



FOR IMMEDIATE RELEASE:

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THE BEST OF THE BEST SHINE AT ISUZU'S “WEEK OF WEEKS” COMPETITIONS

*Isuzu Sales, Service, Parts, and Technical Associates compete in the
annual National Championships*

PITTSTON, PA.—Isuzu Commercial Truck of America, Inc., distributor of America’s best-selling low cab forward trucks, held its National Sales Walkaround, Service Walkaround, Parts Salesperson Product Presentation, and North America I-1 Grand Prix Technical competitions. Over 800 contestants submitted entries and completed training in 2025 to qualify for this coveted event. Finalists gathered in Pittston, Pennsylvania, at Isuzu’s Center of Excellence during the week of August 4th to showcase their talents and skills.

“It is so fun for our staff and competitors to spend time and compete with the best of the best for 2025!” said Shaun C. Skinner, president of Isuzu Commercial Truck of America and Isuzu Commercial Truck of Canada. “It speaks volumes of the talent our Isuzu dealers have recruited and trained to get to this level. I know this is a big competition, but more than that, it is a celebration of the contestants’ hard work and giving their best for the Isuzu brand and their dealership.”

2025 Isuzu National Sales Walkaround Competition

The Isuzu National Sales Walkaround Competition featured participants that had first won their district and regional contests, earning their place to compete at the prestigious “Isuzu Week of Weeks.” Their challenge was to present a 2025 Isuzu FVR Derate with a Voth aluminum dump body to a fictitious “customer” who had never owned an Isuzu or a low cab forward truck. It was a very close competition with each contestant showcasing their unique style and approach. *The 2025 National Sales Walkaround Champion goes to Walter Strick from Truckworx in Birmingham, AL.*

- **National Champion (*Isuzu Winners’ Circle Gold trip to Prague, Czech Republic, and Vienna, Austria in February 2026*)**
Southern Regional Champion
- Walter Strick
*Truckworx Isuzu Birmingham
Birmingham, AL.*

- **Second Place (*Isuzu Winners' Circle Silver trip to Scottsdale, AZ in March 2026*)**
Northern Regional Champion
Matt Sherman
Isuzu Truck Providence
Providence, RI
- **Third Place (*\$2,000 in cash*)**
Western Regional Champion
Brady Christenson
Pritchard's Isuzu Truck
Forest City, IA

2025 Isuzu National Service Walkaround Competition

The Isuzu National Service Walkaround Competition consisted of four Regional Champions that had only 10 minutes to demonstrate their Isuzu product and maintenance expertise to a fictitious service customer on a 2022 Isuzu NRR. Given the limited time available to inspect the truck and identify all serviceable areas, participants faced a significant challenge in effectively communicating the necessary service requirements to our simulated customer. After the rigorous competition, ***the 2025 National Service Walkaround Champion went to William (Will) Little from Truckworx in Birmingham, AL.***

- **National Champion (*Isuzu Winners' Circle Gold trip to Prague, Czech Republic, and Vienna, Austria in February 2026*)**
Southern Regional Champion
William (Will) Little
Truckworx Isuzu Birmingham
Birmingham, AL
- **Second Place (*Isuzu Winners' Circle Silver trip to Scottsdale, AZ in March 2026*)**
Western Regional Champion
James Buechner
PTR Isuzu Truck
West Chicago, IL
- **Third Place (*\$2,000 in cash*)**
Northern Regional Champion
Chris Wodarczyk
Fyda Isuzu Trucks
Walton, KY

- **Fourth Place (\$1,000 in cash)**
Canada Regional Champion
Tanya Doolan
Western Isuzu Truck
Edmonton, Alberta, Canada

2025 Isuzu National Parts Product Presentation Competition

The Isuzu National Parts Product Presentation Competition took place in a replica dealership parts counter that was constructed at the Isuzu Center of Excellence to study the retail presentation and experience of parts customers. Contestants were challenged to effectively communicate with a mock customer who visited their dealership to purchase parts for an older fleet of Isuzu trucks. They had to showcase their knowledge of Isuzu resources and quickly identify the parts needed while confirming their customers' needs. *The 2025 National Parts Product Presentation Champion went to Shaela Medley from Pierre Isuzu Truck of Everett in Everett, WA.*

- **National Champion (Isuzu Winners' Circle Gold trip to Prague, Czech Republic, and Vienna, Austria in February 2026)**
Western Regional Champion
Shaela Medley
Pierre Isuzu Truck of Everett
Everett, WA
- **Second Place (Isuzu Winners' Circle Silver trip to Scottsdale, AZ in March 2026)**
Southern Regional Champion
Luis Moreno
Tampa Isuzu Truck
Tampa, FL
- **Third Place (\$2,000 in cash)**
Canada Regional Champion
Wayne Werkhoven
Lewis Isuzu Truck Sales
Barrie, Ontario, Canada
- **Fourth Place (\$1,000 in cash)**
Northern Regional Champion
Ryan Avera
Isuzu Truck Providence
Providence, RI

2025 Isuzu North America I-1 Grand Prix Technical Competition

Without a doubt, the most grueling of all the “Isuzu Week of Weeks” competitions is the I-1 Grand Prix Technical Competition for service technicians. Each technician was required to pass a challenging 75-minute entrance exam in a single try. The twelve technicians with the highest scores were invited to enroll and participate in the competition held this week.

The competition featured three intense rounds where technicians were challenged to diagnose and repair trucks, navigate some of the most demanding repairs possible on an Isuzu chassis, all while under meticulous observation and evaluation. The winners are:

- **First Place** (*Invitation to participate in IML’s 20th Isuzu World Technical Competition; \$5,000.00 cash; I-1 Grand Prix Finalist certification on ITU transcript for 2025*)
Micael Lechasseur
Pare Isuzu Truck
Quebec City, Quebec, Canada
- **Second Place** (*Invitation to participate in IML’s 20th Isuzu World Technical Competition; \$4,000.00 cash; I-1 Grand Prix Finalist certification on ITU transcript for 2025*)
Rick Engler
Transwest Isuzu Truck, Henderson
Henderson, CO
- **Third Place** (*Invitation to participate in IML’s 20th Isuzu World Technical Competition; \$3,000.00 cash; I-1 Grand Prix Finalist certification on ITU transcript for 2025*)
Juan Bisono
Gabrielli Isuzu Truck, Long Island
Long Island, NY
- **Fourth Place** (*\$1,000.00 cash; I-1 Grand Prix Finalist certification on ITU transcript for 2025*)
Candido DeLeon
Rush Isuzu Truck, Dayton
Dayton, OH
- **Fifth Place** (*\$1,000.00 cash; I-1 Grand Prix Finalist certification on ITU transcript for 2025*)
William Nields
Faulkner Isuzu Truck
Westchester, PA

- **Sixth Place** (\$250.00 cash; I-1 Grand Prix Finalist certification on ITU transcript for 2025)
James Lucero
Tom's Truck Center
Santa Ana, CA
- **Finalists, each of the winners will receive \$250 on their Winners' Circle**
Michael Marrs
Coffman Isuzu Truck
Aurora, IL
- *Riley Dodson*
Rush Isuzu Truck, Dallas
Dallas, TX
- *Tristan Smithey*
Scarff Isuzu Truck
Auburn, WA
- *Richard Nonamaker*
Rush Isuzu Truck, Waco
Waco, TX
- *Justin Carter*
Eagle Isuzu Truck
Shreveport, LA
- *Joseph Donlon*
Maher Isuzu Truck
St. Petersburg, FL

As an added incentive for the technicians that compete in the 20th Isuzu World Technical Competition ("I-1 Grand Prix World Competition"), should any of them place first, second, or third in the competition, they too can plan on packing their bags for the 2025 Winner's Circle Gold Program trip to Prague, Czech Republic and Vienna, Austria in February 2026.

About Isuzu

Headquartered in Anaheim, California, Isuzu Commercial Truck of America, Inc. is the distributor of Isuzu commercial vehicles in the United States. Isuzu commercial trucks have been the best-selling low cab forward trucks in America every year since 1986. For more information, call (866) 441-9638 or visit www.isuzucv.com.

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