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Fisherman & Boatowner FIELD TEST

Introducing what is bound to be one of the most controversial and widely read tests we’ll publish this year, the first official test of the brand new Parsun 15hp 2-stroke outboard from China. With a rec. retail of \$1,650 including GST, Parsun Outboards are set to rewrite outboard price lists in Australia. Already several brands have acknowledged their presence by dropping the price of their own 2-strokes for the Boat Show season. What makes this outboard so special as well, is the size and scope of the manufacturing company behind it – this is a fair dinkum challenge from a very large multi-national Chinese company, and as Peter and Ruth discovered, Parsun has every reason to be extremely optimistic about the future.

Parsun’s 15hp 2-Stroke Outboard

The Parsun 15hp 2-stroke is the first outboard we’ve been able to test from the Parsun combine, mainly because as soon as the container arrives, the outboards are dispersed and sold almost overnight.

Parsun is making a very determined bid for a share of the Australian market, and whilst the mainstream outboard manufacturers are frantically closing the doors in front of them, the reality is that Parsun are working on the Bunning’s Principle ie, at the end of the day, only one thing matters in retailing, and that is the price, the *price* and the *price!* And at \$1,650 retail, including GST, the Parsun 15hp 2-stroke is hundreds of dollars – in several cases, thousands of dollars under the prices that we’ve published in the official OEDA price lists in this very magazine.



The Parsun outboard range is not a one model wonder, either – already on sale in Australia they have various 2-stroke models (2.5, 3.6, 9.9, 15, 30 and soon, a 40hp) as well as 2.6, 15, and 25hp 4-stroke models, with *several* models in the 50-70hp 4-stroke range in the rumour pipeline, planned for release early in 2009.

Nobody seems to know quite how far they will go, but there’s no doubt the Parsun company is more than your average corner store.

Background

Parsun Outboards are manufactured by Parsun Power Machine Co, an offshoot of a giant parent company called Genova Power Machine. They are the world’s third largest generator company and have been trading for more than 30 years. They’re not just any ordinary generator company coming out of China either, as they are internationally renowned for their patented ‘rare earth’ permanent magnet generators that have superior performance over conventional generators, with advantages including high starting current, less maintenance, better output wave, etc. Their PM&T

F&B READER ALERT: Service, Parts & Warranty

These are the real questions to ponder before making a purchase decision. Parts’ costs, generally speaking, are considerably less than comparable bits for the other brands. Distributor Garry Baikovas told F&B his parts inventory is now “Pretty good - but by December, I’ll have close to 100% stock”. The Parsuns have a Two Year Warranty with all the usual conditions - mainly, if it breaks, and it’s covered by warranty, they’ll fix it - but the customer is responsible for getting it back to the dealer for the warranty / repairs. That’s normal - and it all seems believable. Ultimately, we need time to tell . . .