

PRESS RELEASE

Phoenix Marine Takes the Helm as HyDrive's New Hydraulic Steering Partner for Europe

PETERBOROUGH, England, February 24, 2025 — [Phoenix Marine](#) has expanded its product offering through a new collaboration with Southern Cross Marine – the company that brought [HyDrive's](#) Australian made manual hydraulic and power marine steering systems to the UK 25 years ago.

Manufactured from the highest quality materials, these systems use advanced hydraulic technology to reduce steering effort, enhance manoeuvrability, and improve overall safety. They are suitable for a wide range of boats, including small fishing and pleasure boats, superyachts and commercial vessels, ranging from five metres and 200 metres in length. HyDrive's range of manual hydraulic steering systems caters to all types of outboards, inboards, sterndrives and jets, also specialising in Catamaran steering.

For larger vessels, a range of power-assisted steering types and sizes caters to even the most demanding requirements, with full fly-by-wire electronic steering being one of the most popular control options. The company's systems are available in engine-driven, 12-24V DC electric, and both single- and three-phase AC electric configurations, delivering responsive handling in all conditions and providing captains with the confidence and control they need.

Grahame Anderson, General Manager at HyDrive Engineering, commented: "We're excited to partner with Phoenix Marine as they take the next step in representing our brand in Europe. Southern Cross Marine has done a remarkable job introducing HyDrive Steering systems to the region, and we're confident that Phoenix's commitment to quality and customer service aligns perfectly with our values. We look forward to a successful and long-term collaboration."

In alliance with Southern Cross Marine, HyDrive selected Phoenix Marine to be the company's next sole European distributor. Phoenix's strong reputation within the marine industry, together with its professionalism and expertise in hydraulic engineering, is what secured them the position. Southern Cross Marine will continue to provide technical support to Phoenix during and after this transition.

Elizabeth Noles, Director and General Manager at Phoenix Marine, welcomed the news: "We're incredibly grateful to Southern Cross Marine for the opportunity to further expand our marine offerings, especially in strengthening our relationships with commercial boat builders. We take great pride in our professional approach and unparalleled aftersales service, and we're excited to bring these qualities into our new collaboration with HyDrive."

Demand for both HyDrive manual hydraulic and full power steering systems has grown significantly since they were first introduced to the European market back in 2000.

Southern Cross Marine has had notable repeat customers over the years, including Sunseeker, Babcock International, Cheetah Marine, RYA, VSR, BW Seacat and Specialist Small Craft.

Will Meddick, Owner and Managing Director at Southern Cross Marine, said: "As our business evolves, we wanted to ensure HyDrive's legacy in Europe remains in trusted hands. Phoenix Marine felt like the natural choice to take up the gauntlet, bringing the technical expertise and proactive support that customers expect.

"Over the years, we've had several companies express interest in distributing HyDrive's systems, but choosing the right partner was crucial. We take our responsibility seriously, ensuring that local market knowledge and hands-on technical support remain at the forefront."

[HyDrive Engineering](#) Pty Ltd began manufacturing hydraulic boat steering equipment in South Australia in 1966, and since that time, has been one of the world leaders in boat steering technology. The largest marine steering manufacturer in the Southern Hemisphere, HyDrive boasts sales of almost a million units around the world.

About Phoenix Marine

Phoenix Marine designs and manufactures hydraulic systems and bespoke mechanisms for the world's leading yacht builders. As a division of Phoenix Hydraulics & Electrical Services Ltd, the company has more than four decades' worth of expertise creating bespoke solutions for any marine hydraulic application. All products are designed and built in manufacturing facilities in Peterborough, UK. Phoenix is a member of the British Marine Federation and Superyacht UK, with all products backed up with a global warranty.



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