

PRESS RELEASE

New Manufacturing Director Appointment Underlines Phoenix Fluid Power's Growth Strategy

PETERBOROUGH, England, September 3, 2024 — Peterborough-based manufacturer [Phoenix Fluid Power](#), and its sister brand [Phoenix Marine](#), have appointed Stefan Rice to the new position of Manufacturing Director across both businesses.

Bringing three decades of experience to the role from the world of motorsport, Rice will lead and develop Phoenix Fluid Power's manufacturing team – the same talented group behind Phoenix Marine's hydraulic systems and bespoke mechanisms for the world's leading yacht builders.

Commenting on the announcement, Rice says: "I'm really looking forward to getting involved with developing the great people, processes and systems here at Phoenix. I enjoy a challenge and believe my background with Formula One will help in identifying opportunities to support future business growth and improvements."

The latest recruit has spent nearly 30 years working at the pinnacle of automotive manufacturing, including roles with Ilmor Engineering, McLaren Automotive and Mercedes AMG High Performance Powertrains. This saw him working on numerous engine projects which powered Mika Häkkinen to back-to-back Formula One Drivers' Championships in 1998 and 1999, before projects which have supported championship winning drives from Lewis Hamilton and Jenson Button. More recently, he has been involved with supercar and hypercar engines, including the McLaren Senna, Speedtail and Artura V6 Hybrid.

Elizabeth Noles, General Manager & Director of Phoenix Fluid Power, says: "Our team is growing and we're now designing and manufacturing a vast range of innovative systems, across more industries than we ever have in the past.

"Stefan is a really great addition to the team, providing extra support so we can finetune our operations and meet the increasing demand we're seeing – particularly from the electric vehicle market and high-end marine leisure sector, as well as other sectors utilising battery-powered technology."

Formerly known as Phoenix Hydraulic & Electrical Services, Woodston-based Phoenix Fluid Power rebranded in August to better reflect the firm's focus on designing, simulating and manufacturing advanced fluid power systems for customers worldwide.

Phoenix Fluid Power and its 35-strong team operate from a 20,000 square foot manufacturing facility, producing bespoke fluid power systems, including fluid control units, power packs, electrical control systems, cylinders and hose kits. Its site features the latest CNC turning and milling machines, waterjet cutting and shotblasting

capabilities, a dedicated hose assembly service area, and precision welding bays. It also houses an online parts shop, with more than 70,000 units in stock.

Sister brand Phoenix Marine is a member of the British Marine Federation and operates from Phoenix Fluid Power's site. The company specialises in designing and creating hydraulic systems for the marine industry, working for some of the best known superyacht manufacturers in the world.

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About Phoenix Fluid Power

Phoenix Fluid Power has been established for more than 40 years and has grown to become one of the UK's largest independent hydraulics and fluid power companies.

Working from our manufacturing and distribution facilities in Peterborough, we provide full hydraulic engineering solutions across a broad range of industry sectors, to a portfolio of global customers including Tier 1 and 2 OEMs, and individual clients.

With more than 70,000 hydraulic components in stock for immediate despatch and a team of fully qualified hydraulic, mechanical and electrical engineers, we can satisfy your complete hydraulic system design requirements.

For more information, go to www.phoenixfluidpower.co.uk



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