

# WESTERN POWER DISTRIBUTION WELCOMES 96 AWARD-WINNING ISUZU D-MAX WORKHORSES

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## NOTE TO EDITORS:

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Bristol-based Western Power Distribution has ordered 96 award-winning Isuzu D-Max pick-ups to service and maintain its powerlines and substations in some of the UK's most remote locations. Delivering electricity to almost 8 million people, Western Power Distribution is one of the largest electricity providers in the UK.

Western Power Distribution's patch covers over 21,000 square miles of South West England, South Wales and the Midlands, which encompasses a mix of rugged terrain including the mountainous Brecon Beacons and the remote Dartmoor National Park. Accessing these difficult and often inhospitable locations requires a tough and capable vehicle and, since first joining the fleet in 2015, the Isuzu D-Max has proved itself to be the perfect partner for this painstaking work thanks to its effortless electronic shift-on-the-fly 4WD system and practical 1.1 tonne payload.

Citing its uncompromising capabilities, Western Power Distribution has placed a further order for 96 Utility Extended Cab versions of the award-winning Isuzu D-Max. The extended cab configuration allows room for the large utility body conversion from Strongs Plastic Products Ltd while also accommodating a driver and up to three passengers in the cab.

Utility models include LED daytime running lights, 16" steel wheels and hard-wearing black plastic bumpers, door handles and door mirrors on the outside, while the practical cab area features two 12v sockets, manual air conditioning, front power windows and an RDS radio with Bluetooth, USB and auxiliary connections.



Equipping the truck to Western Power's exact specification, Isuzu's Fleet Services team installed a speed limiter and a 'Scorpion' alarm, which had been extended to protect both the vehicle and body conversion. In addition to building and fitting the body, Strongs also designed and fitted a drawer system with push-button retainers, roller shutters, a 1000W inverter, Chapter 8 decals, Tow Trust rear steps, magnetic work lamps and more.



Jane Nicholson, Fleet Technical Specialist at Western Power Distribution, remarked: "We've run D-Max pick-ups for five years and have been constantly impressed by this extremely tough and capable vehicle. The fleet service team at Isuzu have always gone the extra mile to develop a tailored solution for our very specialist requirements and we're delighted with their professionalism and flexibility, from the initial ordering process to servicing and maintenance".

William Brown, Managing Director at Isuzu UK, commented:

“It’s a huge endorsement to have Western Power Distribution, a company that carries out much of its arduous work in challenging environments, choose Isuzu yet again for its latest order of vehicles. They’ve recognised, not only the ruggedness and practicality of our award-winning pick-up, but also the resolution and effort of our fleet service team. This is what makes us the Pick-Up Professionals”.

Prices for the Isuzu D-Max Utility start from £17,414 CVOTR and all Isuzu D-Max pick-ups are back by a comprehensive 5-year, 125,000-mile warranty.

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## Isuzu

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 164PS and 360Nm of torque. Each new model comes with 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 1,161kg and a 4x4 drive, the award-winning Isuzu D-Max works for customers day and night, even achieving 40.4mpg, meeting Euro 6 emissions standards without the need for AdBlue.

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

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