



Ian Saunders, Vehicle & Specialist Applications Sales Manager at Fischer Panda UK

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Fischer Panda UK Targets Rapid Growth in Vehicle Business with Appointment of New Sales Specialist

Fischer Panda UK has appointed a new Vehicle and Specialist Applications Sales Manager to support the company's ambitious growth plans.

Experienced automotive industry sales manager Ian Saunders brings an extensive background in integrated power solutions, combining generator and battery-based (Hybrid) electrical power systems, to the Dorset team.

The new position has been created to strategically develop existing business,

along with diversifying the Fischer Panda UK product range, to increase reach into the specialist automotive industry.

“We are delighted to bring Ian into our growing sales team and we’re confident he will support our business in achieving our ambitious targets. We are in an exciting growth phase based on an established loyal customer-base who trust our expertise and products,” said Chris Fower, Sales and Marketing Director for Fischer Panda UK. “Our challenge now is to develop from this solid foundation to new sub-markets and customers, who have traditionally known us for supplying diesel based power systems.”

An accomplished mechanical engineer and sales manager, Ian has worked in the automotive field for 18 years and has developed his skills through working within the Ministry of Defence and corporate automotive specialist product manufacturers.

Ian added: “Fischer Panda UK is renowned for its high-quality products, distinguished aftercare and service support. I’m looking forward to working with the team and introducing the products and systems to more customers and increasing our market presence.”

Operating remotely from Worcestershire, Ian is strategically located to provide effective support and services to customers - nationwide.

Plans are also in place to recruit an additional sales team member later in the year.

Fischer Panda UK offers full-system design capability, servicing and aftercare as a leading distributor of diesel generators, air-conditioning systems, hybrid electric solutions and integrated mobile power solutions for a variety of commercial and specialist application vehicles.

Visit www.fischerpanda.co.uk for more information about Fischer Panda’s range of vehicle power solutions and other products.

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About Fischer Panda UK

Fischer Panda UK Ltd offers full-system design capability, servicing and aftercare as a leading distributor of diesel generators, air-conditioning systems, hybrid electric solutions and integrated mobile power solutions for a variety of commercial and specialist application vehicles.

Renowned worldwide as innovative, reliable and extremely quiet, the extensive Fischer Panda range of compact diesel generators includes its next generation highly efficient and powerful variable speed iSeries-Generators. Other world-class products from Fischer Panda UK include mobile power solutions working as the sole UK automotive distributor for Mastervolt and a wide range of refrigeration and air conditioning solutions as the UK exclusive distributor for Autoclima.

Fischer Panda UK was among the first companies to achieve ISO UKAS 9000:2015 accreditation and operates from a purpose built 9,000 sq. ft facility in Verwood, Dorset.

Active in the military and automotive sectors, the company works with UK MOD and other military units around the world providing solutions for specialist vehicle and land-based applications. Two thirds of Formula 1 mobile truck units install Fischer Panda generators, as do the BBC, Sky and many other mobile broadcasting vehicles.

Operating since 1977, Fischer Panda GmbH is headquartered in Paderborn, Germany. The Fischer Panda team covers more than 500 technicians and partners in over 90 countries worldwide.