



## YANMAR COMPACT EQUIPMENT NORTH AMERICA SELECTS NEW COMMERCIAL DIRECTOR

*Tate Johnson Announced for Role*

GRAND RAPIDS, Minn. (Nov. 23, 2020) – YANMAR Compact Equipment North America, encompassing the YANMAR Compact Equipment and ASV Holdings Inc. brands, announces Tate Johnson as commercial director. Johnson will be responsible for channel development, sales and national accounts for YANMAR and ASV compact equipment in North America. He will focus on expanding the availability of ASV and YANMAR compact equipment products to customers.

“I’m excited to join the YANMAR and ASV team,” said Johnson. “I can’t wait to get out in the field to meet dealers and customers and discuss ways we can better serve them and grow our presence in North America.”

Johnson brings more than 20 years of experience developing, fielding and supporting products used in mission or job-critical applications. He is experienced in channel development and product management, marketing and commercial sales, and business development. He also brings experience in business strategy, P&L management, and business and profit growth.

“Tate brings a wealth of experience in finding ways to grow businesses and make customers’ lives easier,” said Kevin Zimmer, president of YANMAR Compact Equipment North America. “We’re excited to have him join the team as he helps us find new ways to serve our dealers and customers.”

Johnson earned a bachelor’s degree in physics from St. John’s University and has graduated from the executive business acumen program at the University of New Hampshire and the Mini-MBA program at St. Thomas University.

### **About YANMAR Compact Equipment North America:**

YANMAR Compact Equipment North America, located in Grand Rapids, Minnesota, encompasses YANMAR Compact Equipment division’s powerful, dependable and efficient compact excavators, tracked carriers and wheel loaders and ASV’s innovative, reliable and industry-leading Posi-Track® compact track loaders. YANMAR Compact Equipment North America is a division of Osaka, Japan-based Yanmar Co. Ltd which was established in 1912, and in 1933 became the world’s first manufacturer to develop a practical small diesel engine. Today, YANMAR is a recognized leader in the design and manufacturing of advanced performance diesel engines and diesel-powered equipment. For more information: YANMAR Compact Equipment North America, 840 Lily Lane, Grand Rapids, MN 55744; call 1-800-205-9913; fax 218-327-9122; <https://www.yanmar.com/us/products/construction/>.

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*\*Photo courtesy of YANMAR Compact Equipment North America*

**IMAGE:** TateJohnson.jpg

**CUTLINE:** YANMAR Compact Equipment North America introduces Tate Johnson as commercial director.

# YANMAR



**Suggested Tags:** ASV Holdings Inc., YANMAR Compact Equipment North America, YANMAR, Compact Track Loaders, Construction Equipment, Skid Steers, New Hire

**Suggested Media Social Post:** YANMAR Compact Equipment North America announces Tate Johnson as commercial director. [link & photo]

**Facebook Handle:** @ASVHoldings and @YanmarAmericaConstruction

**Twitter Handle:** @YanmarAmerica

**YouTube Handle:** @ASV Holdings Inc. and @YANMAR America Corporate HQ

**Instagram Handle:** @ASV\_Machines and @YanmarAmerica

**LinkedIn Handle:** @ASV Holdings, Inc. and @YANMAR America – Compact Equipment

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