

## **Bynorm acquires Tecumseh/Peerless Assets of Allied Australia Pty Limited**



Bynorm took over distribution of Tecumseh engines & Peerless transmissions on 1st June, 2008. Bynorm Pty Limited is now the exclusive Tecumseh / Peerless distributor for Australasia and Asia / Pacific.

"Bynorm is proud to be associated with the Tecumseh Power Company," Bynorm's Managing Director John Lo Piccolo said. "The addition of this innovative & broad range of engines & transmissions will further underpin our goal of becoming our customer's first choice!" Allied Executive Director Bill Thompson thanked customers for their past support. " We wish them continued success & prosperity in the future, confident that the robust business platform built by us over many years will be further strengthened by the Bynorm Team."

"Allied Australia's staff have all elected to join us at Bynorm, which will further assist a seamless transition, " John Lo Piccolo said. "Andrew Ratcliffe, Lenny Radford & myself are all enthusiastic about the opportunities created by pairing Bynorm's distribution expertise with Tecumseh & Peerless products, " ex-Allied John Torre said.

Bynorm has taken over the lease of Allied's Seven Hills facility which means the company now has distribution centres in all Eastern States. Until further notice customers will be able to place their orders using the old Allied phone & fax numbers. John Lo Piccolo indicated that Bynorm would initially strive to extend the same pricing & trading terms previously offered by Allied. "To understand your needs better & to introduce ourselves, the Bynorm Management & Sales team will be visiting you shortly. " he concluded.