



# Isuzu celebrates best-ever sales of its D-Max models in 2023

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Author:

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Isuzu D-Max sales rise by a record-breaking 45 per cent and market



## share grows too, in 2023...

They tell us:

(Photographs and all words from Isuzu).

- Isuzu achieves a record-breaking 45% sales increase and 5% market share growth for D-Max in 2023.
- December marks peak sales month accounting for a sixth of total sales in 2023.
- The brand's expansion to the new lifestyle market is visible through the major increase of the range-topping V-Cross model accounting for a third of total sales and becoming the top-selling model in 2023.

5<sup>th</sup> January 2024 - Isuzu UK is celebrating a landmark achievement with the announcement of its best-ever sales performance for the Isuzu D-Max in 2023.

The year 2023 has witnessed significant transformations for Isuzu, culminating in a series of successful releases and market expansions. In April, the eagerly awaited New-Look Isuzu D-Max hit the market, introducing a fresh wave of cosmetic enhancements to elevate the latest generation to new levels of premium comfort. The Expedition Edition, unveiled in September, further propelled Isuzu into the lifestyle market of vehicle camping, solidifying its position as a versatile and reliable choice for a diverse range of consumers. Isuzu's commitment to catering to various sectors has never been more evident, with models like the Isuzu D-Max AT35 Basecamp crafted for adventurous campers seeking remote destinations, and the Huntsman Pack, tailored to provide a sturdy kit for outdoor enthusiasts.

2023 has proven to be the best year for Isuzu D-Max since its introduction in 2012, boasting a remarkable 45% increase in registrations compared to the previous year. Furthermore, Isuzu achieved a notable 5% increase in market share compared to 2022. December emerged as the standout month, recording the strongest performance of the year, accounting for 16.4% of total sales in 2023. This figure represents a remarkable 154% increase as compared to the same month in the previous year.



In a noteworthy shift in model popularity, the range-topping Isuzu D-Max V-Cross claimed the top spot in 2023, accounting for a third of the total sales. This marks a significant change from 2022 when the V-Cross held the third position, behind the Utility and DL40 models. The Adventure range has also seen an upward trend with the Arctic Trucks model, the Isuzu D-Max AT35, which experienced a surge in popularity, surpassing 2022 sales figures by a staggering eightfold.

Fleet sales also played a pivotal role in Isuzu's success story, with a remarkable 16.2% increase in 2023. Fleet sales constituted 17% of the total sales, underscoring the demand for tough and reliable vehicles across various industries.

Alan Able, Isuzu UK Managing Director, expressed his enthusiasm for the outstanding sales performance, stating, "The exceptional results achieved in 2023 highlight the unwavering trust our customers place in Isuzu's commitment to quality, capability, and innovation. As we embark on the journey into 2024, we are excited to build on this success and introduce more innovations that will continue to exceed our customers' expectations."

Isuzu looks forward to an even brighter future, with 2023 setting the stage for continued growth and innovation in 2024. To find out more about Isuzu's multi-award-winning range, please visit [www.isuzu.co.uk](http://www.isuzu.co.uk)



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