



Isuzu Commercial Truck of Canada, Inc.

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ISUZU NOW THE #1 SELLING LOW CAB FORWARD TRUCK IN CANADA

Isuzu Truck Sales and Registrations Prevail in 2018

TORONTO, CANADA—Isuzu Commercial Truck of Canada, Inc. announced today that it broke multiple sales records in 2018, including the registration of the most low cab forward (LCF) trucks in Canada for the first time in several years.

Isuzu dealers retailed 1,690 Isuzu trucks to customers in 2018—a record for Isuzu trucks in Canada.

Additionally, according to IHS Markit registration data for the 2018 calendar year, Isuzu sold more LCF trucks than any other company.

“Despite Isuzu’s relatively recent arrival in Canada, we have more than doubled our sales while increasing our market share by over 20% in the Class 3-5 Low Cab Forward segment. Four factors worked in our favor to make 2018 a banner year,” said Shaun C. Skinner, president, Isuzu Commercial Truck of Canada, “those factors being the loyalty of our customers, the dedication of our dealer body, the hard work of our field force and the superiority of our product line.”

Skinner continued, “We anticipate that we will continue our momentum in 2019. Unemployment is low, housing starts are expected to run at strong levels, and consumers continue to turn to online retailers, meaning an increasing need for delivery trucks. With a lineup that ranges from Class 3 to Class 6 and includes diesel, gasoline, LPG and CNG engines, we are well positioned to make 2019 another record-breaking year for Isuzu.”

About Isuzu Trucks:

Isuzu commercial trucks have been the best-selling LCF trucks in the combined U.S. and Canadian market every year since 1986. Headquartered in Mississauga, Ontario, Isuzu Commercial Truck of Canada, Inc. is the distributor of Isuzu commercial vehicles in Canada 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.isuzutruck.ca.

CONTACTS:

Shaun Skinner
President
Isuzu Commercial Truck of Canada, Inc.
Phone: (714) 935-9418
E-mail: shaun.skinner@icta-us.com

Andrew Craig
Director of Canada Operations
Isuzu Commercial Truck of Canada, Inc.
Phone: (416) 795-5157
E-mail: andrew.craig@icta-us.com