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POWERSTARS' BUILT TO LAST CREDENCE

When one of the largest fleet owners of water and earth moving equipment in South Africa taps you on the shoulder, you know your business is on track.

Aqua Transport & Plant Hire (Pty) Ltd recently acquired 10 POWERSTAR water tankers to complement their already sizeable 300-strong fleet. According to Kevin Naicker, joint CEO of the company, their vehicles need to withstand tough working conditions with minimum downtime. Aqua's business operations include national service support to civil construction and mining companies, as well as providing reliable water transportation to communities who do not have direct access.

"Ultimately," says Naicker, "as an investment, POWERSTAR vehicles offer exceptional value. Their basic simplicity, ease of maintenance and rugged designs are ideal for our rigorous operations. We have received excellent sales and service support throughout our discussions and look forward to a continued business association."

POWERSTAR has proven itself as a legendary performer over the years, giving further credence to its built to last philosophy. With more than 1400 units already in operation in South Africa, some of these vehicles have already chalked up a million kilometers.

"Designed to be no-frills, no-nonsense workhorses, POWERSTAR vehicles are not only straightforward to operate and simple to maintain, they make perfect sense when one considers their attractive pricing, excellent economy and low cost per kilometer," says Frans Cloete, CEO of POWERSTAR.

Its simplicity should however, not be understated. They are designed, manufactured and rigorously tested at the Bei Ben plant in China based on 20 years of manufacturing expertise. These vehicles are then exported to more than 30 countries. Throughout the years, minor vehicle modifications have been made to best suit local conditions.

Even though the design of the product range features advanced engine technology such as direct injection, turbo charging and inter-cooling, it steers clear of sophisticated electronics which can cause complications and additional expense for the owner.

"Our strategy for Africa is void of any complex brand promises" concludes Cloete "it remains grounded in providing basic design, like for like performance, exceptional fuel consumption and service support where you need it when you need it, at very affordable cost! The sums needn't be hard to understand why our vehicles are true working class heroes."

Prepared on behalf of POWERSTAR SA

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