



FOR IMMEDIATE RELEASE

February 2, 2026

Isuzu Celebrates 50 Years With Quest Competition Honoring Legendary Engines

Plymouth, MI – February 2, 2026 — In celebration of 50 years of Isuzu engines supporting businesses across North America, Isuzu Diesel proudly announces the winners of the Isuzu Quest, a North America-wide competition recognizing legendary Isuzu engines that continue to deliver reliable performance after decades of service.

Launched in September, the Isuzu Quest competition invited customers and Isuzu Diesel distributors to identify the oldest engine still in service and also the longest-running engine based on total operating hours. The response showcased the enduring legacy and remarkable durability of Isuzu engines in the field.

“These engines tell a powerful story about durability,” said Kim Murray, Director, PT Operations & Marketing, Isuzu Motors America, LLC. “Just as important, they reflect the critical role our distributors and dealers play in helping customers maintain and support their equipment over time. Longevity like this is the result of quality engineering, knowledgeable service, and long-term support.”

Isuzu Quest Winners

Oldest Engine Still in Service (based on production date)

- Engine Model: C240PV
- Production Year: 1982
- Current Owner: Gene Dumont
- Submission supported by: Westquip Diesel Sales Ltd

Longest-Running Engine (based on total operating hours)

- Engine Model: 3KC1
- Total Operating Hours: 18,974
- Application: 8kW generator
- Originally sold by: Westquip Diesel Sales Ltd in 1994
- Current Owner: Phil Wasyliw (acquired at auction)

Both engines were verified through production records, operating documentation, and supporting materials.



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Isuzu Diesel emphasizes that achievements of this scale are made possible not only by the engines themselves, but also by the dedicated network of authorized distributors and dealers. This network supports customers with access to Isuzu genuine parts, service expertise, and preventative maintenance resources ensuring Isuzu engines remain productive for decades.

As Isuzu engines mark 50 years of powering industry across North America, the Isuzu Quest competition highlights the long-term performance of Isuzu products and the vital distributor and dealer network that supports customers throughout an engine's lifecycle.

About Isuzu Motors America, LLC, PowerTrain Division

Isuzu Motors America, LLC, PowerTrain Division, headquartered in Michigan, is the Isuzu engine distributor in the U.S. and Canada, and has authorized resellers in Peru, Venezuela, and Ecuador. Marketed in the U.S. as Isuzu Diesel, our products are sought after by manufacturers and consumers who need durable engines and power units for the machinery that drives their livelihoods. The Isuzu PowerTrain Division has built a vast network of dealers and distributors numbering more than 400 to sell and service our customers, including engines, accessories, service tools, and Isuzu genuine parts. Isuzu Diesel products include more than 30 engine models with power outputs ranging from 11.8HP to 512HP, for use in off-road industrial applications. For more information, visit www.isuzuengines.com and www.isuzu.co.jp/world.

Isuzu Engines range from 11.8HP to 512HP within these industries/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

FORESTRY EQUIPMENT

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

INDUSTRIAL EQUIPMENT

- Aerial Lifts
- Air Compressors
- Aircraft Support Equipment
- Cranes
- Irrigation Sets

PUMPS

- Centrifugal
- High-Volume Drainage
- Trash
- Water

POWER GENERATION UNITS

- Standby and Prime Power

ISUZU
The power behind it all.™



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- Pavers
- Forklifts
- Rollers and Graders
- Skid Steer Loaders
- Wheel Loaders and Dozers
- Light Plants and Signal Boards
- Pressure Washers
- Scrubbers and Sweepers
- Surfacing Equipment

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