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## **JCB DIESELMAX ENGINE POWERS MACHINERY ON ROYAL ESTATE**

The JCB Dieselmox engine, which powered the car that broke the world diesel land speed record last year, is to be used in a machine that will harvest fruit on the Royal Sandringham Estate.

SFM Technology's Samson model, a combined sprayer and harvester powered by the JCB engine, has been delivered to the Norfolk estate where it will be used to harvest blackcurrants. Somerset-based SFM, which designs and manufactures industrial equipment, bought from Coventry-based JCB dealer Power Torque Engineering after being highly impressed with a JCB engine purchased to power another fruit harvester, now used on a Scottish fruit farm, last February.

JCB Power Systems produces 140 engines a day, supplying 50 per cent of JCB's total engine requirement. JCB also sells engines to external customers via specialist dealers and direct to OEM customers. The Dieselmox engine is compliant with the latest emissions legislation: Tier III electronic Common Rail versions are available in power ratings of 130hp, 145hp and 161hp. The Tier III engines below 100hp are being finalised for production by the end of the year and will continue to utilise mechanical fuel systems as they are currently at Tier II Stage.

SFM Director Keith Tridgell said: "We bought our first JCB engine last year and had no problems. This is the first time we have supplied a machine to the Sandringham Estate, and we're very pleased that it will be powered by such a reliable and solid engine as the JCB Dieselmox."

Marco Bersellini, JCB Power Systems' Sales Director, said: "Increasing numbers of third party customers are realising the capabilities of the JCB engine. Its performance, fuel efficiency and

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versatility, together with the environmental benefits it offers, make the engine an excellent choice for OEM customers requiring a world class industrial power unit or dressed engine.”

JCB’s first high volume OEM account has been established with the JCB engine now fitted to the Sellick range of rough terrain fork lift trucks.

The JCB Dieselmex car hit the headlines last August, reaching speeds of 350.092mph to break the world diesel land speed record. Two high-performance JCB444 engines, produced by JCB Power Systems, were used to power the car. Following that success the engine adopted the Dieselmex name.

**ENDS**

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