

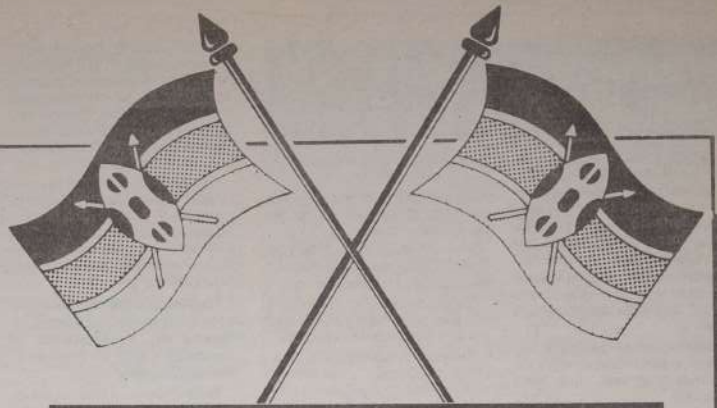
Learning Up On Diesel Engines



STAFF OF YAMAHA MOTORS, the agents for Massey Ferguson's range of 10 to 1000 KVA diesel generators, this week attended an intensive product and sales training session with Mr. Guy Gibson, seen third from right, business manager, power machinery for the Massey Ferguson Group's international operations. Mr. Gibson, who is spending two weeks with Yamaha Motors, conducting training courses, making field visits and discussing marketing plans for next year, commented at the training session on the importance of ensuring that all distributors of Massey Ferguson generators are fully conversant with the applications and needs of customers in a widely diverse market, encompassing not only agriculture, the construction industry, and commerce but also essential services such as hospitals, banks and communications. 'More and more customers in these fields, and also home owners, are buying generators to ensure that power cuts do not interfere with supply of essential electrical power, both in developing and developed countries', he said. Among the Yamaha Motors staff listening to Mr. Gibson discussing the 930 KVA generator at Massey Ferguson's Uhuru Highway showroom in Nairobi are General Manager, Mr. Dennis Awori, far right; Marketing Manager, Mr. Andrew Mwangi, next to Mr. Awori and on Mr. Gibson's right, Mr. Gordon Anampli, Sales Engineer in charge of promoting Massey Ferguson's range of large generators.

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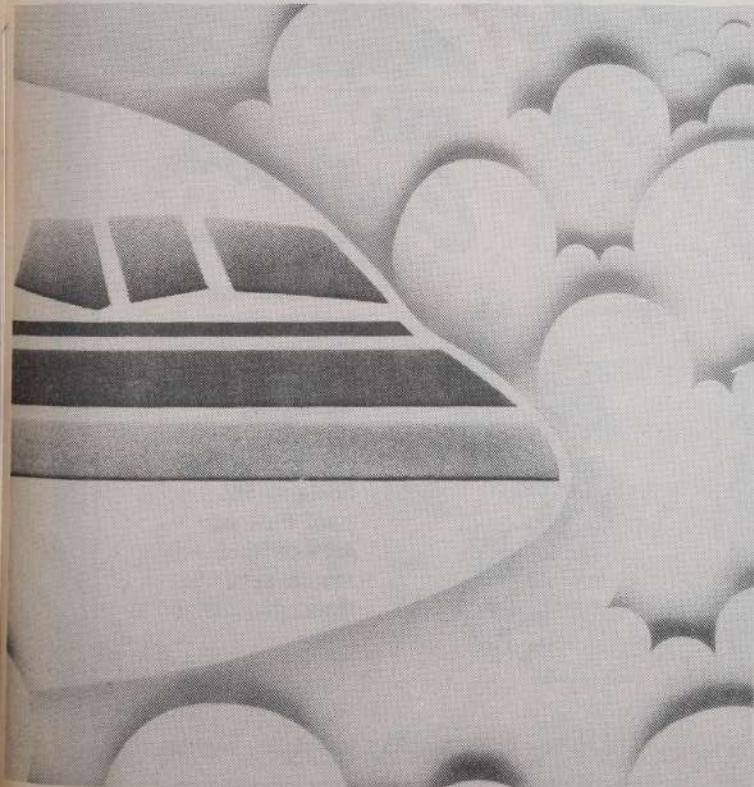
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