

Isuzu Pickup Picks Up 2 More Awards in UK

The Isuzu Rodeo pickup earned van and towcar of the year honors in the United Kingdom, making three awards in total won in the UK by the Rodeo, or Isuzu D-MAX as it is known in many other markets. The Rodeo was named the UK's Commercial 4x4 of the Year earlier this year by Britain's "4 x 4" magazine (April issue).

The pickup received a gold award in the Van of the Year Awards 2004 conducted by What Van?, Britain's biggest monthly van-buying guide. Awards were announced in the magazine's October issue.

Awards for top light-commercial vehicles were split into 13 categories, including pickups. At one time or another, What Van? staff drove every light commercial vehicle in the UK market, assessing it for drivability comfort, performance, handling, refinement, safety, load area, economy and value for money.