

# Kawasaki – Bynorm: Exclusive Distribution

Kawasaki Motors has appointed Bynorm exclusive distributor of the complete range of Kawasaki Power Products in Australia. Announcing the move representatives said the companies were looking forward to strengthening their working relationship here and believe their combined energies and commitment will deliver significant benefits to Dealers and Consumers.

“Kawasaki and Bynorm share the same values and culture, providing a strong foundation for this venture,” Bynorm MD John Lo Piccolo said. “Kawasaki products are widely recognised for their high quality and advanced engineering, which will now benefit from Bynorm’s state-of-the-art distribution and support systems.”

“We believe this agreement will ensure that the Kawasaki brand continues to be communicated with passion in the Australian marketplace,” agreed Kawasaki MD Takuya Mori.

“The transition will be quite seamless as over 85% of the Kawasaki Power Products Network are also Bynorm Dealers,” observed John Lo Piccolo. These Dealers need simply

to begin placing their Kawasaki orders using their Bynorm accounts. Kawasaki Dealers that do not presently have a Bynorm account, should contact Bynorm on 1800 335 489 and request an account application form.

“Bynorm will be backing Kawasaki with similar web-based technical support and ‘WebShop’ ordering to that of our other products,” John Lo Piccolo said. “Dealers will be able to rely on our high order-fill rates, next-day delivery to Capitals and Regional Centres and rapid technical and warranty support,” he said.

Bynorm National Technical Service Manager Peter Spindlow and Queensland Regional Sales Co-ordinator Terry Hazell already have conducted Kawasaki-based technical training schools for Bynorm field sales and customer service staff around Australia to ensure this occurs from the outset.

“We are both very excited about the prospects of this new arrangement,” Takuya Mori concluded.



John Lo Piccolo (Bynorm MD – left) & Takuya Mori (Kawasaki MD) - Combining Kawasaki quality & Bynorm distribution

A large industrial machine with multiple rollers and a motor, used for handling tarps. It is mounted on a trailer with four wheels. The machine is silver and green, with the Mentay logo and '12 VOLT TOW-A-TARP' printed on it. The background is a green field under a blue sky.

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\*These units have been designed and manufactured by Mentay for the special needs of the Blacktown City Council

