



Power Equipment Expands Into New Zealand Market With Yanmar

In a major coup for the privately owned and Melbourne based company Power Equipment Pty Ltd, Yanmar Company Ltd of Japan has appointed Power Equipment as the sole authorised distributor of Yanmar Marine and Industrial diesel engines in New Zealand.



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Above: Power Equipment headquarters in Lynbrook, Victoria

Below: Whiting Power Systems locations in NZ

Power Equipment has proven to be a dominant force in the Australian diesel engine market, establishing the Yanmar brand as the diesel market leader since the mid 1990's. By volume, Yanmar is consistently the top selling brand of diesel engine sold in Australia, irrespective of size or application.

No doubt impressed by Power Equipment's success in Australia and their markets in the South Pacific, the appointment to distribute the Yanmar brand in New Zealand is an exceptional achievement.

"A change of authorised distributors in a market as significant as New Zealand is not taken lightly," Allan Foster (MD of Power Equipment Pty Ltd) said.

"While we see our new appointment as a huge opportunity, it also comes with significant commitment from everyone at Power Equipment to deliver



exceptional product support to our New Zealand customers. We have the people and the proven systems in place to achieve this.”

In addition to the distribution of the Yanmar brand in New Zealand, Power Equipment has also secured the NZ distribution rights to several brands already handled by Power Equipment in Australia. These include the new JCB industrial engines, Yanmar powered MASE diesel marine generators range and Gori high quality folding sailboat propellers.



To facilitate the move into the New Zealand market, Power Equipment has purchased the Auckland based company Whiting Power Systems, (WPS) as well as all of the relevant stock and assets from the prior NZ distributor Power and Marine. Additionally, all the relevant Power and Marine staff have transferred into the new entity.

Hold CTRL and Click to view Hi Res image
Above: Yanmar 3TNM68
Below: Yanmar ZT350 Sterndrive Leg



WPS is an existing and prominent Yanmar dealer with a presence on both the North and South Islands of New Zealand. Concurrently, WPS holds the distribution rights to a range of quality marine products.

“This is an excellent fit for us to integrate seamlessly into the New Zealand market,” Allan Foster said.

WPS will continue to trade as they have done at both the retail and wholesale levels. WPS will assume the distribution function of both the Yanmar and JCB brands with warehousing, dealer appointments, service, parts and technical support all coming under the WPS umbrella. Further, WPS will assist in supporting select markets in the South Pacific with sales and support of the Yanmar products.

The Yanmar range of diesel engines covers both the marine and industrial sectors. The purpose built Yanmar marine engine range begins with the 9.1 mhp single cylinder GM/YM series engine with the biggest production engine being the Yanmar 6AY series which develops 940 mhp. The industrial engine range covers applications as diverse as power generation, pumping and a multitude of commercial plant functions.

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.

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