



FEATURE FEATURE FEATURE FEATURE

## **Power Torque Strengthen their Selection of Industrial Engines to Suit the Needs of a Wider Audience**

In response to customer demands to extend the choice of industrial engines within their portfolio, Power Torque Engineering Ltd., are displaying 2 high pedigree engine brands at SED 2007. This extension also gives the company the opportunity to move into servicing other market applications.

Firstly there is the JCB Dieselmax, which the company launched last year as the JCB 444, when it was awarded the JCB Power Systems UK franchise. This engine is designed to satisfy industrial power needs across a wide variety of applications, including materials handling, light commercial marine, construction and airport ground support equipment.

Then there is Power Torque's latest franchise award, which is to represent the Sisu diesel range from Finland. Sisu offer a high tech product that is derived from their expertise within the agricultural industry, as part of the AGCO group.

Both engines are at the forefront of industrial engine technology: The JCB Dieselmax setting standards way beyond any other comparable unit at present, by providing users with an engine that will satisfy their needs for the next 2 decades. This is because it features an advanced combustion system that not only complies with tier 3 emissions legislation but is also package protected for tier 4, which is not due to come into effect until circa 2015.

Meanwhile the Sisu range offers state of the art technology with its combination of: Common rail fuel injection system; EEM3 state of the art electronic engine management system and; 4 valve cylinder head on high power density engines. This gives users excellent high power and torque performance, the engine being able to react to change without delay, even in intense load conditions and without using up additional fuel.

The top-notch performance of both brands does not mean a compromise on eco-friendliness, as all models meet the European Stage 3 and USA Tier 3 off road emission requirements.

With their in house expertise of being able to take standard industrial engines and then modify them for specialist applications, including Atex Zone II regions and the latest fire pump regulations, Power Torque are confident that the combination of this expertise and these latest brands will further strengthen their already successful position within the market place.

The two ranges are complimentary with the JCB Dieselmax being available in the power range 63hp to 161hp, whilst the Sisu range continues up to over 400hp. As such the units are an ideal contender for a wider range of industrial applications than Power Torque have recently been servicing.

Explains Andrew Varney, the company's Managing Director, "During the last 40 years we have always focussed on moving forward with a combination of our own in-house expertise and the right franchise partners. We believe that this combination is a key reason for our success and remains a core focus for our future. With these 2 brands we will be able to service the needs of our existing customers for many years to come and also, we shall be able to expand into new business sectors for which up until now we did not have the right units to support".

As well as servicing the industrial market place, Power Torque are also the UK and European distributor for Ford Engines and Racing Parts; servicing all of the leading independent car production companies within the UK and providing units for engine builders and tuners that service the motor sport industry.

Both the JCB Dieselmax and full Sisu range are held in stock at Power Torque's 26,000 sq ft facility. Orders for base units are normally shipped immediately from stock and for bespoke units, are delivered in line with agreed terms.

To support their presence at the show, the company have just overhauled their web site:  
[www.powertorque.co.uk](http://www.powertorque.co.uk)

Word count: 635

For further information please telephone Jon Townley of Power Torque Racing on 02476 635757; or Sammy Rose, P.R. agent on 0121 561 2800.

Enclosed: JCB Dieselmax leaflet from Power Torque Engineering  
Sisu Diesel range leaflet for Power Torque Engineering



**Power Torque Engineering Ltd**  
**Herald Way**  
**Binley**  
**Coventry**  
**CV3 2RQ**  
**Tele: 02476 635757**  
**Fax: 02476 635878**