



YANMAR

Release

March 29, 2021

Yanmar Holdings Co., Ltd.

Yanmar Develops Compact Tractor Business in Germany with New Master Dealer Wassenberg



Yanmar will expand its YT tractor (pictured) and SA 22-60 HP compact tractor line-ups in Germany through Master Dealer Wassenberg.

Almere, The Netherlands – 29th March, Yanmar has concluded a Master Dealer Agreement with compact tractor and machinery company Wassenberg GmbH, for the sales and service of the YANMAR YT and SA 22-60 HP compact tractor series in Germany. The partnership has secured an important green sector contract in the city of Cologne.

The move will expand Yanmar's agricultural activities in Germany, making the company's tractors, service and spare parts available through Wassenberg as well as Yanmar's current dealer network.

Germany, an important market for YANMAR

As part of YANMAR's medium-term strategy to further develop the German market, the company will position its tractors in the premium tractor range and will actively promote its tractor ranges in the market through its new partnership with Wassenberg.



“We have found in Wassenberg the right partner to further develop the German market,” said Cord Hansen, Sales Manager Agriculture at YANMAR Europe. “The combination of quality, knowledge and experience of our two companies will be a strong asset for the future.”

New standard in quality, environment and comfort

Based in the German Rhine-Ruhr region, and with a history of almost 125 years, Wassenberg is a strong player in the green sector for municipal services, landscaping and professional gardening. Yanmar’s partnership with Wassenberg will help develop the German market while expanding Wassenberg’s current portfolio with the new-generation Yanmar tractor range – a win for both companies.

“We are very pleased to be a YANMAR Master Dealer for our region and provide our customers with the most advanced tractor technology,” said Hans-Jürgen Wachten, Managing Director at Wassenberg GmbH. “In our short cooperation, we have already succeeded in completing a prestigious project with eight municipality tractors. We look forward to working with YANMAR and to a pleasant continuation of our partnership.”

Soon after concluding the Master Dealer agreement, Wassenberg had the opportunity to submit a tender for eight tractors with various implements for the Sports Authority Department of the City of Cologne. With their economical, Stage V compliant engines, Yanmar’s advanced YT tractors easily met the municipality’s demanding product and quality requirements.



Yanmar’s tractors will tend facilities for Cologne’s Sports Authority Department.



YANMAR

YANMAR SA and YT compact tractor series

YANMAR's high-quality SA and YT tractor series is available from 22 to 60 HP and equipped with the latest YANMAR common rail Stage V engines certified according to the most stringent EC167/2013 standard.

The tractors are fully designed and manufactured by YANMAR in Japan for professional use with high productivity, great versatility and optimum operator comfort. In addition to their functional benefits, they come with an attractive design by Mr. Ken Okuyama, who also designed for Ferrari and Porsche.

Both tractor series are commonly used by landscaping professionals in various sectors, including gardening, municipality services and (all-season) maintenance of the public area and are well-known for their high quality and reliability.

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. A pioneer in diesel engine technology, Yanmar is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components — Yanmar's global business operations span seven domains. On land, at sea, and in the city, Yanmar provides advanced solutions to the challenges customers face, towards realizing A Sustainable Future.

For more details, please visit Yanmar Europe:

<https://www.YANMAR.com/eu/About-Us/>

About Wassenberg GmbH

Wassenberg GmbH is a leading, modern company with over 120 years of experience in sales, maintenance and repairs of vehicles, machines and equipment for municipal services, landscaping and professional gardening. Customers include municipalities, federal and state enterprises, cemetery administrations, as well as Bundesliga and golf clubs, gardening, landscaping and forestry companies. Wassenberg is a family business owned by the Wachten family, founded in 1899 with a long and well-established name and reputation in the market. From its headquarters in Grevenbroich in the middle of the Rhineland, the company operates



YANMAR

with a motivated team of 40 employees. For more information, visit <http://www.wassenberg-gmbh.de/>.

<NOTE>

The contents of this news release reflect what was mentioned in the press announcement. Please be aware that the contents of this release may differ with new information and developments.

Inquiries

Corporate Communications, Yanmar Global Expert Co., Ltd.
newsroom@yanmar.com