



Yanmar and Seapower Australia Join Forces for WA Boaters

Longstanding marine engine specialist Seapower Australia has become an authorised Dealer for the well-respected Yanmar brand of marine diesel engines.



After 22 years of serving the commercial and leisure boat industry in Western Australia, being appointed an authorised Yanmar Dealership is a major coup for Seapower Australia who is now able to support their customer base with Australia's leading brand of marine diesel engines, Yanmar.

Bringing onboard the high-quality Yanmar range of marine diesel products coincides with a recent workshop facility upgrade to accommodate the growing demand for premium marine after sales product support. Seapower Australia has carved a strong name in WA as the national importer of MAN engines and is also a well respected dealer for Volvo Penta marine products and Cummins Onan generator equipment.

“Our goal is to become the number one authorised Dealer for the supply of quality marine engines to the local industry and we believe that Yanmar is one of the keys to us achieving this goal,” said Seapower Australia General Manager, Steve Mawhinney.

“We have been following the rise in Yanmar's popularity over the past few years with some envy. We have been impressed with their ability to package high quality diesel

technology at the right price. When we went looking for a new brand, we went straight to the team at Power Equipment and we haven't looked back."

The reputation of Seapower Australia as a quality marine service centre is justified by the amount of attention and resources given to their servicing division and parts supply. Regarded as one of the biggest, privately owned marine engine companies in Western Australia, Seapower Australia has half of their 26 staff members operating in the service department with each engine technician meticulously trained to the highest standards.

Seapower Australia is also one of the largest marine engine parts suppliers in Western Australia and maintains a vast inventory of stock managed by a dedicated parts supply team of five. Complete with separate service centre reception area, the newly refurbished service facility encompasses a number of individual workshop bays for engine rebuilds and gearbox repairs. Steve Mawhinney and the Seapower Australia team understand that maintaining a marine engine is equally as important as selling it in the first place.

"We aim to offer our customers a complete sales and product support service that can consistently maintain their marine investment to the highest of standards," said Steve.

"Yanmar has become the marine diesel engine of choice for a significant proportion of our local commercial and leisure market. With the depth of knowledge and product backup from the Power Equipment team, our business is well placed to offer new and existing Yanmar customers the type of marine service they have come to expect from this quality brand."

"We have also noticed that boat buyers are more discerning in their servicing choices and expect a level of service commensurate with their boating investment. We expect our Yanmar products to gain a strong following in the emerging leisure market and look forward to an even stronger relationship with the Power Equipment team moving forward."

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 commercial vessel 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:

Steve Mawhinney
General Manager
Seapower Australia Pty Ltd

Ph: (08) 9335 9777
Fax: (08) 9355 3233
Email: steve@seapower.com.au
Web: www.seapower.com.au

Noel Heritage
Business Manager
Power Equipment

Ph: (03) 9757 9225
Mobile: 0407 301 099
Email: noel.heritage@yanmar.com.au
Web: www.yanmar.com.au

