

INSIGHT

Q2 16

FG Wilson Dealership Newsletter



WELCOME

Hello and welcome to the 2016 Q2 edition of Insight. This is our first edition since the creation of the new Global FG Wilson business team and as we pass 50 years of FG Wilson, it's a good time both to reflect on the past and to look ahead.

Fifty years ago, our founder Fred Wilson took a risk and started his own business, guided by a passion for engineering and a belief that every product could be made better. His sons Tom and Gordon brought a new dimension and lifted the business to new levels, revolutionising not only Fred's business but eventually an entire industry with a fresh approach to product design and manufacturing.

Today we all follow in their footsteps and are bonded together by our association with this great brand and our desire to see it flourish. And we have many supporters. Within the wider Caterpillar organisation, there is a firm resolve that a strong and vibrant FG Wilson brand is essential for our business.

Once again, today we have a team dedicated to nurturing the FG Wilson brand, getting closer to customers and making things happen. It's going to be a challenging and also exciting time as the future of our great brand depends completely on us.

It's going to be a great privilege to work with you. I've been lucky to meet some of you already in the last few months and look forward to meeting many more of you soon. We share common bonds and goals. Everyone in our team is a passionate advocate for FG Wilson and we promise to devote every bit of our time and resources to supporting you and our great brand.

Ann Brown
FG Wilson Managing Director

Contents

Features

- Creating Capacity, Generating Growth ... 2
- Growing FG Wilson Presence In The Indian Market 4
- The New P22-1 5

Latest News

- Telecoms Success For TAMGO 6
- Corporate Merchandise 7
- Getting Closer to Customers 8
- Thinking Of An Email Campaign? We're Here To Help! 9
- Aftermarket Parts News 9
- 50th Celebrations 10
- Join The FG Wilson Conversation 12

Product News

- Introducing The P450-2 & P550-2 13
- The New PRO Rental range - PRO500-1 13
- Reman Powerwizard 1.1 Control Panel 13
- Salesforce Projects 14



Creating Capacity, Generating Growth ...

Ann Brown, took up post as Managing Director of FG Wilson earlier this year. Here Ann talks to Insight about the generator set industry and the direction its set to take. This interview has featured in a number of leading trade publications.

What changes do you see coming in the generator set industry?

Certainly over the last five to ten years, we've seen engines become more environmentally friendly and efficient and that has helped to drive down the cost per KVA of generator sets which has been good for customers.

Twenty years ago if you'd asked us about industry structure, we'd probably have said that the industry was likely to consolidate, with two or three big global players, operating with economies of scale occupying the greater part of the world market and the rest of the business fragmented into many smaller players. Yes today there are a handful of global generator set brands, of which FG Wilson is one, but there has also been an explosion in the number of regional players, packaging locally, and riding on the reputation of the engine brands which they package into their products. These local packages can be very cost-competitive and it's given customers more choice.

But in the next five to ten years, we see customer expectations rising in terms of product quality, performance and support. It's going to be common across all industries. The mentality of price-is-everything and sell-and-forget will always be there in a part of the market but overall we see expectations rising.



Is this where you are putting emphasis?

Yes very much. It's about more than just putting the metal together.

Since 1990 we've installed 600,000 generator sets with a total installed capacity of almost 90GW - more than the total installed mains electricity capacity of a country like the UK. In Africa, we've installed over 130,000 units with a total capacity of over 12GW, double the total installed mains electricity capacity of Nigeria. With that number of machines operating across the world, we take no risks with quality or performance. Assembling a generator set isn't difficult, which is why we're seeing many new players today. The real value comes in the testing and validation before a product launch. We don't accept engine performance data without validating it ourselves in the environmental conditions which our products will see. When someone buys one of our products, we can safely say that wherever it will be operating, it will have been tested for that environment.

Also important is the way a generator set is sold. We've worked tirelessly to grow and develop a global network of over 300 distributors who offer automotive industry levels of service starting with product selection through to installation and a lifetime of support. They're trained by us and supported by our parts system which stocks over 11,500 parts and delivers three million parts a year, not only for our current products but also for legacy products. Product testing, validation, establishing dealer channels and support are more difficult to do well and over the last 50 years we believe we've invested more time and resources in all of these than most other generator set brands.

The generator set industry isn't living on an island all on its own. More and more it's feeling influence and behaviours from other industries. We all expect more from what we buy. And that is going to drive change and scope for new products and services.

Does renewable power enter into your plans?

It's certainly in our thinking. Today in terms of cost per kVA, flexibility and responsiveness, there's no better source of standby power than a diesel generator set. However our parent company Caterpillar has entered the microgrid market and is actively selling integrated systems where you might have solar panels, batteries, wind turbines and generator sets all linked and capable of powering remote settlements. In regions like Africa and Asia, this has huge potential.

And you see great potential for the generator set industry?

Yes, definitely. All of us in the industry are feeling some economic turbulence right now. But as the world goes more digital, we're going to see exponential growth in demand for electric power and for systems which act as standby for mains failure. We live in an exciting and demanding world. Huge opportunities exist but they may look different to what we have known in the past. We just need eyes that see them.



Growing FG Wilson Presence In The Indian Market

Mithilesh Singh from the FG Wilson Marketing team gives an insight into the Indian market

India continues to be one of the fastest growing economies in the world with over 7% GDP growth. It is the world's 6th largest energy consumer, accounting for 3.4% of global energy consumption. India is one of the largest generator set markets in the world with an annual market opportunity of about \$ 1.2 billion and over 100,000 units.

The Indian economy is actively progressing on some of the big initiatives – digital, infrastructure, construction and manufacturing, to name a few and concepts such as Make in India, Smart Cities, Economic Corridors etc. indicates a growing appetite for electricity and a significant opportunity for the electric power industry.

To expand our business and market share, we launched our new range of generator sets in India late 2015. Designed exclusively for the Indian market, the new generator sets with power outputs ranging from 10 to 200 kVA, will have key features such as excellent fuel efficiency, product life and optimised running time and compliance to the current emission norms and noise limits prevailing in the country.

This new range of diesel generator sets greatly expands the company's range of products available in India, providing reliable power for all applications including construction sites, telecom networks, factories,



healthcare, hospitals, commercial premises and residential properties. With this new product range, FG Wilson continues to strengthen its position as a leading global supplier of diesel generator sets and also its commitment to the growing needs of Indian market. Our robust generator sets require service only after an interval of 500 hours so lowers operating costs.

This initiative has helped us to re-launch the FG Wilson brand in the Indian diesel generator set market which is dominated by many local and global players. Within a short span of time, we have managed to create brand awareness in this big territory and are working towards achieving our business goals. In the last few months the collaborative efforts of dealers and local teams has made our presence felt at key forums.



The New P22-1

Michael Milligan, FG Wilson Account Manager, Global Accounts, talks about the exciting new products for FG Wilson.

"First and foremost, this is a very customer-defined product. We spent a great deal of time simply talking with our customers and dealers and working through issues together to understand what was important," explains Michael.



"There was a real focus on product operating costs and this has led to a packaged generator product which is ideal for telecoms users, or indeed for any customer who operates at sites which are fairly remote.

He says: "The product is perfect for either hybrid or generator-only applications. To reduce operating costs, site visits for maintenance and fuel replenishment, the product offers 1,000 hours between service intervals, and comes with set-mounted fuel tanks of up to 2,000 litres. Being able to monitor the generator set from the telecom network operating centre maximises uptime and allows preparation for site visits minimising servicing costs and ensuring that site visits are effective."Sequam

The product options list includes a flexible range of enclosures offering three levels of sound attenuation to help ensure that it meets local noise regulations. "We know from past experience that rigorous upfront design, testing and validation lead to superior reliability throughout a product's lifetime and that this can save customers a substantial amount of money over time," says Michael.

"We are a volume manufacturer and we take reliability extremely seriously. We have made multi-million dollar investments in our industry-leading Engineering Centre of Excellence where all our new products are given intense pre-launch testing which include vibration, engine/ alternator cooling, electromagnetic compatibility, noise, water ingress and rating/transient performance."

He explains: "Manufacturing quality is extremely important to us and our facilities operate with rigorous production quality controls, utilising the Caterpillar Production System and standard work processes. Then, once products are installed, we work together with our distributors through our Partners In Quality programme."

He concludes: "We have incorporated a great deal of product flexibility including control systems and remote communications to ensure that our generator set integrates seamlessly with any hybrid system. We are partnering with several established hybrid manufacturers to confirm compatibility and ensure efficient and fast deployment of our products on site."

For further information click [P22-1](#)

TELECOMS SUCCESS FOR TAMGO

FG Wilson Saudi Arabia dealer TAMGO have just been awarded the largest contract in their history to supply and install 370 generator sets for a major telecoms service provider in the Kingdom.

The project is made up of 333 x P33-4 and 37 x P50-3s and the generator sets will replace existing units supplied by other manufacturers. They will be operating in extreme site conditions and are required to operate with ambient temperatures up to 55°C and regular sand storms. The generator sets will supply power to cellular towers spread across the whole Kingdom and will be installed on-site by the end of Q3 2016.

Speaking of the order Islam Fathy, Engineering Products Division Manager at TAMGO said;

“We have been working closely with the customer right through, including visiting FG Wilson’s UK facility and we’re delighted to have been selected as supplier for this project. It really underlines the quality of FG Wilson generator sets and also TAMGO’s commitment to supporting them in tough environmental conditions.”

The customer has committed to buy FG Wilson branded parts for 2 years after installation.

Special congratulations go to the project team Amr Ibrahim, Shadi Hissi, Hossam Gadallah, Medhat Shafey, Auhood Bukhari and Islam Fathy.

FG Wilson has been present in Saudi Arabia since the early 1970s when some of the earliest projects were large generator sets for standby power in hospitals and also self-contained mini power stations for prime power. TAMGO have been exclusive FG Wilson dealer in the Kingdom since 1995 and have installed over 8,000 generator sets during that time, with a combined electric power output of 1.5GW.



CORPORATE MERCHANDISE

GREAT NEWS! With immediate effect our merchandise partner H&D Europe Ltd are now offering credit facilities to all FG Wilson dealers worldwide (subject to status). This now means you can place your order online, receive your goods and pay later.

The exciting new range of FG Wilson merchandise is now available to order, with a special 10% discount on all first orders. Customers should use the discount code FGW10 to avail of this introductory offer.

The new product portfolio features around 30-35 products, available to order directly from the supplier via Powerup 2 and includes a wide selection of top quality items such as pens, USBs and items of clothing.

For further details on this offer and to receive an updated catalogue you can contact the H&D Europe sales office by emailing steve.brewer@handdeurope.com or calling +44 1798 667977

To view the new range click [MERCHANDISE](#)



GETTING CLOSER TO CUSTOMERS

Everyone knows that companies make stronger relationships with customers when they offer support and services which customers' value. As we look to the future, this is going to be one of the cornerstones of FG Wilson strategy.

But first, a starting point is simply to understand who owns FG Wilson products, where customers are and what kind of industry they are in. Building a simple profile of each customer allows us to selectively market parts and service agreements and perhaps after a period of time, another generator set. It also allows us to send product updates directly to customers.

The easiest way to gather this customer information is at the time of installation and this year we've been developing and piloting a new online warranty registration process which links fgwilson.com, Salesforce and SAP E-quest to gather basic customer information, but enough to allow us to successfully market more service products over the lifetime of a generator set. Each customer who completes the online registration for 400 and 1100 Series products will receive a voucher for a filter kit, redeemable when booking their first service.



We've been piloting the new process with Diperk (Chile), Integral (Brazil) and FG Wilson Dublin (Irish Republic), receiving very positive. Gathering this information is just the start, but it will be the springboard which allows us to work together to strengthen our aftermarket products and services.

We'll keep you well informed before the launch which we're expecting to take place during Q3.

THINKING OF AN EMAIL CAMPAIGN?

Email campaigns can be a great way of creating awareness and helping to drive new business. We have a highly skilled and creative team who can assist you in creating and running an email campaign, helping to write copy and design a look for your email. Using the MailChimp platform, we can send emails to a list of your email contacts, which we'll need you to provide us with. The system can produce reports which let you see exactly how many have read and interacted with your campaign, so you can very easily see how successful it has been.

Should you wish to run and manage your own email campaigns, we would recommend MailChimp as a quick and easy platform to do these types of campaigns.

If you would like to work with us on email campaigns please contact the FG Wilson Marketing Manager - Aaron Gooding, FG Wilson Marketing Team.



AFTERMARKET PARTS NEWS COMMUNICATIONS

We are delighted to launch the first Aftermarket Power News, a new regular communications designed to keep you informed of what is happening to help you grow and develop your parts business.

To view the first issue click [HERE](#)



AFTERMARKET PARTS News



50TH CELEBRATIONS

We recently marked FG Wilson's 50th anniversary around the world and were very happy to welcome Tom, Gordon and Paul Wilson to our Northern Ireland facility.



**POWERING
THE WORLD FOR
50 YEARS**

Here are some photos of the wonderful **50th celebrations** that took place across the world!

Founded in 1966 by Fred Wilson with just 6 employees, on April 20th 2016 FG Wilson reached its 50 year milestone.

The world has changed much in that time but the FG Wilson formula of quality, support and value remains one constant in an ever shifting environment. Over 50 years our business, expertise and knowledge have been built entirely on our work with customers, project by project and today's customers all benefit from that hard-earned experience.



Paul Wilson, Tom Wilson, Ann Brown & Gordon Wilson - Larne.



Ian Moore, Gordon Wilson, Tom Wilson, Mark Sweeney & Robert Kennedy - Larne.



India



China



Ganesh Iyer, Ann Brown, Linda Walker, Robert Kennedy & Ramin Youness - Belfast.



M.Rahman & Co who distribute FG Wilson generator sets in Bangladesh, celebrate the 50th

anniversary. Founded in 1956, M. Rahman have been working with FG Wilson since 1993, with a core philosophy of offering the highest quality with full around the clock service. Learn more at <http://www.mrahmanco.com/default.htm>



Our Asia Pacific sales team recently marked the 50th

anniversary with Energypac Power Generation, who have been distributing and supporting FG Wilson diesel generator sets in Bangladesh since 1992. Energypac have played a key role in ensuring FG Wilson is a market leader in the country. Learn more at <http://energypac.com/>



Peter Havenaar presents an FG Wilson 50th anniversary plaque to Eddie Bormans, General Manager of our Belgium dealer Hunter n.v. Founded in 1928, Hunter have been an FG Wilson dealer since 1991 and an exclusive dealer of Perkins

since 1938. Hunter are a sister company of the FG Wilson dealer in the Netherlands, Royal Kemper and Van Twist. To find out more about Hunter visit <http://www.hunter.be/francais/fgwilson/generatoren.htm>



FG Wilson dealer Powerasia celebrating the 50th anniversary. Powerasia has been an authorised FG Wilson dealer in the Philippines since 1999, with 56 employees at 3 locations

across the Philippine Islands; Head Office in the capital Manila, Cebu in the Visayas and Cagayan de Oro in Mindanao. To find out more visit <http://www.powerasia.com.ph/>



In March we were delighted to host representatives from our Africa and Middle East dealer network at a dinner event in Dubai to mark the 50th anniversary of the FG Wilson brand. This was followed by dinner

at the recently opened Naya restaurant in the Jumeirah Beach Hotel, after which Global Retail Sales Manager Neil McDougall presented each dealer with a 50th Anniversary plaque. Learn more about our dealer network at https://www.fgwilson.com/en_GB/contact-us.html



JOIN THE FG WILSON CONVERSATION

Over the past few months we've increased our activity on social media.



Moving forward we want to build on this and are encouraging dealers to get in touch if they have anything they'd like us to share. We're particularly keen to hear about events and contracts, so please get in touch by contacting Michael Magill at m.magill@morrowcommunications.com

If you're not already doing so, you can find us on Facebook at [FG Wilson Diesel and Gas Generator Sets](#), follow us on Twitter at [@FGWilson](#) or LinkedIn at www.linkedin.com/company/fg-wilson

Here are some of our recent posts:

New Vietnam Office

Congratulations to Tuong Viet Trading and Production Co. Ltd, our dealer in Ho Chi Minh City, Vietnam who have just moved into a renovated office with enhanced parts and service capabilities. Tuong Viet have been marketing FG Wilson generator sets since 1997 and have grown from a trading company into a full service dealer, with end-to-end services from consultation to lifetime support. Learn more at <http://tuongviet.com.vn/en>



20 Years For Margex

FG Wilson Romanian dealer Margex are celebrating 20 years with FG Wilson this year. Brand Sales Manager Peter Havenaar recently visited the dealers, during which



Gheorghe Margean from Margex discussed the first FG Wilson generator set which Margex supplied, a P605E for standby power at a tyre factory in Bucharest which is still in operation, serviced and maintained by Margex 20 years on. Find out more about Margex at <http://en.margex.ro/>

20 Years Later & Still Running!

An established FG Wilson dealer since 1988, PENOUEST - based in Brittany, France - supplied the P70E canopied diesel generating set to a customer in 1995. After more than 20 years and over 7,500 hours of loyal service, the client decided it was time to update their machine. They looked no further than PENOUEST, who have now provided them with a new F50-1 machine, following dedicated service and maintenance support every year since the initial purchase.



FG Wilson Laurus

Great spending time with new FG Wilson distribution Laurus Equipment in Kuwait, and Laurus Technologies in Qatar. Productive meetings had in Doha and Kuwait City last week with many key current and prospective customers to discuss the capabilities of the Laurus teams in conjunction with FG Wilson (Engineering) FZE in UAE.



PRODUCT NEWS

Introducing The P450-2 & P550-2



With the increasing need for a EUIIIa compliant product, FG Wilson has introduced the next phase of the EUIIIa compliant P450-2 and P550-2 models, available as an open set or with enclosure.

Open Set Availability

The open set configuration, initially offered via the PVR ordering process, can now be ordered via the standard ordering process on Gensets Online. This allows for full configuration and customisation of your open set.

Enclosed Set Availability

The EUIIIa compliant CAE enclosure on the P450-2 and P550-2 is also available to order. Initially the enclosure will be released via the PVR ordering process, however this will be offered via the standard ordering process later in the year. Dealers wishing to order should select the required P450-2 or P550-2 model and select the appropriate PVR upgrade code. All relevant materials are available on PowerUp 2 - click [P450-2](#) or [P550-2](#)

The New PRO Rental Range - PR0500-1



The next phase of the new Professional Rental Operator (PRO) Range is now available to order. The introduction of the new PR0500-1 now extends the number of models available in this exciting new range to six. The PR0500-1 has been designed for those looking for optimal fuel consumption, whilst the previously launched PR0500-2, is available for those needing to meet EU Emissions. The new model is available to order from APS, China via Gensets Online.

For further information click [New PRO Rental Range](#)

Reman Powerwizard 1.1 Control Panel



Last month saw the arrival of the FG Wilson Reman PowerWizard 1.1 control panel. Now available to order, this product comes with the same quality,

reliability, performance and warranty as a new panel with the added bonus of an average 25% refund when you simply return your used core to our Parts Facility. In addition, this product is expertly remanufactured with proven robust checks in place offering the same fit, form and function as new PowerWizard Control panels. Supplied with the distinctive new FG Wilson Reman specific part number and logo, the remanufactured version of this popular panel is easily distinguished from the new version and should prove an excellent addition to the suite of control panels readily available. Contact the Aftermarket Team if you require any additional information or for further information click [Core Inspection Criteria](#) or [Core Returns Process](#)

PRODUCT NEWS

Salesforce Projects

As part of our continuous improvement process, the Salesforce team are currently working on a number of projects:

Dealer Inventory, STU & Quote Rate Reporting:

This monthly inventory reporting system in Salesforce shall be enhanced with an additional field to capture the units lost by the dealer which will enable us to effectively calculate the Participation & Conversion rates.

FG Wilson Sales Funnel Management:

Design and development of sales funnel and metrics for the opportunities in Salesforce. This project will bring in changes to our existing solution enquiry process & SPARs and would result in an advanced opportunity management tool with increased customer visibility & centralized process for solution enquiries & SPARs.

FG Wilson Configurator:

The FG Wilson Configurator is an exciting new web based tool where users can go online, find the generator set they want through guided selling, see options available, configure it and make a request to be contacted. The user can also read more information about the FG Wilson offerings and print custom and generic data sheets for configured product.

Once the request is submitted by the user, a lead is automatically generated in Salesforce containing the user contact information and their configured generator set. This is then routed to the sales managers of the country selected, which in turn should then be rerouted to the dealers in territory. The leads generated through the configurator tool will be identified as 'Product configuration tool' in the lead source field.

The configurator tool has been available on PowerUp 2 throughout June for dealers to test and understand the system prior to a global launch in www.fgwilson.com which will take place later.

If you have any questions, comments or feedback on the configurator tool email anbumg@cat.com

