

PARSUN's New 25hp 4-Stroke



What is big, black, half a litre and seems to weigh the best part of a tonne? Why, it's the new Parsun 25hp 4-stroke outboard! Joking of course, but the fact is, it is a very big outboard for its horsepower output, it's bloody heavy, and it's not over-worked producing just 25hp from 498cc.

After our first run with Parsun a couple of months ago, a lot of water has passed under various bridges in the outboard industry and a useful national dealer network is emerging, initially along the eastern seaboard, but now starting to spread across through to the west as well.

This has brought with it all the trials and tribulations of setting up dealer networks against fiercely entrenched competition who aren't going to have a bar of any new brand of outboards, let alone a brand manufactured in China, and sold for considerably less than the establishment would like.

But typically, Aussie fishos and boatowners have embraced the concept in exactly the same way we have all



embraced what the writer calls the 'Bunning's principle' of modern marketing. That is to say, if you can buy the product you want, at a price that's a bit less than 'normal', and it does the job just fine, lasts as long as you need - then it's destined to be a commercial success.

Thus we have the massive growth of

the Bunning's warehouses throughout Australia, largely based on imported manufactured goods, and with the commonly advertised claim that they'll beat everybody's price by 10% - and generally speaking, they do.

Parsun outboards are not all that much different. They're made in China, by one of the largest generator manufacturers in the world, in an extremely modern and efficient plant, and in a matter of months (it seems) they have moved from the back of the pack to the middle, with a range of outboards targeting the biggest selling and most popular sizes.

That's really why they're so controversial. It's got nothing to do with how they're built, or how long they'll last - most dealers couldn't give a hoot about that, because they know that most outboard manufacturers are now building engines in China. To lambaste Parsun is literally the pot calling the kettle black, so they're not about to do that, are they?

No, the 'controversy' is mainly because there's a new kid on the block

When we first introduced Parsun outboards to F&B readers - the 15hp 2-stroke test - back in issue #144, the earth definitely moved, especially in the highly competitive world of outboard motors. For the movers and shakers of the establishment, the onset of Parsun outboards still came as a shock when Parsun's competition realised these Chinese built outboards had arrived, and were being sold all over Australia. Parsun is not hanging around, either, consolidating its position on the waterfront with a growing range of 4-stroke outboards - at prices very much 'on the money'. Peter Webster reports.