

## Yanmar Still The #1 Choice

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The latest industry figures released by the independent Equipment Research Group (ERG) authority has confirmed that Yanmar continues to be the brand of choice and is once again Australia's leading brand of diesel



Michael Blair, National Marine Sales Manager for Power Equipment, is encouraged by Yanmar's continued strength in the market.

engine.

The survey data covers loose diesel engines sold in Australia across all industry segments over the first half of 2008.

Yanmar commands 66% market share in diesel engine sales for pleasurecraft applications between 0 – 35kW (46.9hp) in size for the first 6 months of 2008, clearly ahead of second placed rivals Volvo Penta with 19% of the market. When the higher power segment from 0 – 400kw (536hp) is considered, Yanmar leads the pack with a 50% market share ahead of Volvo Penta with 28% and Cummins with 12% of the market.

The strength of the Yanmar brand in the marketplace reinforces Yanmar's position as the clear market leader in the highly competitive pleasure boat sector. In a tight market, Yanmar continues to sell more engines and build market share.

What makes the data even more impressive is that of the five market segments surveyed (automotive, industrial, marine, agricultural and power generation), Yanmar topped four of the market segments against 18 other

diesel engine manufacturers. Yanmar does not operate in the automotive category.

Over this six month period across all segments, Yanmar sold 33% more engines than the second ranked engine manufacturer, Kubota, and a commanding 59% more engines than the third placed manufacturer Cummins. Deutz and Caterpillar filled fourth and fifth places respectively.

Yanmar is a clear winner in each market segment that it caters to, with Marine and Agricultural sectors showing the strongest result. Yanmar sold 36% more marine diesel engines than second placed Cummins and 46% more Agricultural diesels than their nearest rival Kubota. Kubota also finished behind Yanmar in the Power Gen Drive and Industrial sectors.

“For Yanmar to again be leading each market sector that it represents is quite an achievement,” said Michael Blair, National Marine Sales Manager for the national distributor of Yanmar (Power Equipment).

“Not only is it a credit to our staff and our comprehensive Australian dealer network, but also testament to the excellent quality of the product being supplied to us from Yanmar. They truly are a fantastic supplier.”

“We have continued our strong growth in the Industrial sector with a 15% improvement on 2007 figures and our presence in the marine market has also strengthened in 2008 with a 6% sales increase and one that goes against the trend of many of our competitors. Considering the volatility in some markets, we are very pleased with the strength and confidence of the Yanmar brand across the Australian market.”

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 dealer and branch network, Power Equipment has the expertise and experience to assist vessel owners, boat builders and industrial equipment

manufacturers and users 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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