



ISUZU TRUCKS remaining a jewel in the crown



The state of the truck industry in South Africa can be considered as becoming somewhat congested and competitive as more new manufacturers enter the market with promises of greater things.

Having been in the forefront of their market segment for many years and particularly since 2007, Isuzu Trucks in South Africa with facts, figures and performance on their side have obviously done things right, not least of which their ability to read the market in great detail and subsequently offer a vehicle for just about any application.

In the light to heavy duty range, Isuzu Trucks South Africa has no peer in recognising opportunities to fill any void that may exist in their market requirements. The backing from Isuzu Motors Japan, with the longest history of any vehicle manufacturer,

has contributed greatly to the success of the local company. Commercial vehicles to move goods and diesel engines to provide power, is the combination that is required to support the lives of people around the world. During the last six years, Isuzu Trucks has not only maintained its market position but has also grown its business with the effects of the tsunami well behind it.

Craig Uren, Chief Operating Officer of Isuzu Truck South Africa is upbeat about the performance of the company over the past six months.

"In the short six years since its inception, Isuzu Truck South Africa has performed exceptionally well mainly as a result of a brand that has, with reliability as the foundation, developed a world standard and taken the lead in turning the world's highest standards in diesel technologies and commercial vehicles into products."

The last six months have seen Isuzu Trucks South Africa maintaining its growth pattern at the same levels year-on-year since 2009. From January 2013 to date the company has outperformed the market with overall sales up by 11,3% compared with the corresponding period in 2012. In the medium commercial market where Isuzu is strongest, the gain has been from 17,4% in 2012 to 19,2% YTD in 2013.

"The introduction of the Automated Manual Transmission (AMT) into our truck range has contributed greatly to the demand for the products; Isuzu is the leader in this innovative technology in the medium to heavy commercial vehicle sector," comments Uren.



The benefits of AMT have proven to be immense for operators as it helps to reduce operating and maintenance costs considerably. Clutch adjustments and replacements are a thing of the past in AMT equipped vehicles; this coupled to increased safety from the driver focusing on the road instead of gear changing puts AMT high on the priority list for any operator. The transmission and engine ECM units optimise the gear selection for any terrain and road condition so a driver will always be in the correct gear to suit the load and road.

In South Africa, AMT is unique in the medium duty truck sector - in Isuzu's N-Series - and with increasing demand, more models in the range are being sold with the AMT transmission as a standard feature, which is now extended to the heavy duty F-Series after increasing success in the field. The AMT transmission has been in the market for some time now and the positive feedback Isuzu Truck is receiving on a daily basis from operators confirms proven savings in operating costs.

Operators have found that AMT eliminates the over-revving habit prevalent in the medium truck market where unskilled drivers tend to treat medium trucks like light commercial delivery vehicles.

Most operators prefer their drivers to remain in "ECONO" mode, which selects the gear most suitable for fuel economy and ensures that gear changes occur between 1 000 and 1 500 rpm. In "NORMAL" driving mode, gear changes occur between 2 500 to 3 000 rpm.

Isuzu N-Series with AMT is now the market leader in terms of lifetime costing and minimal environmental impact. In addition, every feature on this technically advanced medium truck also makes it driver friendly and sets the standard for future cost efficiency among medium truck operators. The introduction of the AMT in the larger F-Series is certainly to have similar benefits

to operators. Fitted to the 11, 13, and 15 ton GVM Isuzu models, the AMT transmission promises to have an 18 month payback period even with the extra premium require at point of purchase.

The concept of equipping AMT in larger vehicles was emphasised when Isuzu Truck South Africa entered two F-Series vehicles in a recent truck test conducted in Johannesburg.

Fourteen vehicles from all major manufacturers participated in the event - restricted to vehicles with a permissible vehicle mass of between 13 500 kg and 16 000 kg. Each vehicle was prepared to the same specifications, the same cargo body and with payloads from 6 661 kg to 7 931 kg depending on each vehicle's carrying capacity. Aerodynamic kits were also permitted on vehicles as an option. The two Isuzu FSR 800 AMTs entered for the test were identical except for an aerodynamic kit fitted to the one unit. Being the only vehicles with AMT, they acquitted themselves exceptionally well throughout and were able to achieve fuel consumption figures well inside those achieved by the competing brands. This proved that the AMT transmission eliminates power loss and high fuel consumption associated with automatic transmissions.

The solid reputation of the Isuzu Trucks brand is unquestioned as its market share continues to grow year on year. On-going technological advances built into every truck will continue to provide customers with cost efficient and reliable transport solutions into the future.



ISUZU
TRUCKS

With you **For the long run**

Test Drive an Isuzu Truck
See IMPERIAL's dealer listings on P67