



Isuzu UK excels in 2024

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reaking pick-up sales performance in UK secures second position in market in 2024...

Isuzu tells us:

(Photograph and all words from Isuzu).

- Isuzu UK achieved its best-ever year for D-Max pick-up sales in 2024, with 6,574 vehicles sold – an increase of 4.1% compared to 2023 – despite an 8.3% decline in the overall pick-up market.



- Isuzu became the second-largest pick-up manufacturer in the UK, driven by the popularity of the D-Max range, strong December sales, and the sell-out success of the limited-edition V-Cross STEEL.
- The D-Max continues its winning streak into 2025, already securing three awards, including Best Range and Back-Up accolades, highlighting Isuzu's ongoing innovation and market strength.

2024 was a landmark year for Isuzu UK, marked by innovation, expansion, and record-breaking achievements. With the announcement of the groundbreaking D-Max BEV, previewing the exclusive Arctic Trucks AT37 model, and launching the rugged D-Max Mudmaster and the premium V-Cross STEEL Edition, Isuzu offered a diverse range of options to cater to an ever-growing customer base.

This commitment to versatility and quality has driven Isuzu UK to its best-ever sales year for the D-Max pick-up. A total of 6,574 vehicles were sold in 2024, surpassing the previous record of 6,318 vehicles sold in 2023 – a 4.1% year-on-year increase. This growth is particularly remarkable given the overall pick-up market saw an 8.3% decline in 2024, according to the latest SMMT data.¹

The success of the Isuzu D-Max can be attributed to several key factors. Over 80% of customers chose the double cab version, highlighting its popularity among both professional and lifestyle drivers. The range-topping V-Cross model remained the most sought-after option, with the automatic transmission version emerging as the best-seller of the year.

December proved to be a standout month, accounting for 23% of Isuzu's annual registrations, reinforcing its importance in driving sales momentum. Additionally, the limited-edition V-Cross STEEL Edition, launched with just 300 units, sold out swiftly, reflecting strong demand for premium offerings.

The Arctic Trucks AT35 model also celebrated a remarkable milestone, with 106 units sold in 2024, the highest figure achieved since the introduction of the latest generation model and a 9% increase over the previous year. This contributed to Isuzu's overall growth and



further cemented its reputation as a leader in the pick-up market.

These achievements propelled Isuzu to become the second-largest pick-up manufacturer in the UK by registrations, surpassing one of its key competitors. Holding a 17.5% market share in 2024, this accomplishment underscores the brand's strength and appeal in a competitive market.

Alan Able, Managing Director of Isuzu UK, expressed his enthusiasm for the brand's continued success: "Our achievements in 2024 are a testament to the strength of the Isuzu D-Max range, the dedication of our dealer network, and the loyalty of our customers. The fact that we've not only grown our sales but outperformed the overall market trend highlights the enduring appeal of our vehicles. We are proud to offer reliable, tough, and versatile pick-ups that meet the needs of a wide range of drivers, and we couldn't have achieved this without the exceptional efforts of our dealers."

Isuzu's momentum shows no signs of slowing. The D-Max has already secured three prestigious awards for 2025, including Best Range, Best Back-Up, and Sustainability accolades from Overlander 4x4 magazine. With a new model launching this year, the D-Max's popularity is set to continue growing, solidifying its place as one of the UK's favourite pick-up trucks.

¹SMMT (2024) Light Commercial Vehicle Registrations

<https://www.smmt.co.uk/vehicle-data/lcv-registrations/>

ABOUT ISUZU – They tell us:

From the day we were founded in 1916 in Japan, and when we started Isuzu UK in 1987 to import and distribute our legendary Trooper model, we have always been about what our customers need and want.

Today, equipped with a punchy turbo diesel engine, the Isuzu D-Max pick-up is leading the



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charge, delivering 164PS and 360Nm of torque. Each new model comes with a 125,000 mile/5-year warranty and 5 years UK and European roadside assistance.

With towing capabilities of 3.5 tonnes, a maximum payload of 1,205kg and a 4×4 drive, the Isuzu D-Max works for customers day and night achieving up to 39.4mpg, meeting Euro 6D emissions standards.

Isuzu are the pick-up professionals. We are best placed to discuss pick-ups with professionals, aiming to meet our customers every individual need. At Isuzu, we only make commercial vehicles. We focus on making our pick-ups tough, strong, and built to go the distance.