

# PRESS RELEASE



March 19 2019 | FOR IMMEDIATE RELEASE

## **Mastry Engine Center Appoints Electric Power Sales Manager as it Strengthens Range of Electric Propulsion Solutions**

*Florida-based distributor announces new role for experienced electric propulsion specialist Nancy Frainetti*

Leading marine power specialist Mastry Engine Center has announced the appointment of Nancy Frainetti as its new Electric Power Sales Manager.

Mastry (MEC) has added the dedicated representative to its sales team as it steps up its level of commitment in the sector with the planned launch of an expanded range of electric propulsion products, as well as further electric power solutions, for customers during 2019.

As a dealer for electromobility pioneers Torqeedo since 2015, MEC is responding to a growing demand in the sector by strengthening its capabilities with the development of supplementary product lines to constitute a broader, more comprehensive offering.

Experienced electric boat industry specialist Nancy Frainetti has been involved in the sector for over 20 years, bringing a wealth of technical knowledge and key contacts to the new role. She will focus on building the electric division at MEC, targeting an increase in sales for MEC's current Torqeedo range and raising the profile of some new brands in the company's portfolio. She will also coordinate with MEC to facilitate installations, work with other battery and motor manufacturers, and negotiate with potential partners.

Kevin Carlan, President of Mastry Engine Centre (MEC), said: "We are confident that Nancy's background in the electric industry will be a significant asset for MEC as we target growth in this division of our business. Over the last two years, we have established MEC as a supplier of Torqeedo's leading electric propulsion technology. As demand for these systems continues to gain momentum in the industry, MEC is responding by improving our range of electric motor and battery solutions to make sure our customers are offered a range of choices. With concern for the environment at the forefront in the industry, these leading-edge power solutions address emission issues, as well as offer exceptional economic performance, reduced life cycle costs, reliability, safety, comfort and easy maintenance."

MEC's newly expanded electric division will ensure the company can develop customized solutions for the various commercial and leisure applications that can benefit from the environmental, efficiency and performance benefits of electric systems as an alternative to gas engines.



## PRESS RELEASE

MEC carries Torqeedo's full range of outboard, inboard and hybrid motors, including outboards from 1 to 80 hp, inboards from 40 to 80 hp and hybrid drives for yachts up to 160 hp, plus intelligent battery technology and a wide range of accessories.

MEC is renowned for its ability to provide advanced gas and diesel power solutions to OEM and re-power markets. The company also services and distributes engines and parts for YANMAR, Suzuki, JCB and MasPower.

For more information on Mastry Engine Center see [www.mastry.com](http://www.mastry.com).

### For further information, please contact:

Payton Parrott  
**Mastry Engine Center**  
Tel: 727-522-9471  
Mobile: 727-410-0334  
pparrott@mastry.com  
[www.mastry.com](http://www.mastry.com)

Jules Riegal  
**Saltwater Stone**  
+44 (0) 1202 669244  
+44 (0) 7973 737496  
j.riegal@saltwater-stone.com  
[www.saltwater-stone.com](http://www.saltwater-stone.com)

### About Mastry Engine Center

Mastry Engine Center (MEC) was founded in 1962 by D. Eugene Mastry and provides market-leading sales, engineering, service, repower and parts support covering a wide range of engine, powertrain and equipment applications for the marine and industrial sectors. Distributing primarily in the south-eastern United States and Caribbean, Florida-based MEC is one of the largest distributors for YANMAR diesel engines and is the leading Suzuki engine dealer in the US through its Suzuki Repower business. The company also distributes JCB industrial diesel engines, Torqeedo electric propulsion options and MasPower generators, pumps and other products, in addition to offering an extensive spare parts portfolio.

MEC is well equipped to optimize performance, cost, service and reliability for its marine and industrial partners through its extensive network of more than 200 dealers, supporting OEMs and repower markets with equipment applications and advanced power solutions. Delivering excellent customer service with a continued focus on technical training and specialist skills, MEC is dedicated to developing innovative customized solutions for challenging gas and diesel engine applications and installations.