



YANMAR

News Release

September 29, 2016

Yanmar Co., Ltd.

Yanmar Receives Good Design Award 2016 for YT3 Series Tractor and the Yanmar Museum

Yanmar's YT3 series tractor and the Yanmar Museum were both awarded in the Good Design Award 2016 by the Japan Institute of Design Promotion. Yanmar's tractor was lauded as heralding a new direction for cutting edge agricultural machine design coupled with improved operability and performance. Furthermore, Yanmar Museum was highly commended for its stylish external appearance, implementation of natural green spaces, and sophisticated design of the entrance area.

About Award Designs

Product name: Yanmar YT3 series tractor

Product overview: Yanmar's YT3 series tractor has revolutionized the face of agriculture in Japan. The tractor realizes carefully cultivated fields with superior operability and comfort for the farmer. The innovative design conveys a feeling of satisfaction to the proud owners. This product is supporting the next generation of farmers through improved efficiency and comfort that realizes dreams and brings a new level of pride to agriculture. The YT3 series tractor was selected for both the Good Design Best 100 Award and was nominated for the Good Design Grand Award.

Good Design Award website: <http://www.g-mark.org/award/describe/43938>



Facility name: Yanmar Museum

Facility overview: Located in Shiga prefecture, Japan, the Yanmar Museum offers visitors an interactive experience that provides insights into initiatives surrounding food production and harnessing power through the utilization of agricultural and construction machinery.

Designed to blend into the surrounding natural landscape of the Nagahama area, the design enables visitors to experience initiatives which are aimed towards creating a sustainable society through the use of recycled energy. Amongst these initiatives are a biotope which reflects the environmental conditions of the nearby Biwa Lake, and a foot spa which is heated using waste heat from engines which power the generators.

Good Design Award website: <http://www.g-mark.org/award/describe/44329>



Exhibitions of Nominated Designs

From September 29, designs nominated for the Grand Award will be on exhibition at Good Design Marunouchi in Marunouchi, Tokyo, Japan. The Good Design Exhibition 2016 will commence on October 28, exhibiting products selected from the Special Award and the Best 100 awards.

Good Design Grand Award Election 2016 (public ballot system to decide the grand award)

Dates: September 29 - October 23 from 11am to 8pm (JST). Note: The venue will open every day except for October 2.

Venue: Good Design Marunouchi, Tokyo, Japan

<https://www.g-mark.org/gdm/index.html>

Note: The YT tractor which was nominated for the Grand Award will be on display from October 15-16.

GOOD DESIGN EXHIBITION 2016

Date: October 28 - November 3

Venue: Tokyo Midtown and Shibuya Hikarie, 8F, Tokyo, Japan

<http://www.g-mark.org/gde/2016/>

About Yanmar

With beginnings in Osaka, Japan in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. Moving on, with industrial diesel engines as the cornerstone of the enterprise, Yanmar has continued to expand its product range, services, and expertise to deliver total solutions as an industrial equipment manufacturer. As a provider of small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, machine tools, and components — Yanmar’s global business operations span seven domains.

On land, at sea, and in the city, Yanmar’s Mission of “providing sustainable solutions focused on the challenges customers face, in food production and harnessing power, thereby enriching people’s lives for all our tomorrows,” stands testament to Yanmar’s determination to provide us with “A Sustainable Future.” For more information, visit Yanmar Co., Ltd. at its global website at <https://www.yanmar.com/global/about/>.

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