



ISUZU DEALERS EXPLORE “THE ROAD AHEAD” AT 2025 DEALER MEETING IN PHOENIX

FOR IMMEDIATE RELEASE

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PHOENIX, AZ — Isuzu Commercial Truck of America, Inc. brought together more than 540 guests representing more than 200 Isuzu dealers and stakeholders from across the U.S. and Canada for its 2025 Dealer Meeting, themed “The Road Ahead,” held October 22–24 at the Sheraton Grand at Wild Horse Pass in Phoenix, Arizona.

The three-day event highlighted Isuzu’s continued investment in North America, unveiled updates to the company’s medium-duty product lineup, and underscored Isuzu’s long-term goal of reaching 50,000 units in annual sales across the U.S. and Canada by 2030.

“The marketplace is changing faster than ever, but Isuzu is changing with it,” said Shaun Skinner, President of Isuzu Commercial Truck of America and Isuzu Commercial Truck of Canada. “From new facilities and advanced technologies to tools that help our dealers succeed, we’re investing in growth and innovation—and we’re doing it together with our dealers.”

Global Commitment and North American Growth

The meeting opened with remarks from Koji Nakamura, Executive Vice President of Isuzu Motors Limited, and Noboru Murakami, Chairman and CEO of Isuzu North America Corporation (INAC). Both leaders reinforced Isuzu’s strong global financial position and the Isuzu focus on North America as a core pillar of its Project IX 2030 growth plan.

Murakami highlighted the expanding Isuzu product portfolio, strategic partnerships, and a \$280 million investment in a new production facility in Piedmont, South Carolina—a state-of-the-art, 1,000,000-square-foot production facility that is expected to employ more than 700 people by the end of 2028.

Product Highlights and Innovation

Dealers received in-depth previews of the next-generation N-Series Gas, which continues to be one of Isuzu’s strongest sellers. With proven performance, class-leading maneuverability, and a new cab design coming for model year 2028, the N-Series Gas remains a cornerstone of Isuzu’s lineup.

Dealers also saw updates to the F-Series Diesel, featuring the B7.2 Cummins engine, a redesigned cab, new ADAS safety features, and a refined interior for driver comfort.

Isuzu is also exploring a battery-electric F-Series as part of its long-term electrification strategy. The company has been active in the platform's development and testing in collaboration with Accelera by Cummins -- to ensure the trucks meet the demands of North American fleets.

"Isuzu's strength lies in our ability to deliver the right product at the right time," added Skinner. "Our diesel and gas trucks will continue to lead the way, but we're also focusing for what's next — from advanced safety and connectivity to future zero-emission and autonomous technologies that keep our customers moving."

About Isuzu Commercial Truck of America, Inc.

Headquartered in Anaheim, California, Isuzu Commercial Truck of America 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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