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ISUZU EXECUTIVE DIRECTOR OF MARKETING BRIAN TABEL JOINS NTEA BOARD OF DIRECTORS

*First Representative of an Import Chassis Brand
to Serve on Board of Work Truck Industry Association*

INDIANAPOLIS, Ind.—Isuzu Commercial Truck of America, Inc., distributors of America’s best-selling low-cab-forward trucks, announced today that Brian J. Tabel, the company’s executive director of marketing, has been selected to serve a three-year term on the board of directors of NTEA—The Association for the Work Truck Industry. The announcement came during Work Truck Week 2023, North America’s largest work truck trade show, which runs through March 10 here at the Indiana Convention Center.

NTEA’s mission is “to further the knowledge, growth and profitability of the work truck industry.” Its 13-person board of directors provides organizational oversight, determines its future direction, sets policy positions, and secures the association’s fiscal health.

Tabel is the first representative of an import chassis brand to be elected to the board in NTEA’s 59-year history.

“It’s an incredible honor to begin my term of service on the NTEA Board,” he said. “The industry and this association have given so much to me over the years. It’s especially gratifying to be able to give back at this pivotal time. With the increasing focus on zero-emission vehicles, our industry is about to experience significant evolution, and NTEA will need to offer more support and resources to members than ever before. It’s truly an exciting time to join the board, and I can’t wait to get started.”

Tabel’s entry into the car and truck business was at his brother-in-law’s Ford dealership, where he started his love for the car and truck industry. After graduating from Northwood University with a degree in automotive marketing and business management, he joined Ford Motor Company and, in 1995, moved to American Isuzu Motors Inc. as a district service and parts manager for the company’s SUV group. He moved to the commercial truck side of the business after the formation of General Motors-Isuzu Commercial Truck in 2003, first as a district service and parts manager and then as a district sales manager. He relocated from Chicago to Southern California to become



Isuzu Commercial Truck of America, Inc.

retail marketing manager for Isuzu Commercial Truck of America where he is now executive director of marketing.

“All of us at Isuzu are very proud of Brian for this accomplishment,” said Shaun Skinner, president of Isuzu Commercial Truck of America and Isuzu Commercial Truck of Canada. “More than that, though, we are excited that he will bring a new voice to the table as the board’s first import chassis brand representative. And the insights he will bring back to Isuzu from this role will undoubtedly benefit our dealers and our customers.”

Tabel’s term begins today.

About Isuzu Trucks

Isuzu commercial trucks have been the best-selling low cab forward trucks in America every year since 1986. Headquartered in Anaheim, California, Isuzu Commercial Truck of America, Inc. is the distributor of Isuzu commercial vehicles in the United States and is a subsidiary of Isuzu Motors Limited, one of the world’s largest manufacturers of medium- and heavy-duty trucks. For more information, call (866) 441-9638 or visit www.isuzucv.com.

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