



Onyx Black.



Silky Pearl White.



ISUZU

D-MAX GAINING MORE TRACTION

ISUZU Malaysia has raced up to the No. 3 spot in the pick-up truck segment, driven by its latest-generation D-Max.

The company posted 4,237 new registrations in the first six months of the year for a massive 143 per cent year-on-year growth.

Additionally, the volume achieved in the first half alone has almost matched last year's total of 4,601 units.

"We have seen a growing interest in pick-up trucks since the introduction of

the all-new Isuzu D-Max, particularly from first-time buyers and upgraders who have been impressed by the way the new D-Max has blurred the lines between a tough and capable pick-up truck and the comfort and sophistication of a family saloon," said chief executive officer Shunsuke Okazoe.

He attributed the D-Max's appeal to its flexible engine performance, fuel efficiency and clockwork reliability.

The 1.9-litre Blue Power variant has been the most popular choice among Malaysians, making up close to 80 per cent of total sales.

The flagship 3.0-litre Blue Power turbo diesel engine X-Terrain variant, having ticked all the right boxes in terms of premium comfort and lifestyle offerings, is said to have also made tremendous inroads with 10 per cent of the total volume.

He said this was a significant achievement for Isuzu considering that it had never had a strong offering in the lifestyle segment all this while, being more focused on dependable workhorses in its earlier iterations.

"The new-generation D-Max remains a source of pride as it bridges the

gap between how pick-up trucks should perform and what customers desire.

"The flagship D-Max X-Terrain, in particular, seeks to ensure customers can enjoy some truly stand-out features that make their motoring safer and more pleasurable," added Okazoe.

The flagship X-Terrain, winner of five "Pick-up Truck of the Year" titles since its debut a year ago, recently received two new exterior colour options along with some minor updates for the year.

In place of the dropped Sapphire Blue are the Silky Pearl White and Onyx Black colour options to go with the existing Valencia Orange.

The pick-up truck now has an Around-View Monitor that provides a 360-degree view of the vehicle on the nine-inch central display, a new Qi wireless charging station that sits in a slot ahead of the gear selector, and ground LED lamps beneath the vehicle that illuminate the surrounding foot areas when the doors are unlocked.

Additionally, it now comes with exclusive lighted scuff plates for added style and to protect the sills from minor scratches.

"The popularity of the Isuzu D-Max range, particularly the X-Terrain variant, remains healthy with many first-

time owners revelling in life with a modern pick-up truck.

"Its inspiring safety, comfort and go-anywhere, do-anything versatility has led to a gradual migration of saloon car owners," said chief operating officer Kenkichi Sogo.

"The X-Terrain has gained a strong following particularly among urban users. Many have found the vehicle to be the ideal extension of their lifestyle activities offering the ideal balance of space, capability, comfort and safety.

"With the recent updates made to the X-Terrain, including the new colours, welcome light, scuff plates, wireless Qi charger and Around View Monitor, it is an even more desirable vehicle that allows owners to do more without boundaries.

"I believe that with these new added features and colour choices, the D-Max X-Terrain will continue to appeal to many more who will be tempted to convert," he added.

The updated Isuzu D-Max X-Terrain is now available for booking at all authorised Isuzu showrooms with deliveries underway.

It sees a minimal increase in its price tag with on-the-road pricing without insurance listed at RM146,938.40.



The 1.9-litre Blue Power variant makes up nearly 80 per cent of the D-Max sales in the first half of the year.

The D-Max has recorded 4,237 new registrations in the first six months of the year.