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**ENGINEERING REALIGNMENT FOR ISUZU POWER SOLUTIONS**

Isuzu Australia Limited (IAL) has announced a strategic enhancement to the engineering structure within its off-highway engine division, Isuzu Power Solutions (IPS), appointing the highly experienced Benjamin Binns to the newly elevated role of Engineering Manager.

The appointment responds directly to increasing customer demand for sophisticated technical services and application support across Australia’s diverse industrial landscape.

Mr. Binns’ promotion from IPS Product Manager, has him leading engineering and product development for IPS leveraging his extensive engineering background spanning over two decades within both the automotive and off-highway sector, dating back to 2003.

**Market need**

The role forms part of a broader realignment within IAL’s product and engineering departments, designed to ensure IPS delivers not only best-in-class diesel engines but also the critical engineering expertise required for complex integrations.

The structural movement comes at a time of robust conditions in key Australian sectors reliant on off-highway diesel power.

Mr Binns works alongside former IPS engineer, [Nicholas Soitaridis](https://www.content.isuzu.com.au/news-articles/isuzu-aligns-engineering-services-ahead-of-new-model-rollout/), who has transitioned into the overarching role of Head of Engineering Services.

The role aligns with a range of updates within IAL’s Product Division in recent times, ensuring not only the right solutions for diesel engine customers, but also nationwide engineering support for a wide range of applications.

Mr Binns’ role has him working both internally and externally with customers on products that includes [power units](https://powersolutions.isuzu.com.au/solutions-range/power-units/), [industrial engines](https://powersolutions.isuzu.com.au/solutions-range/industrial-engines/) and [generator sets.](https://powersolutions.isuzu.com.au/solutions-range/generator-sets/)

**Continuous improvement**

“Benjamin’s extensive experience, both within IAL and prior to joining us with leading off-highway engine providers, makes him uniquely positioned for this pivotal role,” said Matt Sakhaie, IAL Chief of Product.

“Internally, he’s integral to the continuous development of our IPS product portfolio.

“Externally, he bridges the gap between our customers’ specific challenges – whether it’s standby power, pumping, marine applications, or specialised industrial machinery – and the optimal Isuzu engine solution and application engineering support offering.”

“Benjamin’s responsibilities encompass both internal product development and direct external customer engagement. He will spearhead engineering support for our core offerings - industrial engines, power units, and generator sets - ensuring seamless integration into a vast array of Australian applications,” Mr Sakhaie added.

**Diverse & challenging**

Having grown-up in the Wimmera in Western Victoria, Binns’ career has been built around hands-on learning right through to industry leading engineering experience with diesel engines and application solutions.

“It’s an exciting opportunity for any engineer really,” Mr Binns said of the appointment.

“The broader Isuzu footprint offers an incredibly diverse canvas.

“We’re not just supplying engines, we’re providing tailored power solutions across critical industries – from prime power generators for remote communities, to water pumps for agriculture, marine generators for aquaculture, firefighting equipment, forestry equipment such as woodchippers, and much more,” he said.

“The common thread is the Australian customer’s need for uncompromising reliability and performance. Our philosophy is to deliver the complete solution, which is the right product backed by deep engineering know-how.”

**Keeping pace**

According to Troy Lawson, IPS National Sales Manager,demand for reliable backup power solutions remains strong amid intensifying weather events, while infrastructure projects and resource sector activity underpin demand for robust industrial solutions in pumping, material handling (excavation), and mobile equipment.

“Benjamin’s appointment ensures we continue to deliver the best possible outcomes, providing not just power, but dependable solutions backed by proven experienced local engineering support.”

“Just as with Isuzu Trucks, IPS places the customer firmly at the center of everything we do.

“Having a highly experienced and dedicated IPS engineering team headed by Benjamin is a cornerstone of the IPS value proposition. Our integration within IAL and leveraging of the extensive Isuzu Truck and dedicated diesel engine dealer network means unparalleled access to technical expertise for our customers.

“We’re thrilled to have Benjamin bringing to bear his outstanding experience in this space and critically, it’s our diverse customer base that stand ready to benefit most.”

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*The full range of Isuzu Power Solutions products and dealer locations can be found* [*here*](https://powersolutions.isuzu.com.au/)*.*

**For further information, please contact: For Isuzu Trucks releases and photos:**

Sam Gangemi Arkajon Communications

Isuzu Australia Limited Phone: 03 9867 5611

Phone: 03 9644 6666 Email: isuzu@arkajon.com.au