

CASE STUDY

MOUNT ISA ISUZU UTE



CATEGORY:

Transport

LOCATION:

QUEENSLAND

PRODUCT:

COLORBOND® steel
LYSAGHT

MT ISA ISUZU UTE 'GOES ITS OWN WAY', TAKING BLUESCOPE DISTRIBUTION ALONG FOR THE RIDE

Since it launched in Australia in 2008, Isuzu UTE has gained a solid reputation in the market with its D-Max utility models and MU-X wagons. A lot of the uptake of these vehicles has been in rural and regional areas where familiarity with the Isuzu truck range's bullet-proof and best value for money reputation is fast becoming legendary.

Having been appointed an Isuzu UTE franchise in 2016, it's dealerships such as Mt Isa Isuzu UTE that have been at the forefront of the brand's expansion in recent years, offering sales, service and parts for all Isuzu passenger vehicles.

Prior to signing on with Isuzu UTE, the dealership – which is operated by Karen and Sam Pye – was already well entrenched and respected in the Mt Isa community having operated as a family business for over a decade under the name of 'Superior Machinery and Maintenance'.

To further support the Isuzu brand's expansion in northwest Queensland and to increase the quality of service for new and prospective Isuzu UTE customers, Mt Isa Isuzu UTE recently undertook major capital improvements at its Marian Street premises with stunning results.

“ BlueScope Distribution supplied structural and roofing material for our first workshop in 2016 and we’ve enjoyed an excellent relationship with the company since then. ”

- Karen Pye, Dealer Principal - Mount Isa Isuzu Ute

Among the works was the conversion of an existing 70-year-old warehouse into a sophisticated new vehicle showroom incorporating office space and customer lounge areas.

According to Mt Isa Isuzu UTE Dealer Principal, Karen Pye, BlueScope Distribution played a significant role in the project, supplying a range of materials and providing valuable advice both prior to, and during the build process.

“BlueScope Distribution supplied structural and roofing material for our first workshop in 2016 and we’ve enjoyed an excellent relationship with the company since then,” Karen said.

“The new showroom build was a demanding project that required careful planning and execution to achieve the design and visual appearance we wanted, all whilst balancing budgets and meeting compliance requirements and completion time frames.

“For the project, BlueScope Distribution supplied us with a wide range of products including RHS from 50x50 to 200x200, steel angles, TOPSPAN® battens, LYSAGHT CUSTOM ORB®, PANELRI®B and SPANDE®K cladding, guttering and flashing, steel flat bar, deformed bar, concrete mesh, and fencing made from COLORBOND® steel.”

Karen said that being able to source many of the materials from the one supplier helped streamline the building process while increasing the dealership’s purchasing power.

BlueScope Distribution was also able to customise the products to suit the specific project.

“The new showroom features various flashings in a number of different shapes and sizes which could have potentially provided some challenges for us and blown out time frames in sourcing these,” she said.

“Fortunately though, BlueScope Distribution was able to manufacture these as per our drawings and specifications without issue and in a timely manner. It was also a lot easier and more efficient to deal with a single supplier for all the steel products we needed.

BlueScope Distribution’s Mt Isa and Townsville Branch Manager, James Murdoch, said that along with supplying a vast range of BlueScope’s steel products, the team provided considerable support during the build.

“The product is only one aspect of the role we played during the build. We made ourselves available to the project manager and owners, Karen and Sam Pye, seven days a week as they were on a tight deadline to complete the project in time for their ‘Grand Opening Day’.

We did whatever possible to share the burden of the build with the customer, as construction can be an extremely stressful process.

“By being a central point supplying the product, support, and the relevant quality

certificates, I think we were able to make a significant contribution to how seamless the showroom build was.”

These sentiments were echoed by Co-Dealer Principal, Sam Pye. “BlueScope Distribution had an excellent understanding of what we needed. The team were extremely professional, helpful and easy to deal with in every way. I’d like to thank the team at BlueScope Distribution Mt Isa for their efforts, and in particular James Murdoch and Tanya Langdon,” Sam said.

Now that the new showroom has been completed and operational for two months, feedback on the new facility from the customer base and dealership staff has been extremely positive.

For the customer, they get to experience the latest Isuzu D-Max and MU-X products and accessories in a clean, modern and light-filled space, while the Mt Isa Isuzu UTE team enjoy the benefits of a beautiful work environment every day.

For more information visit
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