



**YANMAR AMERICA SELECTS NEW
DIRECTOR OF AGRICULTURE AND UTV DIVISIONS**

Mark Short Announced for Role

ADAIRSVILLE, GA (January 26, 2021) – Yanmar America is pleased to announce Mark Short as Director of the Agriculture and UTV divisions. Mark will be responsible for planning, directing and overseeing the operations and fiscal health for all aspects of the Agriculture and UTV businesses for Yanmar America, including market segmentation and positioning, voice of the customer, product launch and sales.

According to Jeff Albright, President, Yanmar America, "Mark brings a vast wealth of experience and knowledge from the Outdoor Power Equipment Industry that includes dealer and distributor networks, major retail account management, sales, marketing and more. His skills fit perfectly to this role, and we are excited to have him."

Prior to Yanmar, Mark served as Corporate Director of Retail Business Development and Global Director of Sales and Marketing for the Ball Horticultural Company. Prior to that, he served as the Vice President of Marketing and Engineering at Agri-Fab supplying products and parts to the OPE industry. Mark also spent several years as a Merchandise Manager for the OPE category with True Value Hardware.

Mark holds a Bachelor of Arts in marketing and business management from Lewis University.

About Yanmar America Corporation:

Yanmar America Corporation, located in Adairsville, GA, is the regional headquarters of Yanmar Co., Ltd. a global company based in Osaka, Japan. Yanmar Co. Ltd., 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, as well as gas engine-based energy systems. Yanmar America Corporation is located at 101 International Parkway, Adairsville, GA 30103. For more information, please visit yanmar.com/us.

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