



L-R: Phil Ryan (RAC), Ben Aldous (RAC), Pete Murphy (Isuzu Truck UK Ltd)

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RAC secures contract to become Isuzu Truck UK's roadside assistance and contact centre partner

Isuzu Truck UK Ltd has selected the RAC as its new full roadside assistance partner and breakdown call centre provider.

The new three-year deal will initially see the RAC provide breakdown assistance to more than 5,500 Isuzu warranty customers and an additional 1,500+ customers with repair and maintenance plans.

Any assistance required roadside by Isuzu Truck customers will be handled by the RAC's highly experienced Commercial Assistance team based in Bescot in the West Midlands. The team will operate Isuzu Truck's branded breakdown and roadside assistance service in the UK, acting as a key link between drivers, fleet managers and the Isuzu Truck Dealer Network.

Utilising innovative, state-of-the-art technology, the RAC will provide co-ordinated support to better enable Isuzu Truck Dealers to directly assist customers. The new contract will also mean Isuzu customers can benefit from the RAC's 1,600 mobile technicians who will provide additional local roadside assistance, in particular circumstances such as non-starts, mis-fuels and lockouts. This will, undoubtedly, improve levels of customer uptime by ensuring vehicles are back on the road and working again, more quickly than ever.

RAC business roadside managing director Phil Ryan said:

“Winning this new contract with Isuzu Truck UK is an important milestone for us as we extend our manufacturer relationships into the commercial vehicle sector.

“Under the new contract, a full roadside service is provided and will deliver significant improvements for Isuzu Truck's customers as they benefit from all of the RAC's technological innovations, including our state-of-the-art diagnostic and battery testing capabilities. On those occasions when a recovery may still be necessary, customers will have access to our extensive RAC and contractor network to get them going again.

“We look forward to working closely with the Isuzu Truck team in the UK and delivering complete peace of mind to their customers, up and down the country.”

Isuzu Truck Managing Director, Pete Murphy, said:

“Our decision to move to the RAC was certainly not taken lightly as we have always enjoyed a very high level of service and support from our previous breakdown assistance provider. A major factor was the RAC's investment in new and exciting technology, which will perfectly complement the technological advancements on our vehicles. This, combined with their

undoubted levels of experience, expertise and understanding of the key elements required to provide quality roadside assistance to commercial vehicle customers, will help maximise the time our customers' vehicles are on the road.”

Isuzu Motors in Japan is one of the largest truck manufacturers in the world and sells a wide range of commercial vehicles in the UK between 3.5 and 13.5 tonnes.

Notes to Editors

The press office email address is press.enquiries@rac.co.uk. **Please note:** the press office is unable to help with individual customer enquiries - please visit the [RAC contacts page](#) to find the right contact.

ISDN radio studio facilities are available for interviews Monday to Friday.

About the RAC

The RAC provides complete peace of mind to 12m UK private and business drivers, whatever their motoring needs. Its services include:

- **[Breakdown assistance](#)**. Its highly-skilled, 1,600-strong branded patrol workforce attends more than two million breakdowns every year, fixing on average four out of five vehicles at the roadside. The RAC's patrol fleet is one of the most advanced in the UK, and was the first to roll out both an [All-Wheels-Up recovery system](#), allowing the vast majority of vehicles to be recovered from a single patrol van, and [EV Boost](#) mobile electric vehicle charging units
- **[Insurance](#)**. The RAC is a top-five [car insurance](#) broker having surpassed the 500,000 policies-in-force milestone in 2018. It also offers ['black box' telematics policies](#), as well as home and travel insurance
- **Other motoring services**. The RAC leads in the development of new solutions for business, fleets, electric vehicles and future car technology. Its additional products and services include

a [personal loans offering](#), a [used car buying website](#), [vehicle inspections and checks](#), [legal services](#) or up-to-the-minute [traffic and travel information](#). It also has a network of [Approved Dealers](#) and [Approved Garages](#) which combine the trust of RAC brand with local service and convenience

The RAC also works to support the interests of its members and UK drivers on the most important motoring issues which it identifies via the annual [RAC Report on Motoring](#) and the [RAC Opinion Panel](#). The Report on Motoring is the longest running analysis of driver opinion in the UK having been published every year since 1989.

For more information about the RAC, visit the [RAC website](#).

Contacts



RAC Press Office

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ISDN number on request