

Yanmar – the Marine Technology Experience –

The first episode of the campaign with Silver Arrows Marine explores the excitement of open water



The episode is available at <http://www.mynewsdesk.com/yanmar>

OSAKA, Japan (September 4, 2018) Yanmar has launched a new integrated brand campaign to promote the company's hi-tech diesel maritime engines. The dynamic content will highlight Yanmar's close working relationship with some of the key boat builders in Europe, as well as reinforce the high level of quality and reliability associated with its product range in this sector.

The campaign ("Yanmar – the Marine Technology Experience") will provide an exclusive insight into the boat builders' successful partnership with Yanmar, and how they are enabling their vessel owners to focus on the enjoyment and excitement of sailing on open water.

In the first episode, viewers will meet Silver Arrows Marine's CEO, Jacopo Spadolini, and Global Marketing and Communications Director, Paolo Bonaveri, who reveal that

their dream was to create a unique vessel, the ARROW460-Granturismo. This epitomises the powerful partnership between Silver Arrows and Mercedes-Benz Style, who together spent four years developing an unrivalled sailing experience in its class.

Their aim was to design and build a 14-meter motor yacht that embraces life, with the quality and prestige of a superyacht. To achieve this, they had to use the right materials and technology, with the support of the best partners.

For the engine manufacturer, the priorities were: a high-quality brand with reliable products; and a quiet and smooth powertrain, not only to comply with the design being like the S-Class Coupé of the sea, but also for passenger comfort.

“The engine is the heart of our boat,” says Paolo Bonaveri. “So, it is very important, because we are not only talking about speed and power, but also less vibration, low noise levels and elegance to create the ambiance of a Granturismo – with Yanmar, we have found the ideal solution.”

Hiromi Kubota, Divisional Manager of the Brand Communication Division, Yanmar Co., Ltd. says, “The campaign came from our desire to tell some of the amazing stories that we hear from our influential customers around the world.

Our intention is to highlight the reliable and innovative technology inherent within Yanmar engines through the positive experiences and excitement of our customers, which ultimately leads to our vision for a sustainable future.”

This episode is available at the Yanmar Newsroom:

<http://www.mynewsdesk.com/yanmar>

About YANMAR

With beginnings in Osaka, Japan in 1912, YANMAR was the first ever company 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".

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