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Isuzu Commercial Truck of America Launches National Dealership Graphics Program with Wrapmate

New program enables Isuzu dealers nationwide to offer vehicle wraps and graphics at the point of purchase, helping customers get on the road fully branded and business-ready.

ANAHEIM, CA – [February 23, 2026] – Isuzu Commercial Truck of America, Inc. announced the launch of a new national dealership graphics program in collaboration with Wrapmate, a nationwide leading vehicle graphics provider. The program enables dealers to offer professionally produced vehicle wraps and graphics directly at the point of purchase, giving commercial customers a streamlined, turnkey branding solution. The program will be available at over 300 Isuzu dealers across the United States.

Designed with Isuzu dealership sales staff in mind, the program features an easy-to-use digital experience that allows sales teams to present customers with visual wrap and graphics options tailored to Isuzu N-Series and F-Series trucks with van bodies. Customers can clearly see options, evaluate designs early in the buying process, and select solutions that fit their business needs and budgets.

The program utilizes premium 3M wrap films to support long-term durability, consistent appearance, and high-quality performance. Another key benefit and probably the most beneficial to the customer is the ability to include graphics as part of their truck purchase transaction. When applicable, graphics can be incorporated into the sales agreement, allowing customers to finance their branding alongside the vehicle itself.

“This program delivers a powerful new capability for our dealers and meaningful value for the customers they support,” said Brian Tabel, Assistant Vice President of Marketing at Isuzu Commercial Truck of America. “By integrating vehicle graphics into the purchase process from the beginning, dealers can help customers visualize their trucks earlier, compare options with confidence, and move forward faster with smarter decisions.”

“Together with Isuzu dealers, we can help commercial customers get on the road and ready to represent their business from day one,” said Ryan Kalman at Wrapmate. “This program gives dealerships a simple, consistent way to offer graphics during the sales process, with transparent pricing and coverage options that align with each customer’s goals.”

About Wrapmate

Wrapmate is a national vehicle graphics service provider supporting customers across small business, franchise, enterprise fleet, and OEM programs. Wrapmate delivers professionally designed, produced, and installed vehicle wraps and graphics, ranging from individual vehicles to multi-thousand vehicle fleet rebrands, while also building technology that elevates the buying experience through pricing transparency and a more efficient path from purchase to installation. For more information, visit Wrapmate.com.

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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