

Isuzu Dealer Franchise Application Evaluation Process

An overview for prospective investors and operators interested in joining the Isuzu dealer network

Overview

Isuzu Motors South Africa (Pty) Ltd (IMSAf) welcomes applications from reputable investors, business operators and dealer groups interested in establishing an Isuzu Dealership. Each request is considered on its merits and assessed against the needs of the market, the strength of the business case and the applicant's ability to represent the Isuzu brand sustainably over the long term.

As a commercial vehicle brand, IMSAf focuses on light, medium and heavy commercial vehicle Dealership opportunities. Appointments are made in line with market potential, customer needs and the operational requirements of the relevant Dealership format.

Dealership Opportunities

Light Commercial Vehicle Dealerships are classified into four categories: Multi-Dealer Area, Large, Medium and Small. Medium and Heavy Commercial Vehicle Dealerships are classified as Large, Medium or Small.

Where a full Dealership is not yet viable but there is sufficient aftersales potential, IMSAf may consider a Branch, Aftersales Service Centre or Truck Service Centre under an existing full Dealership. This allows the network to respond appropriately to local market opportunities while maintaining the standards expected of the Isuzu brand.

Key Considerations for New Appointments

When evaluating a new Dealership opportunity, IMSAf considers the following factors:

- Market potential within the proposed Area of Responsibility
- Long-term viability and sustainability of the Dealership
- Suitability of the proposed facility, including location and size for the relevant Dealership category
- Alignment with Isuzu Corporate Identity and Brand Guidelines
- Availability of a floorplan facility aligned to new vehicle sales planning potential
- Compliance with IMSAf requirements for workshop equipment and special tools
- Appropriate management, staffing and operational capacity
- Training requirements and readiness to meet Isuzu standards
- A credible five-year business plan supported by market insight and financial assumptions

Transformation and Inclusivity

IMSAf holds a valid Level 1 B-BBEE scorecard and remains committed to meaningful transformation and inclusivity across its Dealer network. Dealer applicants are expected to demonstrate alignment with B-BBEE requirements and to provide clear plans for maintaining or improving compliance where relevant.

Application Submission

Prospective applicants are invited to complete the Isuzu Dealer Franchise Application Form online, available on the Isuzu website at www.isuzu.co.za. The application process is designed to help IMSAf understand the applicant's ownership structure, funding position, operational capability and strategic fit with the Isuzu brand and Dealer network.

Required Supporting Documentation

Applicants will be asked to upload supporting information as part of the online application. This may include:

- Company registration and incorporation documents, including the Memorandum of Incorporation where applicable
- Valid Tax Clearance Certificate
- Valid B-BBEE Certificate and plans to improve the compliance level, where relevant
- Bank account confirmation
- Latest audited financial statements
- Applicant profile(s), including Curriculum Vitae
- Identity document copies for shareholders or owners
- Shareholder or owner details, percentage holdings and organisational structure
- Five-year business plan
- Market performance study
- Interior and exterior photographs of the proposed facility, where applicable
- Copies of, or written confirmation of, any other manufacturer approvals for shared facilities
- Copies of, or written confirmation of, relevant automotive industry memberships
- Letter from a recognised financial institution confirming floorplan facilities for the purchase of new vehicles
- Letter from a recognised financial institution confirming an overdraft facility
- Completed Isuzu customer take-on form

Management Review and Evaluation Criteria

Once the online application has been submitted, it is reviewed by the IMSAf Management. Applicants are evaluated using a weighted scorecard and a rating scale of 5 = Excellent, 4 = Very Good, 3 = Good, 2 = Fair and 1 = Poor.

No.	Evaluation Element	Weighting
1	Black Ownership	25%
2	Business Case	15%
3	Funding	15%
4	Brand Alignment / Complementary Business	10%
5	Facilities Proposed	10%
6	Geographical Representation	10%
7	Shareholder Profile, Experience and Reputation	10%
8	Uniqueness	5%

Appointment Process

1. The applicant submits the online Isuzu Dealer Franchise Application Form and uploads the required supporting documentation.
2. The Dealer and Business Development team reviews the application using the approved evaluation criteria.
3. The Dealer and Business Development team informs the applicant in writing of the outcome.
4. Successful applicants are invited to meet with the Dealer and Business Development team.
5. Once IMSAf and the applicant agree on the proposed area and opportunity, a Letter of Intent (LOI) is issued.
6. After the LOI conditions have been met, the applicant receives the Dealer Sales and Service Agreement (DSSA) for signature.
7. Once the signed DSSA has been received and accepted by IMSAf, a dealer code is issued.

Invitation to Engage

IMSAf values partners who share its commitment to customer service, operational excellence, transformation and the long-term growth of the Isuzu brand. We look forward to engaging with prospective investors who can contribute meaningfully to the strength and reach of the Isuzu Dealer network in South Africa.