist.

For the players themselves, rugby is not a hobby, it is a life-defining professional journey. It is a space that teaches resilience, demands discipline, and rewards courage. For women in South Africa, choosing rugby has often meant swimming against the tide of stereotypes and societal expectations.

Patience Mokone, a dedicated Bulls Daisies player, shared her experience.

“When I started rugby, I never imagined we'd be celebrated this way. Isuzu's support makes us feel like women's rugby truly matters.”

For Sinalita Noxeke, rugby has been both a personal anchor and a platform to inspire others. “For me, it's about opportunity,” she explained.

“With Isuzu standing behind us, we have more visibility and, most importantly, we have hope for the next generation. Isuzu is telling young girls that they too belong in this sport.”

Mokone and Noxeke's words capture the essence of why values-based sponsorship matters. For many women athletes, recognition and resources have often been limited. Partnerships like this creates access to opportunity and creates the legitimacy needed to grow women's rugby as a recognised sport.

Isuzu is a proud and committed partner of the Isuzu Bulls Daisies. Its goal is to remain a steadfast supporter and a true champion of women in sport. This sponsorship is a symbol of pride for ISUZU, a reflection of company values, and a demonstration of belief in bold, dedicated collaborations that inspire positive change.

The collaboration extends beyond the rugby field. Isuzu has committed to working with the team on community outreach programmes, youth development initiatives, and high-impact events designed to bring the spirit of rugby closer to the people.

One of the first milestones in this journey was the rebranded Isuzu Bulls Daisies Women's Day Event, a celebration of women, sport, and the communities that nurture them.



The significance of Isuzu's sponsorship is that it is rewriting the story of who gets to play, who gets celebrated, and who gets invested in.

"Rugby teaches resilience, teamwork, and leadership. Isuzu makes sure we are known, inspired, and motivated. They push us to make sure that the coming generation can see what's possible, not just in rugby, but in sports generally," Noxeke said.

Mokone added that being good role models is now part of their responsibility as professional athletes.

"As female athletes, we carry the responsibility of inspiring those who come after us," she said.

“Isuzu's support allows us to do that with pride, showing that women's rugby is here to stay.”

This message resonates with Isuzu's own brand ethos. Much like the vehicles that carry people across tough African terrains, this sponsorship represents reliability, strength, and resilience. By backing the Bulls Daisies, Isuzu is extending its brand values beyond the road and into communities, locker rooms, and the lives of young women who dare to dream differently.

The Women's Day brunch to announce the Isuzu/Bulls Daisies sponsorship brought these themes to life. It was a celebration of rugby, a

celebration of women's resilience across all walks of life. Players mingled with supporters, shared their stories, and felt the recognition that is so often missing for female athletes.

"What stood out for me was the unity in that room," said Mokone. "women supporting women, and Isuzu making sure we felt valued as female athletes."

For Noxeke, the day was deeply symbolic. "Moments like these break down barriers," she reflected. "They demonstrate to communities that women can lead, inspire, and achieve greatness on and off the field."

Events like reflect Isuzu's wider appreciation of corporate social responsibility (CSR). Beyond building vehicles, the brand is committed to building communities, fostering inclusivity, and ensuring that progress in society includes everyone.

Rugby is tough and physical, it is therefore a men's game. But the Bulls Daisies are proving that women can also play and excel in Rugby. With Isuzu's logo on their jerseys, the players represent a broader shift: a message to young girls that strength and femininity are not opposites, and that their place on the field is just as valid.

"Growing up, I didn't have women rugby players to look up to," admitted Mokone. "Now, we are those role models. And with Isuzu carrying us forward, the message to young girls is clear: your dreams are valid."





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SHE 4X4 DRIVE: **ISUZU TRANSFORMING** **PERCEPTIONS ABOUT** **WOMEN AND OFF-ROAD** **ADVENTURE.**

From city streets to off-road trails: empowering women through thrill, skill, and safety.



When city streets give way to rugged trails and the roar of a powerful engine meets fearless determination, that's where the She 4x4 Drive comes alive. In a bold celebration of Women's Month, Isuzu invited women to step out of their comfort zones and get behind the wheel of the stylish, capable MU-X. This wasn't just another women's event, it's a masterclass in confidence, adventure, and empowerment.

Digital content creator Siviwe Boyce and actor Lesego Khoza were among the women who answered the call. For Boyce, the invitation arrived at the perfect time.

“ I had just started looking for a new car and was car content for my YouTube channel documenting my journey. Then I got the invite, I was thrilled. It felt like a manifestation of the journey I wanted to take in creating car content that resonates with women. ”

Driving a 4x4 off-road for the first time, Boyce said the challenge that was both intimidating and exhilarating.

“The adrenaline, the ditches, the steep inclines, it was all so new. But by the end of the day, I felt powerful. As a woman, I realized I could handle big 4x4 cars in conditions I never imagined,” she shared.

For Khoza, the journey was equally transformative.

“I've always associated SUVs and 4x4s with men or people who are constantly off-road. As a city mom, I never thought a vehicle like this could fit my lifestyle,” Khoza said.

Khoza's perception soon changed.

“But when we got into the training, I discovered that these cars are about capability, control, and confidence. By the end, I felt empowered and ready to take on challenges I never thought possible,” she said.

The She 4x4 Drive goes beyond just learning to navigate tough terrain. Participants leave with a renewed sense of courage, and self-assurance. The professional instructors ensured every woman could tackle obstacles safely, and Boyce emphasized the importance of trusting the process.



"It was all about being calm, intentional, and focused. Once I did that, the experience became exhilarating instead of intimidating," she said.

The Isuzu MU-X impressed the thespian with its blend of luxury, safety, and off-road capability. Blind spot monitoring, lane assist, and other intuitive features gave both Boyce and Khoza the confidence to push their limits while staying safe.

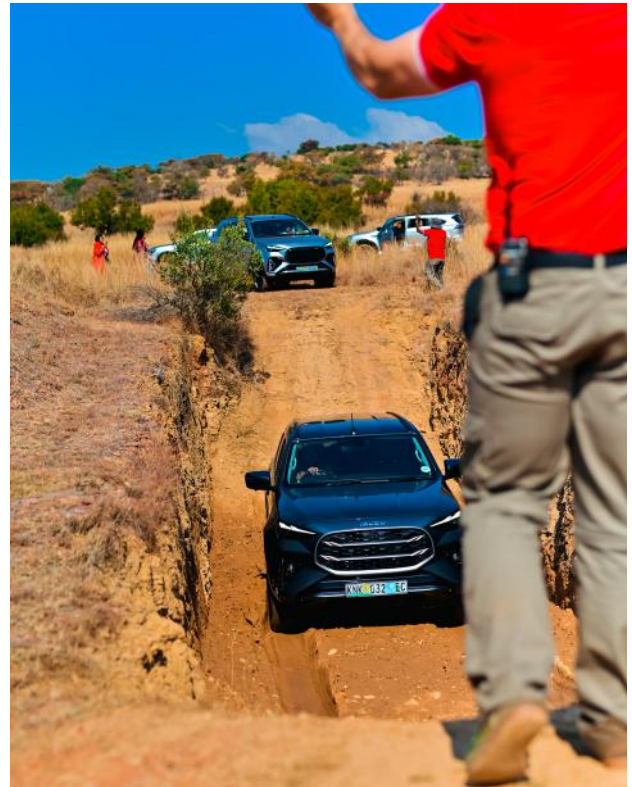
"The Mu-X is a capable and powerful car, but its also a pretty car designed for women who want both style and adventure," Boyce said. For Khoza, the event was a sudden and great realization that big cars are not only meant for men.

"This experience reshaped my perspective. With the D-Max, I took my family on a road trip to Botswana but I also navigated city streets comfortably" she explained.

As Boyce put it, "After this experience, I feel unstoppable. I've discovered not just a car that meets my lifestyle, but a community that is redefining what women can do behind the wheel."

The She 4x4 Drive proves that Isuzu is not just offering vehicles, it's creating experiences that empower women, boost confidence, and challenge perceptions.

With the MU-X SUV and the D-Max bakkie, adventure, style, and safety come together in a vehicle that allows women to truly take control, whether on city streets or rugged off-road trails.





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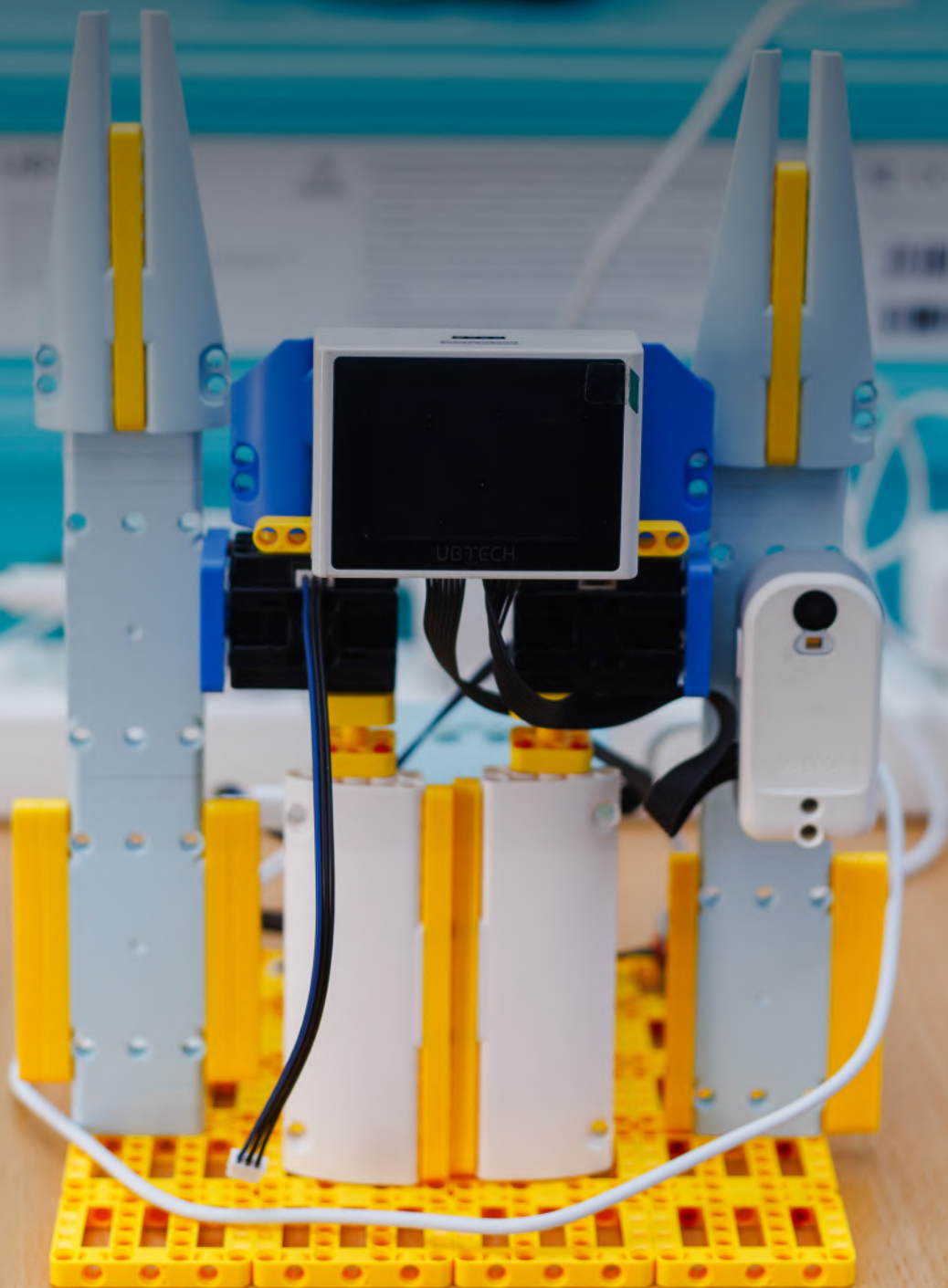
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ISUZU MOTORS SOUTH AFRICA DONATES AN AI, CODING, & ROBOTICS CENTRE AT ASTRA PRIMARY.

A R1.2 million investment has transformed classrooms in Gqeberha, giving learners hands-on access to robotics, coding, and digital literacy, Isuzu Motors South Africa is inspiring the next generation of innovators.



Isuzu Motors South Africa (IMSAf) handed over a state of the art multi-purpose AI, Coding & Robotics Centre to Astra Primary School in Gqeberha. Developed in partnership with Sifiso EdTech and supported by the LPR Group, the project reflects IMSAf's commitment to improving the quality of education and closing South Africa's digital skills gap.

The initiative formed part of IMSAf's broader mission to align classroom learning with the needs of the future workforce. It contributed to inclusive, equitable, and quality education, while promoting lifelong learning opportunities for all.

"The handover aligns with our corporate strategy, which identifies education as one of the key focus areas in our societal leadership pillar," said Celestin Ndhlovu, Executive Vice President: Corporate Services at Isuzu Motors South Africa. "It is aimed at driving meaningful change in communities within which IMSAf operates."

With a total investment of over R1.2 million, the facility includes robotics kits, laptops, tablets, advanced coding software, and a fully customised computer lab designed to give learners early exposure to future-facing technologies. Learners developed foundational skills in robotics, programming, mechanical design, and digital citizenship, building a strong base for STEM subject choices as they progressed through school.

“ Through this project, IMSAf is building a digitally competent generation prepared for the world of technology today and into the future. As a company that is deeply rooted in Nelson Mandela Bay, we are proud to invest in such a facility that will open new opportunities and help young learners from communities like Gqeberha become creators, not just consumers, of technology. ”

The centre will enable Astra Primary school to deliver the Department of Basic Education's CAPS-aligned Coding and Robotics curriculum. Beyond providing equipment, IMSAf supported an immersive five-day teacher training workshops, structured lesson plans, assessments, and 12 months of educator support.



“The establishment of the AI, Coding & Robotics Centre at Astra Primary was more than a technological upgrade; it was an investment in the potential of our learners and the future of our province,” said Lutho Kota, Eastern Cape Department of Education Director for e-Teaching and e-Learning.

Sifiso EdTech CEO Dr Sizwe Nxasana echoed the sentiment:

“No child should be left behind in the digital age. Together with Isuzu Motors South Africa, we showed what is possible when we invest in learners and the teachers who guide them.”

Africa is home to the youngest population on the planet. The African Development Bank estimates that by 2050 Africa will be home to the largest working age population on the planet, transforming the continent into the productivity and growth engine of the global economy, but that can only be achieved if Africa’s young population is given the education, skills and qualifications needed to thrive in the economy of the future.

By transforming Astra Primary into a hub of innovation and creativity, IMSAf is not only sparking the curiosity of young learners but also reinforcing its commitment to developing a future-ready talent pipeline and creating lasting impact in the community.





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Every time an Isuzu vehicle rolls off the showroom floor, it helps to drive change. Through the Isuzu Foundation, Isuzu's 121 dealers contribute to a fund that uplifts vulnerable communities nationwide. Since 2022, the Isuzu Foundation has granted millions of Rands to more than 50 projects, positively impacting the lives of thousands of people in South Africa and neighbouring countries (BLNE).

This commitment is a deliberate part of IMSA's corporate DNA. The Isuzu Foundation's work aligns with the United Nations Sustainable Development Goals (SDGs), focusing on education, hunger alleviation, and creating sustainable environments. These values flow through the dealer network, empowering each dealership to identify where support is most needed in their own communities. Education, especially the foundations of learning, is a strategic lever to transforming communities and as President Mandela once observed "Education is the most powerful weapon you can use to change the world". Isuzu is supporting ECD centres with infrastructure and other support.

"Isuzu Foundation's support has provided a sustainable solution, for which we are immensely thankful." "The old classroom posed significant challenges, hindering our ability to provide a safe and effective learning environment for the children," says Principal Yoliswa Bulana of KwaKhanya Daycare in East London. Bulana is referring to the prefabricated classroom and upgraded sanitation facilities that will now serve 25 children every year at her centre. A project that is just one of many investments in education by Isuzu Foundation.

Across South Africa, the Isuzu Foundation's reach is visible:

- In Nigel, Gauteng, NSB Motors donated computers to establish a computer centre at Nigel Primary School, giving learners from disadvantaged backgrounds access to essential digital skills.
- In KwaZulu-Natal, Bates Motors restored and upgraded Zibonele High School's electrical infrastructure, making it safer for learners and allowing Grade 12 students to study late into the evening.
- In the Free State, Isuzu Bloemfontein together with the BeOkay Foundation launched a sanitary pads project that supports 300 young



girls and women, reducing absenteeism and restoring dignity.

■ In Mpumalanga, Westvaal Secunda helped install water tanks for schools in water-scarce areas, ensuring that schools no longer have to interrupt teaching and learning because the taps have run dry.

■ In Limpopo, NTT Tzaneen refurbished Soutpansberg Primary School's roof, repaired its toilets, and repainted its playground, transforming the school's environment and boosting morale.

In the Western Cape, REEDS N1 City funded Warobile Lifesaving & Aquatics Academy, equipping young people with lifesaving skills, employment opportunities and preventing future tragedies.

The Isuzu Foundation's work doesn't stop within South Africa's borders. In Namibia, Auas Motors and the Foundation donated desks, bunk beds, and mattresses to Elias Amxab Combined School in Sesfontein, improving hostel conditions and supporting over 800 learners.

Every project is dealer-driven, meaning it begins with a local Isuzu dealership identifying a need and submitting a proposal to the Isuzu

Foundation committee. The committee comprising of both Isuzu and Dealer, representatives meets monthly to review submissions and allocate funds. This collaborative approach ensures that the projects supported are meaningful, practical, context-specific and impactful.

The passion and care displayed by all our dealers deserve recognition," the Isuzu Foundation Chairperson states. "We hope that many of the communities that have benefitted from these interventions will one day become caring, contributing members of society and offer help to others in their own communities."

From classrooms to computer labs, water solutions to disaster relief, the Isuzu Foundation is proving that a business can be and should be a force for good. The Isuzu Foundation is more than a corporate social responsibility initiative. It is a strategic collaboration between dealers, customers, and partners who believe in driving positive change, one project at a time.

So, the next time you see an Isuzu vehicle on the road, remember that it represents more than just reliability and strength. It also represents hope, opportunity, and a commitment to better communities and shared value creation.



UNDER THE LID: ISUZU'S BEST POTJIE SECRETS.

There's something truly special about a potjie bubbling away over warm coals — the aroma, the anticipation, and the unmistakable sense of togetherness it brings. In this edition, we're lifting the lid on the flavours that fuel our Isuzu family. From cherished home recipes to creative twists perfected over weekend gatherings, our employees have shared the potjie secrets that make their tables come alive.

So gather around, fire up the coals, and get ready to discover the dishes that drive our Isuzu spirit — one delicious pot at a time.

- My passion for cooking started at the tender age of 6 years old and fulfils my soul to make people happy that is hungry for the next plate of food, always create full and try new recipes.

Prep Time: 15 min
Cook Time: 60 min
Serves: 6 - 8

OXTAIL POTJIE WITH TOMATO AND COCONUT MILK

by Cedric Campbell

INGREDIENTS

- 1 onion
- Halve green pepper
- Fresh garlic and ginger
- Oil
- 2 chicken cubes
- 2kg oxtail
- 1 can hole peeled tomatoes
- 1 can coconut milk
- Mix herbs
- 5 medium potatoes
- Salt to taste /pepper
- Sugar

METHOD

- Heat up oil in a pot
- Coat your oxtail with flour simmer 4 min each side take it out of pot.
- Add onions /green peppers till soften
- Add oxtail water +500ml
- Let it cook for 45 min
- Add potatoes let it simmer till half way done
- Add can tomato let it cook for 10 min
- Add can coconut milk cook for 5min
- Add mix herbs / salt and pepper / sugar (if you like) to taste

CURRY POTJIE

by Alex Klopper

Curry potjie is special to me because my family loves this potjie. It cooks slowly over a fire, so you can enjoy your time with family or friends.

Prep Time: 15 min

Cook Time: 60 - 90 min

Serves: 6 - 8

INGREDIENTS

- Meat: 4 chicken thighs & 4 chicken drumsticks
- OR 1.5kg Lamb Knuckle
- ±15ml Cooking oil
- 1 tsp cumin seeds
- 1 cinnamon stick
- 1 tsp turmeric
- 1 tsp dhania jeera
- 1 tsp mother-in-law marsala
- 5 Cardamom pods
- 1 whole star aniseed
- 1 tsp chilli powder
- 1 tsp garum masala
- 1 large, sliced onion
- ± 2-3 cups of water
- 1 tsp crushed ginger and garlic
- 2 chicken OR beef cubes (depending on meat choice)
- 1 peeled green apple (sliced)
- 1 bay leaf
- 1 tbsp apricot jam
- sliced carrots
- 6 medium potatoes
- 3 large carrots, peeled and chopped into chunks

METHOD

- Make spice mixture: cumin seeds, cinnamon stick, turmeric, dhania jeera, mother-in-law marsala, Cardamom pods, whole star aniseed, chilli powder, garum masala and set aside.
- Heat oil in potjie and brown the meat a few pieces at a time. Remove the meat and set aside.
- Add onion to left over oil in potjie and fry until transparent.
- Add the spice mixture (1) to the onion and fry gently for ± 2-3 minutes
- Add meat, stir until coated. Be careful not to burn.
- Add ± 2-3 cups of water.
- Add the following: crushed ginger and garlic, chicken/beef cubes, peeled green apple (sliced), bay leaf, apricot jam, sliced carrots and bring to the boil.
- Cover with lid and simmer for 20 minutes.
- Add potatoes and cook until soft.
- Thicken with Bisto (about 1 tsp mixed with a little water).
- Adjust salt to taste as the cubes have salt in them.
- Serve with rice.

CREAMY CHICKEN & PASTA POTJIE

by Marius Du Preez

A pasta potjie brings my family and friends together around good food, laughter, and the simple joy of sharing something warm and hearty.

Prep Time: 15 min
Cook Time: 60 min
Serves: 6 - 8



INGREDIENTS

- 30ml oil
- 8 chicken thighs
- 250g bacon (chopped)
- 4 medium onions (chopped)
- 60ml smooth apricot jam
- 750ml chicken or veg stock
- 15ml Worcestershire sauce
- 1 cup carrots (sliced)
- 1 cup whole kernel corn
- 1 cup broccoli (sliced)
- 250g mushrooms (sliced)
- 1 packet white onion soup powder
- 250ml cream
- 250ml milk
- 500g shell pasta
- salt & pepper
- 1tsp thyme
- 1tsp crushed garlic

METHOD

- Start a small fire with wood of your choice, or charcoal/briquettes and make sure the potjie is hot, before pouring in the oil.
- Pour the oil into the potjie pot to heat up. Use a spoon to cover the bottom of the potjie in oil so that the bacon doesn't stick and fry the bacon.
- Add the onions and apricot jam and cook until the onions are translucent.
- Layer the chicken thighs on top of the bacon and onion and then add in the Worcestershire sauce and 250ml of the stock. Allow to simmer for 20 minutes.
- Layer in the carrots, corn and mushrooms, as well as the herbs and garlic, and let it cook for 30 minutes.
- Mix the onion soup powder with milk and cream and the remaining stock.
- Layer in the pasta shells and broccoli and pour the sauce in, making sure to soak all the pasta in the sauce
- Close the potjie and cook for another 30 minutes (or until your pasta is cooked how you like it)

DUMPLINGS POTJIE

by Mandla Mbeki

Potjie kos completes the experience of loving, socialising and bonding with my family and friends. We share hearty and comforting memories while we cooking outdoors sitting around the pot and every potjie carries memories that we will always treasure.

Prep Time: 15 min
Cook Time: 1.5 - 3 hrs
Serves: 6 - 8



INGREDIENTS

- Beef stew
- Corns
- Broccoli
- Robot peppers
- Red onion
- Potatoes
- Mixed veg potjie
- Knorrox Cubes (Beef Curry Flavour)
- Cerebos Table Salt
- Crown National Worcester Sauce Sprinkle
- Crown National BBQ Fiesta Seasoning
- Crown National Six Gun Grill Seasoning
- Woolworths Stock Powder (Beef)
- Jimmy's Sauces Steakhouse Sauce
- Paprika (ground spice)
- Imana potjie mix soup
- Homemade dumplings

METHOD

- Heat and place your potjie pot over medium coals. Add oil and allow it to heat gently.
- Add your meat of choice and brown it on all sides. Season lightly with salt and pepper. Once browned, remove and set aside.
- Sauté the Aromatics in the same pot, add onions, garlic, and ginger. Fry until soft and fragrant.
- Add the Spices to stir in your curry powder, masala, turmeric, and any other spices. Toast lightly to release flavour—be careful not to burn them.
- Layer the Ingredients by adding potatoes, carrots, and other vegetables in layers without stirring. This keeps the potjie cooking low and slow.
- Pour in stock, chopped tomatoes, or coconut milk (depending on the recipe). The liquid should come about halfway up the ingredients—not cover them completely.
- Simmer Slowly by putting on the lid and let the potjie simmer gently for 1.5-3 hours. Avoid stirring; just top up liquid if needed.
- Final Seasoning when the meat is tender and the sauce has thickened, adjust seasoning with salt, pepper, or a touch of sugar if the curry is too sharp.
- Garnish with fresh coriander and serve with homemade dumpling—perfect for soaking up the rich curry sauce. Serve and enjoy

A WORD OF THANKS.

Dear Valued Reader,

As we close out 2025, I want to extend my heartfelt gratitude to all our customers, dealers, employees, and supporters across Isuzu Motors South Africa.

This year has been a fulfilling one—marked by the thrill of uncertainty and the challenges of a shifting economic landscape.

Yet, through it all, we pulled together once again.

Your resilience, support, and belief in our brand made it possible for us to navigate the year with strength and determination.

As we head into the well-deserved rest period, I wish each of you a time of peace, rejuvenation, and connection with the people who matter most.

Looking ahead, 2026 promises to be a year filled with exciting developments.

We remain committed to serving the market and our customers with dedication, innovation, and the quality you expect from Isuzu.

Thank you for standing with us.
We look forward to another strong year together.

Craig Uren

Executive Vice President: Revenue Generation





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