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TURNER POWERSYSTEMS SELL 100th JCB DIESELMAX ENGINE

JCB engine distributor Turner Powersystems has sold its 100th JCB Dieselmax engine just two-and-a-half years after celebrating the sale of its first.

The Nottinghamshire-based firm has been selling JCB engines since 2005 and has handed the 100th unit to Bradford company Wise Handling, a marine and industrial materials handling business. Since completing the Wise Handling order, Turner Powersystems has sold a further eight units.

Turner Powersystems, a subsidiary of Mitchell Diesel Ltd, is one of two UK distributors that sell the JCB Dieselmax engine. JCB has appointed a distributor to cover the Benelux countries and is in the process of appointing distributors to sell engines across Europe.

Graham Knox, Managing Director of Mitchell Diesel Ltd, said: "This is a significant milestone for Turner Powersystems. To have sold 100 engines in a relatively short space of time since we started acting as a JCB distributor is a great achievement. The year-on-year increase in sales has been extremely impressive and we plan to continue growing these figures by selling even more JCB Dieselmax engines in the years to follow."

JCB Power Systems celebrated the production of its 50,000th engine earlier this year. The engine is used in around half of the machines built by JCB, the world's third largest construction equipment manufacturer. An increasing number of original equipment manufacturers (OEMs), such as Wise Handling, are now buying the engines.

The JCB Dieselmax engine is compliant with the latest emissions legislation: Tier III electronic Common Rail versions are available in power ratings of 130hp, 145hp and 161hp. The Tier III engines below 115hp are being finalised for production and will continue to utilise mechanical fuel systems as they are currently at Tier II Stage.

JCB Power Systems Sales Director Marco Bersellini said: "The JCB Dieselmax, with its excellent performance, fuel efficiency, versatility and environmental benefits, is attracting an increasing number of OEM customers. It is proving equally attractive to OEM customers requiring a world class industrial power unit or dressed engine.

"Sales to OEM customers will become increasingly important as the business continues to grow. Turner Powersystems has shown that it is playing a part in that and I am pleased to congratulate the company on reaching this first milestone sales figure. I am sure there will be more to come."

The JCB Dieselmax car hit the headlines in August, 2006, when it reached a speed of 350.092mph to break the world diesel land speed record. Two high-performance JCB444 engines, produced by JCB Power Systems, were used to power the car. Following that success the engine adopted the Dieselmax name.

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