

Yanmar – Continues to Lead the Pack

Data recently published by the independent auditing group, ERG International, has confirmed the absolute dominance of the Yanmar brand in the Australian marketplace.

For many years, more loose Yanmar diesel engines have been sold than any other brand in Australia... Yanmar continues to be the clear diesel market leader.

The data for the calendar year 2008 confirms that the size of the Australian market for loose diesel engines was 18,088 units. This is spread over five industry segments, namely Industrial, Marine, Agriculture, Power Generation and Automotive. Yanmar is active in all product segments with the exception of Automotive.

Across the five categories collectively, Yanmar is the leading brand with an industry dominant 30% market share. The second placed brand comes in at 19.0%.

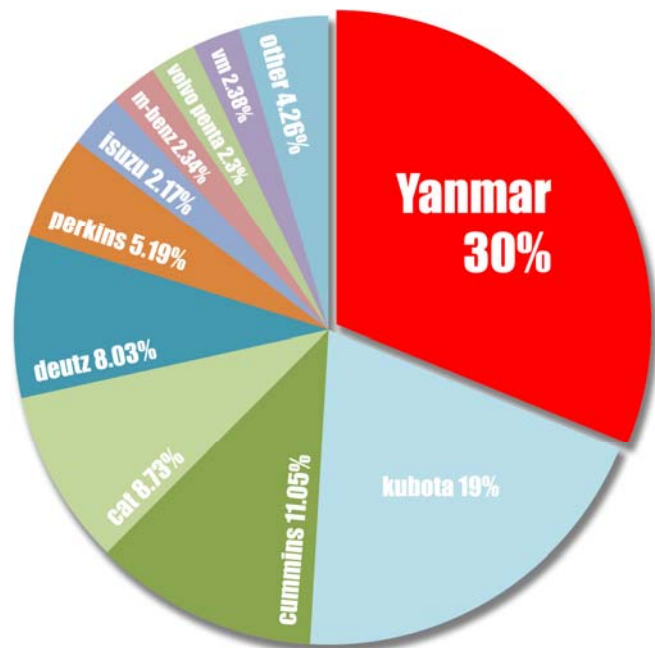
In four out of the five market segments where Yanmar is active, Yanmar is the market leader in three of these. In Marine, Yanmar's market share is 33.06%, 20.38% in Industrial, 56.28% in Agriculture and 35.46% in Power Generation.



Above - Power Equipment HQ in Lynbrook VIC

Below - ERG Data: Loose Diesel Engines 2008.

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Comparing the first six months of 2008 to the second six-month period, Yanmar grew unit sales by an impressive 10.32%.

“The latest ERG data confirms the absolute strength of the Yanmar brand and the depth of the National Dealer Network,” said Allan Foster, Managing Director of Power Equipment.

“The data for 2008 is exceptionally gratifying as it confirms the strength of the Yanmar brand in all four of the five market categories where we are active. Our dealers and OEM customers are to be congratulated for their work in continuing to specify Yanmar quality at a time when some would prefer to opt for a cheaper, poorer quality alternative brand.”

With the recent launch of new technology from Yanmar, such as the new Yanmar ZT350 sterndrive, together with further product development, the continued market leadership of the Yanmar brand seems assured.

Power Equipment is the exclusive and authorised Australian, PNG and South Pacific distributor of Yanmar Marine and Industrial diesel engines importing product from Yanmar plants in Japan, Asia, USA and Europe. With an extensive marine dealer and branch network, Power Equipment has the expertise and experience to assist boat owners and boat builders for both new installations and repowers. Power Equipment also distribute the Yanmar powered MASE diesel marine generators range and Gori high quality folding sailboat propellers.

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