



## Yanmar Appoints Experienced Diesel Man To New Post

---

Power Equipment has announced the appointment of Paul Edwards to the position of Marine Sales Manager WA/NT. Paul comes to Yanmar with an impressive track record with marine propulsion systems.

Paul is replacing Brian Macken, who has transferred to the new Power Equipment subsidiary Whiting Power Systems in Auckland. WPS was recently appointed as the official Yanmar Distributor in New Zealand, and in his new capacity, Brian Macken will be overseeing Yanmar Marine sales across New Zealand.

Prior to joining Power Equipment, Paul had taken time out to pursue other interests. Previous to this, Paul had been working as the Marine Sales Manager with Sea Power in WA, a leading supplier of marine engines to the WA pleasure and commercial boating market. Sea Power is also a leading authorised Yanmar dealer.

“Thanks to my past position at Sea Power, I am well familiar with the Yanmar products and the strength of the Yanmar brand,” said Paul upon his appointment.

“At Sea Power I helped customers with their marine propulsion requirements. My role was to ensure that customers had the most appropriate engine for



Above - Paul Edwards, appointed to the position of Marine Sales Manager WA/NT  
Hold CTRL & click to view high res image.

their needs. So I was measuring up engine rooms to be certain that the selected engine would fit, to be sure that the power was right for the vessel and then once the fit up was complete, I was involved in sea trials to see that everything was operating as specified.”

Paul’s new role at Power Equipment is not too far removed from his previous position, one which he served in for almost seven years.

“The main difference at Power Equipment is that I only deal in Yanmar engines and now have responsibility for WA plus the Northern Territory. Dealer development together with growing the Mase Generator and Gori Propeller product range are key parts of my role. The market that we service is not a volume market segment; every application is almost a custom job which makes our work interesting and varied.”

After a relatively short time in the position at Power Equipment, Paul has already noticed how well the Yanmar brand is accepted by the market and its popularity in the repower market.

“The brand is really strong and customers don’t need to be told much about the brand at all. My job is to ensure that customers have access to the most appropriate Yanmar engine for their boat, whether new or a repower.”

In his new position, Paul Edwards has a broad role that involves sales support, dealer support, liaison with shipyards and an involvement with naval architects to ensure that appropriate Yanmar engines are used to power new and vessels undergoing repower.

According to Michael Blair, the National Marine Sales Manager for Power Equipment, having Paul Edwards join the WA state office is a coup for the company and customers alike.

“Across the country we are very fortunate to have experienced and very competent sales application engineers assisting our clients and I have

absolutely no doubt that Paul will further compliment this part of our business. Paul comes to us with a high level of industry knowledge, experience with our customer base and an appreciation of the task at hand," Michael said.

The Yanmar range of marine diesel engines covers both the pleasure craft and heavy duty commercial marine sectors. The purpose built Yanmar marine engine range covers many variants ranging from the pleasure craft single cylinder 1GM10 (9mhp) thru to the 20 litre 6AY-GTE (911mhp) commercial engine range.

Power Equipment is the exclusive and authorised Australian, NZ, PNG and South Pacific distributor of Yanmar Marine and Industrial diesel engines importing product from Yanmar plants in Japan, Asia, USA and Europe. Power Equipment is also the authorised distributor of JCB DieselMax engines for both Australia and New Zealand. Power Equipment distributes the Yanmar powered MASE diesel marine generators range and Gori high quality folding sailboat propellers.

---

**For more information contact:**

**Jeff Fraser**  
Marketing Coordinator  
**Power Equipment Pty Ltd**

**Tel:** (03) 9709 8500

**Fax:** (03) 9709 8544

**Email:** [jeff.fraser@powerequipment.com.au](mailto:jeff.fraser@powerequipment.com.au)

