



**FOR IMMEDIATE RELEASE:**  
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## **ISUZU BREAKS SALES RECORDS—AGAIN**

*Sales of Isuzu-Brand Trucks and Isuzu Parts Reach All-Time High in 2017*

**ANAHEIM, Calif.**—Isuzu Commercial Truck of America, Inc, distributor of America’s best-selling low cab forward trucks, announced today that it shattered two sales records in 2017, making last year its new benchmark for retail sales of Isuzu-brand trucks and sales of Isuzu parts. This marks the third year in a row that Isuzu has established records in these key metrics.

Isuzu dealers retailed 22,633 Isuzu trucks to customers in 2017—a record for Isuzu-brand trucks in the United States.

In addition, Isuzu dealers purchased more parts with a sales increase of 3.9% versus 2016, setting another record.

“These records carry more meaning when you consider that we faced an increasing level of competition throughout 2017,” said Shaun C. Skinner, president, Isuzu Commercial Truck of America. “Our 2017 results are a testament to the hard work of our dealer body and our field force—and, of course, the loyalty of our customers.”

Skinner expressed confidence that the company’s momentum will continue into 2018: “The forecasts for our economy continue to be positive. Medium-duty trucks are in demand, and as the retail environment changes to rely less on bricks and mortar, that demand is expected to grow even more. And we have the strongest product lineup we have ever offered, with the addition of the all-new Class 6 FTR.

“Combine all these factors and 2018 looks to be another great year for Isuzu,” Skinner said.

### **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. Isuzu Commercial Truck of America, Inc. 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](http://www.isuzucv.com).

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