

FOR IMMEDIATE RELEASE

November 1, 2022

## **ISUZU ASSIGNS NEW SALES REORGANIZATION**

Isuzu Motors America, LLC, PowerTrain Division is pleased to announce the promotion of Russel Pollack to Executive Manager, Distributor Sales & Business Development. The appointment was made by Ken Martin, Executive Director, Sales & SCM. “In his new role, Russ will be responsible for managing the Isuzu Diesel Distributor network and the internal sales team supporting this activity. This assignment adds to his existing responsibilities of business development and power unit program management,” said Martin.

“I’m excited to expand my responsibilities working closer with our Distribution Network to now include managing our Distributor sales team,” said Russel Pollack, Executive Manager, Distributor Sales & Business Development. “I believe our Distributor Enhancement Program has been a positive impact for our Distribution base, expanding areas of responsibility with performing organizations and streamlining the Sales & Enhancement Program under one Divisional umbrella will also be a great advantage moving forward,” Russ continued.

“In addition, Bob Links will continue as Executive Manager, OEM Sales, in both streamlining OEM sales processes and heightening sales training activities for the sales team,” said Ken Martin, Executive Director, Sales & SCM. “Sales training is something I really enjoy doing,” said Links. “I am very excited to develop the Isuzu Diesel sales training modules and working, both internally with Isuzu people and with our distributors and OEMs, to improve the Isuzu sales process. Working with the large OEMs has and will continue to be something I enjoy and look forward to doing. I will work very closely with Russ and his team, and our distributors, to ensure we move Isuzu sales efforts together as one team,” Links continued.

### About Isuzu Motors America, LLC, PowerTrain Division

Isuzu Motors America, LLC Powertrain Division is the distributor of Isuzu diesel and alternative fuel engines in the United States, Canada, and Latin America. It is known for its reliable, eco-friendly, durable, and technologically advanced diesel and alternative fuel engines and power units. Branded Isuzu Diesel and headquartered in Plymouth, Michigan, Isuzu Motors America, LLC is a subsidiary of Isuzu Motors Limited, one of the world’s largest manufacturers of diesel engines. Additional information about Isuzu products can be found on the following websites: [www.isuzuengines.com](http://www.isuzuengines.com), [www.IsuzuREDTech.com](http://www.IsuzuREDTech.com), and [www.isuzu.co.jp](http://www.isuzu.co.jp).

### ISZAPT ENGINES RANGE FROM 12 to 512 hp within these SEGMENTS / APPLICATIONS

#### ● AGRICULTURAL EQUIPMENT

- Cutters and Shredders
- Harvesting Equipment
- Hay and Forage Equipment
- Loaders
- Planting Equipment
- Sprayers and Applicators
- Tillage Equipment
- Tractors

#### ● CONSTRUCTION EQUIPMENT

- Backhoes
- Bore/Drill Rigs
- Excavators
- Fork Lifts
- Rollers & Graders
- Skid Steer Loaders
- Wheel Loaders & Dozers

#### ● FORESTRY EQUIPMENT

- Chippers
- Fellers
- Harvesters
- Loaders
- Skidders
- Swing Machines

#### ● INDUSTRIAL EQUIPMENT

- Aerial Lifts
- Air Compressors
- Aircraft Support Equipment
- Cranes
- Irrigation Sets
- Light Plants & Signal Boards
- Pressure Washers
- Scrubbers & Sweepers
- Surfacing Equipment

#### ● PUMPS

- Centrifugal
- High Volume Drainage
- Trash
- Water

#### ● POWER GENERATION UNITS

- Standby & Prime Power

###

#### Contact:

Kim Murray  
Director, PT Operations & Marketing  
734.582.9451

[kimberly.murray@isza.com](mailto:kimberly.murray@isza.com)