



Management Restructure at Power Equipment

The sole authorised Australian Distributor for Yanmar diesel engines, Power Equipment, has announced a re-structuring of the senior management positions within the company.



Above (L to R): Yanmar's management team comprises Michael Blair, Jeff Fraser, Allan Foster & Noel Heritage.

Power Equipment Managing Director, Allan Foster

announced the re-structure

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following the recent resignation of Mike Edwards, previously the company's National Power Products Sales and Marketing Manager.

"We viewed Mike's departure as the ideal opportunity to implement some changes to our senior management team," Allan Foster said. "This is a perfect time to give our capable management team new responsibilities to keep them motivated and challenged."

Noel Heritage, currently the company's Business Manager with responsibility for the Business Development, Defence, the South Pacific Region, Engineering and Customer Service will take over the role of National Power Products Sales Manager while also retaining responsibility for Defence and the South Pacific region.

Jim Kibblewhite (Engineering and Training Manager) will now head up the Engineering and Customer Service functions.

Jeff Fraser, who has been with Power Equipment in a marketing role for some time, has been promoted to the position of Marketing Supervisor overseeing the marketing functions for all parts of Power Equipment.

Power Equipment stalwart Michael Blair (National Marine Sales Manager) will continue in his current role.

All changes are effective immediately.

Following on from the Power Equipment's relocation to new purpose built warehousing, technical and administrative premises in Lynbrook (Melbourne), Yanmar continues to be the dominant force within the Australian diesel industry, both marine and power products.

"Our new complex has delivered great efficiencies and even better service to our customers," Allan Foster said.

The Yanmar brand continues to be the market leading brand, outselling all other brands in the Australian market. And in spite of the market being tighter, most of Power Equipment's segments remain solid.

"The Yanmar brand remains incredibly strong thanks to a very loyal Dealer and customer base, not to mention the quality of the product range. Tweaking our management structure will only serve to strengthen our position further."

Power Equipment is the exclusive and authorised Australian, Papua New Guinea 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.

For more information contact:

Allan Foster
Managing Director

Power Equipment

Tel: (03) 9709 8500

Fax: (03) 9709 8544

Email: power.equipment@yanmar.com.au

