

*For immediate release*

## **Arctic Trucks gears up to introduce its very first modified Isuzu in the Middle East**

*~ Explore without limits with the newly launched Isuzu D-Max AT35 ~*

May 2017, Dubai, UAE: The modified Isuzu D-Max AT35, that launched earlier this month at Abu Dhabi's Custom Show, is an exciting addition for conversion enthusiasts in the region. Boasting higher ground clearance and better traction control, this model provides a softer ride and higher all round visibility. Very popular in Europe especially in countries like Norway and UK, the vehicle now aims to make its mark in the UAE and the growing conversion market of the Middle East.

The Isuzu D-Max AT35 is fitted with 35" tyres on 17x10 wheels and the body has been raised by 30mm with 20mm raised suspension. The extended wheel flares are not only designed for housing the 35" tyres, but they have also given the Isuzu D-Max AT35 a powerful look which makes it stand out from the crowd. Bought to the Gulf region by local dealer Genavco, the car is available from their showroom for both businesses and private individuals. Genavco is a forerunner in providing this option for motoring enthusiasts.

Anton Du Plessis, General Manager, Genavco comments, "The partnership with Arctic Trucks Middle East is exciting for us as we strive to further build Isuzu brand awareness within the market. The image of the Isuzu DMAX range is not just that of a truck manufacturer or of a commercial workhorse vehicle, but also one of fun and adventure; this is what this vehicle represents. It is a versatile model, that is comfortable enough for normal day-to-day working applications, and with the AT35 conversion is it also perfect for off terrain desert exploration.... for those who dare!"

The vehicle provides ultimate mobility on and off road – it is only a turn of a dial that is mounted behind the gearstick that engages the four-wheel drive, and another turn selects low gears. The re-engineered suspension cushions the ride, while at the same time ensuring you can still feel the 'real' driving experience whether the car is being driven either on or off road.

Hjalti Hjaltison, General Manager of Arctic Trucks ME speaks proudly of one of his favourite conversions "There has been an increase in the popularity of pick-ups in the region and you very often see them being driven on the roads here. As soon as this version of the Isuzu was launched during the Custom Show in Abu Dhabi, we knew it would be an 'in-demand' vehicle, as excitingly it now not only gives the comfort and feel of a standard 4-wheel drive, but the additional horse-power and the monster truck look, means you can't stop but look twice at it!"

Even though the standard D-Max model is known for superb handling and mobility, the AT35 version further builds on these fantastic features and takes the off roading experience to another level. The Isuzu 3.0 litre twin-turbo common-rail diesel engine produces 163 PS maximum power and delivers 400 Nm of torque between 1,400 and 2,000 rpm. That, alongside its 3.5 tonne towing capacity, makes the Isuzu D-Max Arctic Trucks AT35 the perfect work-mate

Isuzu D-Max AT35 Features:



- 315/70 R17 - BFGoodrich
- 17 x 10 -25mm Offset AT Alloy Wheel (black or silver)
- 30mm Body Lift / 20mm Suspension Lift
- Fender Package to Front & Rear
- Replacement Front and Rear Dampers
- Extended Profile Sill Step
- Torque Wrench
- AT Chrome Badge & Decal Set

The Isuzu D-Max Arctic Trucks AT35 sets itself apart from other 4 wheel drives in both looks and performance – The fact that its unique pedigree is founded on exploration of some of the world’s harshest environments speaks for itself.

The range of optional accessories for the Isuzu D-Max Arctic Trucks AT35 have all been engineered to the same exacting standards to enable people to get the absolute most out of the vehicle on and off-road. The increased ride height improves visibility all round, and the re-engineered suspension delivers impeccable road manners combined with outstanding off road capabilities, making this car a force to be reckoned with.

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About ARCTIC TRUCKS ME:

Arctic Trucks specializes in modifying 4WD vehicles for use in rough environments, for example in the mountains, in the desert and on glaciers. Originally based in Iceland, the company started its operations in the UAE in 2010 in close cooperation with Al Futtaim Motors. The origin of Arctic Trucks can be traced back to the end of 1980’s, and then in 1990 they also started working with Toyota to modify 4WD utility and sport utility vehicles in Iceland. Since then the business has grown significantly, building up great experience and knowledge giving them world-renowned expertise in the field of SUV modifications. Arctic Trucks has participated in three major expedition projects outside of Iceland. The first one was an expedition to the Antarctica, organized by the Swedish Polar Institute in cooperation between Sweden, Norway and Finland in 1997/1998. In the spring of 1999 Arctic Trucks took part in an expedition across the icecap of Greenland, where the participants drove in the footsteps of Fridtjov Nansen, the first man ever to cross the Greenland icecap. The latest project of Arctic Trucks was an expedition with BBC Television’s Top Gear show, Toyota GB and Polar Challenge to the Magnetic North Pole. In 2010, Arctic Trucks also set a Guinness World record for the fastest overland journey to the South Pole, crossing 2308km of the Antarctica High Plateau from Novo to the South Pole in 4.5 days.

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