

MEDIA RELEASE

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ISUZU announces sponsorship of SA Fashion Week

GQEBERHA – ISUZU Motors South Africa (IMSaf) is proud to announce its partnership with SA Fashion Week, becoming the Official Motor Vehicle Partner for the next two years, until July 2025. The collaboration marks a significant milestone for both the automotive giant and the renowned fashion event, combining the essence of innovation, style, and creativity.

As a global leader in the automotive industry, ISUZU is committed to delivering quality and durable vehicles that cater to diverse customer needs. By partnering with SA Fashion Week, ISUZU aims to explore new avenues and showcase its range of versatile vehicles, designed to embody sophistication, reliability, and adaptability. The synergy between the automotive and fashion worlds represents a fusion of design, functionality, and lifestyle.

"We are thrilled to be the Official Motor Vehicle Partner of SA Fashion Week," says Ziphindiwe Ncgobo, Department Executive: Marketing. "This collaboration embodies the spirit of both our brands, as we share a dedication to innovation with purpose, sustainability, and an unwavering commitment to excellence. We look forward to supporting the creative talents within the South African fashion industry."

"SA Fashion Week is delighted to welcome ISUZU as our Official Motor Vehicle Partner," says Lucilla Booyzen, CEO of South African Fashion Week. "This sponsorship opens up exciting opportunities for the fashion community and demonstrates ISUZU's commitment to empowering the creative industry. We believe this partnership will be mutually beneficial, leaving an indelible mark on the future of both fashion and automotive landscapes."

As part of the sponsorship agreement, Isuzu will have the exclusive Naming Rights to one show per season, amplifying its brand presence during the event. By aligning with the SA Fashion Week brand, ISUZU aims to connect with fashion enthusiasts, influencers, and potential customers who share the same passion for style, elegance, and craftsmanship.

The partnership will not only bring attention to ISUZU's exceptional vehicles but will also emphasise its commitment to supporting local talent and fostering sustainable growth in the South African fashion community. ISUZU's dedication to social responsibility aligns with SA Fashion Week's vision of nurturing emerging designers and empowering them to make a positive impact on the fashion industry.

SA Fashion Week takes place at the Mall of Africa on 19-21 October 2023.

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About Isuzu Motors South Africa

Isuzu Motors South Africa is a wholly owned subsidiary of Isuzu Motors Limited of Japan. Isuzu has had a presence in South Africa since 1964, when the first commercial vehicles entered the market, which was soon followed by the introduction of light commercial vehicles in 1972. The brand's popularity grew and resulted in local production of light commercial vehicles in 1978. Today, Isuzu remains one of South Africa's leading commercial vehicle brands and has become renowned for its durability and reliability. For more information on Isuzu products visit www.isuzu.co.za