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## 'Trade in, trade up', says Isuzu UK

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Isuzu UK introduces new '100 Days of Trade-ins' campaign...

*They tell us:*

- From the 1<sup>st</sup> of January 2024 this new campaign encourages UK pick-up owners to part exchange their current pick-up.
- All makes and model pick-up are welcome within the new campaign.
- For the first 100 days of 2024, Isuzu are paying top prices to top up their quality used pick-up stock so UK pick-up owners can both trade-in and trade up.

Isuzu UK has just launched 100 days of trade-ins to ring in the New Year.

For the next 100 days, UK pick up owners can say a fond farewell to their old pick-up and drive away in a new Isuzu D-Max with a fantastic part exchange deal. They'll get all the



multi-award-winning substance you'd expect with loads of new-look Isuzu D-Max style, not to mention the 3.5-tonne towing capacity, one-tonne payload and a 5 year/125,000-mile warranty.

The benefits of taking part in the campaign are ensuring the best value by a local Isuzu dealership assessing a customer's pick-up, upgrading to the latest models by trading up to the newest Isuzu D-Max on the market. From the workaday Isuzu D-Max Utility to the top-of-the-range V-Cross models. Customers can also stay connected and entertained with the latest infotainment systems, navigation tools, and smart connectivity features. Plus get best-in-class safety features and a maximum 5-star NCAP rating.

George Wallis, Head of Marketing, Isuzu UK said "Due to a hugely successful 2023, quality used pick-up stocks are low going into 2024. This gives UK pick-up owners the opportunity to maximise their trade in and trade up to a new Isuzu D-Max. Being the pick-up professionals, we are happy to retail any used model. By running the campaign for 100 days provides a long enough window for to replenish our Used pick-up stocks and for customers to take advantage of a great part-ex deal, so it's a win-win situation."

The Award-Winning Isuzu D-Max versatile combination of impressive capability, durability, and reliability, along with a rear differential lock means it can handle any situation. Part-ex vehicles must be a pick-up and be under 7 years old for a stronger part-ex value. For full details visit <https://www.isuzu.co.uk/100-days>



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**TRADE IN,  
TRADE UP.**

More information about Isuzu:

*They tell us:*



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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 D-Max pick-up is leading the charge, delivering 164 PS and 360 Nm 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 1,205 kg and a 4×4 drive, the Isuzu D-Max works for customers day and night achieving up to 39.4 mpg, 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.

For more information on the Isuzu range visit [www.isuzu.co.uk](http://www.isuzu.co.uk).