



Smartgyro expands into the Australasian market through strategic partnerships with Power Equipment and Electrical Marine.

Feb 26, 2024 08:30 GMT

Smartgyro Embarks on Significant Australasian Expansion

Australia and New Zealand Expansion: Power Equipment Partnership

Global leader in gyro stabilization technology Smartgyro, is excited to announce its expansion into the Australian market through a strategic partnership with Power Equipment, a prominent marine market leader throughout Australia and New Zealand. This move marks a significant milestone for Smartgyro, reinforcing its commitment to providing cutting-edge stabilization solutions and unmatched support to customers worldwide.

Building on Smartgyro's growing global presence in the marine stabilization market, the new partnership with Power Equipment, a leader in the Australian marine industry, strengthens Smartgyro's global reach. Existing as one of the largest Australian based engine suppliers, Power Equipment's current customer base encompasses everything from small pleasure craft owners to superyachts, along with large commercial vessels, defense, and emergency services organizations. With a robust presence across the market, the company currently boasts a formidable network comprising 398 authorized dealers. Among these, 125 are specialized marine dealers, showcasing Power Equipment's commitment to delivering top-notch products and services in the marine sector.

Commenting on the new partnership, Luke Foster CEO of Power Equipment remarks: "We are extremely pleased to add Smartgyro to our line-up, it gives us the ability to fully service and provide a full range of propulsion, on-water power, propellers and stabilization products to our marine dealers and customers."

"With our world-class parts and warehouse infrastructure, along with our highly experienced marine team and vast dealer network, we are well placed to grow the Smartgyro brand throughout Australia and New Zealand. The Smartgyro products speak for themselves, and this is another step for us to grow our range of quality brands. We are a family-owned company that has been a leader in the marine industry for 35 years and we continue to invest in the business and have long term stability."

This collaboration is not only an opportunity for growth for Smartgyro but also strengthens their presence partnering with another trusted global brand in the YANMAR family. Australian customers have the opportunity to explore Smartgyro's solutions at Sanctuary Cove International Boat Show in Queensland on the 23rd – 26th May, where they will be exhibiting their newest range of gyro stabilization units.

Charting New Territories in Asia and the South Pacific:

In tandem with its Australasian expansion, Smartgyro is excited to announce a new partnership with Electrical Marine, a leading navigational equipment company based in Phuket, Thailand. This strategic collaboration opens up new avenues for Smartgyro in the dynamic Asian market, underlining the company's commitment to establishing a strong foothold in the region.

In expressing his enthusiasm for the collaboration, Damian Barrett, EMCL Founder remarked: “Our partnership with Smartgyro represents a significant achievement in our ongoing commitment to delivering cutting-edge navigational solutions. Leveraging over 30 years of industry experience, our expertise harmonizes seamlessly with Smartgyro’s innovative approach, reinforcing our standing as industry experts.”

This expansion not only reflects Smartgyro's dedication to providing state-of-the-art stabilization solutions but also emphasizes its strategic partnerships with trusted industry leaders. With Power Equipment in Australia and Electrical Marine in Thailand, Smartgyro is poised for continued success in the ever-evolving marine technology landscape.

Pieter Feenstra Smartgyro’s Sales Director comments: “We are thrilled to embark on these transformative partnerships with Power Equipment and Electrical Marine, marking significant milestones in Smartgyro's global expansion strategy. Collaborating with Power Equipment, a venerable leader in the Australian and New Zealand marine industry, reinforces our commitment to delivering cutting-edge stabilization solutions to diverse customers. Simultaneously, our alliance with Electrical Marine in Thailand strengthens our presence in the dynamic South Pacific market.”

To view the Smartgyro dealer network locator or for further information, please visit: <https://smartgyro.com/find-dealer>

Ends

MEDIA CONTACTS:

Smartgyro

Sander Gesink

Marketing Director

+31 6 1550101

s.gesink@smartgyro.com

Saltwater Stone

Charlotte Bulloch

Senior PR Account Manager

+44 (0)1202 669244

c.bulloch@saltwater-stone.com

Saltwater Stone

Olivia Reeve

PR Executive

+44 (0)1202 669244

o.reeve@saltwater-stone.com

Notes for Editors:

About Smartgyro – The Future of Marine Stabilization

Smartgyro is a gyro stabilization technology company with a mission to elevate the entire boating experience with its complete range of advanced gyro stabilizers. Ideal for new builds and refit installations on recreational powerboats and light-duty commercial vessels, the leading Smartgyro

stabilizers offer significant performance, efficiency, installation and maintenance benefits for boat owners, vessel operators and boatbuilders. The Smartgyro range consists of the SG20, SG40, SG60, SG80, SG120 and SG150 bringing boat stabilization for vessels from 40ft to more than 95ft.

Founded in 2014 and based in La Spezia (SP), Italy, Smartgyro is backed by strategic partner [YANMAR](#) and its companies, including [VETUS](#), [Maxwell](#) and [Flexofold](#).

“Feel the magic” with Smartgyro. More information: www.smartgyro.com.

Contacts



Charlotte Bulloch

PR Account Manager

c.bulloch@saltwater-stone.com

07917 907244



Olivia Reeve

PR Account Executive

o.reeve@saltwater-stone.com