



FOR IMMEDIATE RELEASE:

October 6, 2017

ISUZU COMMERCIAL TRUCK OF AMERICA, INC. ANNOUNCES SPANISH-LANGUAGE WEBSITE

Isuzucv.com now readable in two most widely spoken languages in U.S.

ANAHEIM, Calif.—Isuzu Commercial Truck of America, Inc., distributor of America’s best-selling low cab forward trucks, announced today that www.isuzucv.com is now available in Spanish as well as English. Isuzu is the first dedicated distributor of low cab forward trucks in the U.S. to provide a Spanish-language website to consumers.

“Spanish is the second most-spoken language in the United States,” said Shaun Skinner, president of Isuzu Commercial Truck of America. “Over fifty million Americans speak Spanish as a first or second language. In fact, there are more Spanish speakers in our country than there are in Spain. So it is only natural for us to want to offer information about our trucks to consumers in the language of their choice.”

Users can easily see each page in Spanish by clicking the link next to the Isuzu logo at the top of the page.

For nearly a year, Isuzu has posted Spanish-language driver orientation and emissions system informational videos on its site. Now, the entire site is available in Spanish. On the home page, users may simply click on the video link at the bottom of the home page for English, Spanish, and French.

The www.isuzucv.com website offers visitors product information and specifications about Isuzu N-Series Class 3 through 5 trucks and the all-new Class 6 Isuzu FTR. Functionality includes a dealer locator; comparison tool; “get-a-quote” feature; information about Isuzu parts, accessories and class-leading warranties; videos; an owners’ section; details about available financing and leasing programs; and much more.

“Isuzu durability, economy, performance and low cost of ownership are universal,” Skinner said. “We’re pleased that now we are able to deliver that message to our Spanish-speaking customers nationwide.”

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.

CONTACTS:

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

Brian Tabel
Executive Director, Marketing
Isuzu Commercial Truck of America, Inc.
Phone: 714-935-9425
E-mail brian.tabel@icta-us.com