

Isuzu sales rise 20% in Jan.-Sept. period

Isuzu Philippines Corp. (IPC) on Tuesday reported that its sales in the first nine months of the year grew 20 percent on year from 7,136 units to 8,562, boosted largely by the strong performance of the Crosswind models.

The company said that Isuzu Crosswind models accounted for more than half of the company's sales, with 4,422 units sold compared to 3,598 Crosswind models sold in the same period last year.

For the nine-month period, the company garnered an 11-percent market share in the commercial vehicle segment, up from 10 percent in 2011.

The company's statement also said that 2,072 D-Max pickups were sold, 190 more than the 1,882 sold in the first nine months in 2011.

"The company's light-, medium- and heavy-duty trucks likewise contributed to IPC's growth this year, with the perennial bestseller Isuzu N-Series continuing to dominate its segment with 1,184 units of Isuzu's light-duty truck were sold—a commanding 69-percent slice of the country's Category 3 segment—compared against the 859-vehicle total during the same period in 2011," the report said.

IPC said its robust sales performance this year could also be attributed to the local market's continuous favorable response toward Isuzu products, as well as the units' being able to command high resale values.