

# THE TRANSFORMATION OF A BRAND STEEPED IN HISTORY

At POWERSTAR, our global vision shares one fundamental business principle - and that is to design and manufacture high quality, robust, reliable and uncomplicated workhorses.

George Jin, Chief Executive Officer of POWERSTAR underscores the fact that they approach all innovative design and applications with a meticulous business vision in mind: and that is to off-set the benefits of the low production cost to the customers' advantage.

“Since 1989, our overall product performance has edged a well-earned and respected niche world-wide. This recognition was gained in the toughest operating conditions possible, giving new meaning to the concept of being rugged and dependable” Jin says. He points out that the simplicity of their product range should never be underestimated. Whilst the POWERSTAR vehicles are designed to be easy to operate and maintain, we have cautiously researched and refined the design integrity of our product range without compromising on quality.

## **Defining perfection: introducing our new stable**

Jin continues: “coupled to the stringent Euro V standards, we will redouble our efforts to meet international market requirements and adapt our product specifications, yet remain true to our brand legacy. We have successfully introduced new design and technology trends evidenced in our new V3 long distance and VX off-road ranges in China. And over the past few years, we have established a sound and growing business platform in South Africa and remain optimistic to actualize our long term view to extend and strengthen our Sub-Saharan network. We believe that POWERSTAR will continue to perform well locally and we are confident that the market will equate our low cost of production with endurance and high value quality.”

A consortium of POWERSTAR's R&D engineers fast tracked the superior design and technical refinement of the VX and V3 ranges for a number of years. Their meticulous craftsmanship resulted in the launch of the state-of-the art long haul, heavy duty V3 and the off-road range, the VX during 2010.

No compromise on the V3 cab planning was made in terms of maximizing its spaciousness, enhanced visibility and uniquely designed instrument panel. Overall, the exquisitely sculptured design line is on par with European trends and the superior, ergonomically refined cab design ensures driver comfort and safety.

The robust VX off-road range features a trendy and improved cab design. The 2628 will be the first VX model introduction in South Africa, followed by the popular 8x4, 6x6 and 4x4 series. Using the renowned powerful and compact Weichai engine, the new VX's torque output and workhorse capability remains unquestionable. The fuel consumption is excellent and the range is known to offer low maintenance costs.

## **A symbiotic relationship**

Economic development in China, where POWERSTAR's OEM, (Norinco Motors and BEIBEN) is based, shows no signs to plateau. In fact, the high growth rate invites vigorous and healthy competitiveness in the commercial vehicle manufacturing industry. BEIBEN's production capacity at their 1.9 million sq m plant has an annual output of 60 000 heavy duty commercial vehicles and 180 000 truck and bus axles.

Backed by continuous engineering refinement and improvement on technical designs, we remain assured that the overall POWERSTAR truck operation remains simplistic, cost-efficient and competitively priced. Spec for spec, each vehicle design carries our value equation: built tough, tested workhorses, driven by reliable, uncomplicated drive trains.

## **Weichai: a global driving force**

Our product range is supported by Weichai, one of the largest power train supplier, high speed and power diesel engine manufacturers in the world. Since 1946, they have built a business footprint in more than 30 countries. They have an annual production capacity of 80 million kw and their power engines are used in trucks, busses, construction machinery, agricultural environments, sea faring vessels and power generating sets. Currently, there are more than 2 million engines in operation, world-wide.

Weichai employs more than 800 advanced R&D engineers and also invites international field experts from across the globe to build-up a research system based on perfect product test and application systems. Most recently, the W12 and W13 Landking series were developed in 2010 and ranges in 270 - 460 and 400 - 550 hp respectively.

## **Production plant in South Africa: our mainstay**

Jin says: "the integration of any technical and product design changes are critical to ensure product suitability in South Africa and beyond transnational borders."

"We have expanded our team of engineering and technical experts to deliver high-end consultation in terms of early technical trouble-shooting and solutions. International representatives from BEIBEN, Weichai and Fastgear are also based at our Pietermaritzburg plant to expedite and resolve any required changes with their respective operational divisions in China" he says.

Product reviews are an ever evolving process to ensure that progressive modifications and changes are made ahead of time.

## **Continued support**

The introduction of the new POWERSTAR stable by no means detracts from the company's commitment to support and maintain their existing range. The growing service network and parts and after sales division, are well positioned to support the workhorses in operation.

Ends.

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