



Bright future

LAUNCHED IN AUSTRALIA IN 2014, BACKED BY DECADES OF TRAILER BUILDING EXPERIENCE AND KNOW-HOW, **PANUS OCEANIA** REVEALS IT IS WELL PLACED FOR FUTURE GROWTH.

Panus Oceania is the Australian division of Panus Assembly, Thailand's largest trailer original equipment manufacturer. In 2017 alone, it produced over 4,500 trailers for the domestic market.

Still privately owned, it was started almost 50 years ago. Manufactured in Panus Assembly's production facility in Chonburi, situated on 53 acres of land, Panus Oceania trailers are developed specifically for the Australian market.

"Through Panus Oceania, our goal was to grow the business. We are the number one trailer builder in Thailand, with approximately 57 per cent market share in skels and 38 per cent market share in flat tops. There wasn't much opportunity to expand the business any further unless we went outside of Thailand, so the plan was firstly to enter the Australian market, and then expand further afield," explains Ron Gysberts, International Sales and Marketing Director of Panus Assembly.

He adds that although the Australian market is smaller than that of Thailand, the


“We also expect there to be even greater opportunity in the market in the next five to 10 years.”

opportunity for Panus Oceania to continue to grow locally is immense. "Australia is a very sophisticated market in terms of equipment type and style. The versatility of product here provides a big opportunity for growth. Panus Assembly is an innovator, and we need to understand what a mature, advanced market looks like. This also gives us the opportunity to teach our engineers in Thailand what it takes to make a lightweight, versatile trailer for the Thai market."

According to Neil Zantuck, General Manager of Panus Oceania, the brand is gaining great traction in the Australian market. "It has been a slow and steady growth, but we can compete on quality and price. This year, we've had the highest market penetration. Shows like MEGATRANS2018 help create more interest and provide a better understanding of our offering, and the extent of our offering," he says. Panus Oceania has entered into various

parts of the Australian trailer market, and has been particularly well received at the Melbourne and Brisbane ports. Last year, the brand brought in two Performance-Based Standards (PBS) applications for use at the Port of Brisbane – an A-double skeletal trailer and a quad-quad axle combination skel trailer.

"Panus entered Australia with a very methodical plan and we are on track to reach our specific targets this year," adds Neil. "We also expect there to be even greater opportunity in the market in the next five to 10 years."

Panus Oceania has dealers in New South Wales, Victoria and Queensland, backed by a strong service network. 

Contact

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