



Rafael R. Acosta gives a thumbs up to John Deere engines.

# More power to you!

*International gen-set company takes on American markets*

“When in Rome, do as the Romans do.” Good advice when traveling, perhaps, but what about when your company is expanding into a vibrant new market? How can a company stay true to its strengths, while adapting to the needs of a new customer base? Spanish gen-set manufacturer Himoinsa believes they have the answer, and they’re ready to go!

**New markets, new challenges.** Having established themselves in the “Old World,” this key player in the gen-set market is now increasing its presence in the “New.” With factories in Spain and China, and a global support network, Himoinsa S.L. produces 50- and 60-Hz gen-sets for customers who work in hospitals, mines, agriculture, private homes and much more. Now the time has come for the company to bring its products to the North and South American markets.

To appeal to the U.S. customer base, Himoinsa developed the HIPOWER brand, which will be sold through a North American distributor network covering all 50 states. The gen-sets will be powered by a new engine brand: John Deere.

“We’ve watched John Deere around the world, so when we started outlining our expansion plan for the Americas, we went directly to them,” says Rafael R. Acosta, export manager at Himoinsa. “John Deere is the right partner both for our strategic plans and for satisfying customer requirements. Their R&D laboratories in Iowa are very impressive, and they already have engines that meet Environmental Protection Agency requirements for low emissions. They have the service network, the quality – and the confidence of the market.”

Himoinsa gen-set prototypes made their debut at the Power Gen International show in Orlando, Florida, in December 2008, where they generated serious interest.

In June 2009, North American distributors were first introduced to the engines at a distributor meeting at the manufacturing plant in Spain. Attendees were impressed with Himoinsa’s state-of-the-art facilities and hospitality, and are looking forward to introducing the new gen-set to the North American market.

**HIPOWER it up.** “We are now in a great position to fine-tune the product as well as the distribution and service network,” explains Rafael. “Our first order of 150 engines will support our market entry and prepare for the exponential growth we foresee.”

Once the range is launched in the U.S. and Canada, Himoinsa will move into Latin America. “John Deere is supported in all these countries. I’m confident that together we have great potential,” concludes Rafael.



Quality and confidence of the market were the key reasons Himoinsa chose John Deere.

Emissions Cert.	Tier 3
Engine Model	4024TF281 to 6135HF485
Displacement	2.4L, 4.5L, 6.8L, 9.0L and 13.5L
Rated Power	36-460 kW (48-617 hp) @ 1800 rpm
Cylinders	4, 6
Aspiration	Turbocharged and air-to-air aftercooled
Customer	Himoinsa Power Systems +1 913 495 5557 <a href="http://www.hipowersystems.com">www.hipowersystems.com</a>