

## COMPANY NEWS - Trucks & Heavy Equipment

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By Pierre Sanson

The support of the China Construction Bank and the China Africa Development Fund for Powerstar in South Africa has given new impetus to the product in the local market. Built by the Bei Ben Truck Company in China, a subsidiary of Norinco Motors, Powerstar is setting up a platform for exporting into the rest of Africa. Their high-profile marketing strategy appears to be paying off as they are making their presence felt in areas where they believe their vehicles are ideally suited and provide operators with economic transport solutions.

The recent Electra Mining exhibition saw Powerstar making a determined statement as they were the only truck manufacturer to have their products on display to promote their new corporate identity. And with good reason, as the mining sector has been one of the main markets for Powerstar in the past and will no doubt be their main target market in the future.

Many visitors from African countries visited the Powerstar stand and many of them expressed keen interest in becoming dealers. According to Erwin Stolze, Marketing Manager for Powerstar, this type of interest augers well for the future of the brand in the SADC countries and falls in line with their long-term objectives.

Powerstar continues to grow their footprint in the mining sector and has established a solid base with some of the main service providers to whom they have supplied vehicles over the years.

Sitona Mining purchased three Powerstar 26/28 10 cm<sup>3</sup> tippers five years ago for their construction division and subsequently moved the units to the mining operation, where they are currently used to move open-cast material over a return trip distance of 100 km.

“The units have each completed about 300 000 km with very little in the way of downtime and they are still running economically,” says Hannes Beket, General Manager of Sitona Mining. Based on the success of these units Sitona have recently taken delivery of four Powerstar 40/35 15cm tippers. The provision of open-cast mining services to the mining sector is the principle function of Sitona. To date, operations have centred on the chrome and platinum mines in the Rustenburg Thabazimbi region.



*Erwin Stolze, Marketing Manager at Powerstar, and Hannes Beket, General Manager of Sitona Mining*

Sitona are pursuing opportunities further afield, including Richards Bay and the Northern Cape. This gives Powerstar an ideal opportunity to grow with this company.

“Powerstar has always provided us with a great package, from pricing, service back-up, parts availability and diesel usage, enabling us to keep our costs on these units at economical levels,” says Beket.

