



YANMAR

CORPORATE PROFILE

YANMAR GROUP

YANMAR HOLDINGS CO., LTD.

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Takehito Yamaoka

President and CEO
YANMAR HOLDINGS CO., LTD.

ENGINEERING A BETTER SOCIETY THROUGH NEW TECHNOLOGY

Since our founding in 1912, we at Yanmar have inherited the will of our founder, who cherished our corporate mission to exist in harmony with society at large. By leveraging our outstanding technology cultivated continuously over the course of our history, from the successful development of the world's first compact diesel engine to our current development efforts, we endeavor to assist our customers in overcoming their unique challenges in various domains, including food production and energy conversion, to create a society in which mankind and the natural world can flourish together.

The world is changing at an ever accelerating pace. As the world's population continues to undergo explosive growth, the number of people employed in the agriculture and fishery industries has declined while the population has aged in developed countries such as Japan, and improving food productivity and energy efficiency have become urgent challenges worldwide. Additionally, urbanization is proceeding at a breakneck pace all over the world, and the need for infrastructure improvements, including construction equipment and air conditioning / power generation equipment, is also expected to continue to expand going forward.

With the dramatic development of technologies such as IoT and AI against this backdrop of environmental change, it has become possible to provide new value that was beyond reach only a few years ago. Based on our philosophy of realizing maximum prosperity using minimum resources, we at Yanmar are now met with an increasing array of opportunities to contribute in a way that meets our customer's challenges and needs with products, solutions and services that are more

customized to each user than ever. On the other hand, this also means that we must constantly temper our existing technologies and services and evolve according to the times while maintaining a healthy sense of urgency.

We believe that the value of our existence here at Yanmar is in enabling people to lead richer lives and ensuring the environment remains a place of abundance, and how to contribute to these two visions of sustainability is of the utmost importance to our company's leadership. Under a changing social landscape and as the range of our company's activity extends from Japan outward to the world at large, we will seize on the above changes as a chance to contribute to a more sustainable future that is both exciting and allows human kind to live in harmony with nature, with a core focus on developing technologies.

Mission Statement

**We strive to provide
sustainable solutions for needs
which are essential to human life.**

**We focus on the challenges
our customers face in food production
and harnessing power,
thereby enriching people's lives for
all our tomorrows.**

"MAXIMUM PROSPERITY WITH MINIMUM RESOURCES"

World-leading Technology to Reduce People's Burden

"I want to reduce the burden of the common laborer with the power of machines" - that was the conviction of Yanmar's founder Magokichi Yamaoka, who was born to a farming family and witnessed first hand the harsh labor conditions of those around him.

After founding Yanmar, Mr. Yamaoka saw the tremendous potential of the diesel engine as a safe next-generation labor-saving power source that provided a high energy conversion rate, but commercially available diesel engines of the time were large and were not suited to the unique demands of agricultural applications, which required further improvements in portability. Mr. Yamaoka threw himself into the task of reducing the size of the diesel engine for practical use, a feat which was technically difficult and, after many failures, he succeeded in producing the world's first compact diesel engine. This was his first step in bringing his vision to fruition.

To Conserve Fuel Is to Serve Mankind

After his success in miniaturizing the diesel engine for practical use, Mr. Yamaoka was more convinced than ever of his vision that he should "contribute to the development of society while ensuring that not a single drop of fuel is wasted in resource-poor Japan." He proceeded to expand Yanmar's business to the manufacture of a variety of different industrial machines, focusing on the production of superior engines with the philosophy "to conserve fuel is to serve mankind."

In Japan, Mr. Yamaoka and his associates worked diligently to bring small diesel engines onto the agricultural market and popularize agricultural equipment. During Japan's postwar reconstruction period, as the government implemented fishery industry stimulus policies to deal with an ongoing food crisis, the company was among the first to shift its efforts towards the development of diesel engines used on fishing vessels and during Japan's long period of strong economic growth that followed thereafter, the company further expanded its business into the manufacture and sale of construction equipment designed to meet the needs of rapid urban development and a strained labor force, contributing to the development of society at large.

Looking overseas, the company began exporting diesel engines to primarily Asian customers, including in the Philippines and India, five years after successfully miniaturizing the diesel engine. In the 1950s, the company set up its first overseas subsidiary in Brazil, beginning its shift from a local to a global provider of equipment.

Striving for a Sustainable Future

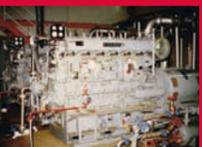
Now, almost 70 years later, as we face various challenges on a global scale, including population, energy, environment and food, Yanmar is now fully engaged in seeking more sustainable solutions for our customers. In order to better respond to the myriad challenges of our current world while keeping with our founder's philosophy of "to conserve fuel is to serve mankind" and contribute to the further development of society, in 2016 we unveiled a new corporate mantra: "A SUSTAINABLE FUTURE."

Sustainable Prosperity for All. A Sustainable Natural Environment.

Yanmar aims to balance these two types of sustainability not only through our business, but through all of our actions, including our dedicated contributions to our community. As a company we have tirelessly sought solutions to social problems and the enrichment of people's lives by providing industry leading solutions to our customers. It is precisely this spirit, passed down from our founder unbroken, which forms the bedrock of our philosophy as a company. After more than 100 years, and looking forward to the next 100 years, Yanmar will continue to evolve constantly, with technology as its core development strategy.

Everything for a richer future.

A SUSTAINABLE FUTURE

<p>1912</p> <p>Founding</p> <p>Magokichi Yamaoka founds the Yamaoka Hatsuoki Kosakusho (Yamaoka Motor Machine Workshop) to repair and sell gas engines.</p> 	<p>1933 Industrial Engines</p> <p>World's First Small Diesel Engine Completed</p> <p>World's first small horizontal water-cooled diesel engine, the HB (5 to 6 hp) completed.</p>  <p>■ The HB horizontal water-cooled diesel engine</p>	<p>1937 Agricultural Business</p> <p>Release of Power Tiller / Tractor</p> <p>Yanmar advances into agricultural equipment. The Rikuogo Tiller and Okada-type Yanmar Tractor are released.</p>  <p>■ Okada Class Yanmar tractor</p>	<p>1947 Marine Business</p> <p>Release of Small Diesel Motor for Fishing Boats</p> <p>In a groundbreaking industry development, Japan's smallest vertical diesel engine, the Model LB (5 to 7 hp) is released.</p>  <p>■ Model LB Marine Diesel Engine</p>	<p>1947 Component Business</p> <p>Establishment of Kanzaki Kokyukoki</p> <p>The Kanzaki Kokyukoki (Kanzaki Advanced Machinery Manufacturing) Co., Ltd., which handles the repair of machine tools and the production of jigs and dedicated machines, is established.</p>  <p>■ Kanzaki factory after first round of maintenance was completed</p>	<p>1952 Large Engines</p> <p>Auxiliary Engine for Ocean-Going Vessels Release of Medium and Large Engines</p> <p>With a renewed focus on increasing demand for auxiliary engines for ocean-going vessels, the company manufactures and releases a medium duty (120 horsepower) auxiliary engine which powers generators and pumps inside the ship.</p>  <p>■ Model 4MS(L)</p>	<p>1953 Energy System Business</p> <p>For Use as a Power Supply / Standby Power Supply Commercial Release of Large Diesel Engine Model</p> <p>First manufacture and release of large diesel engines used for emergency power generation for power companies, power plants, buildings and factories.</p>  <p>■ Diesel generator provided to the Tokyo Astronomical Observatory Norikuradake Corona Observation Station</p>	<p>1968 Construction Equipment Business</p> <p>World's First Self-Propelled Mini Excavator Released</p> <p>To serve the developing civil engineering construction market, a small self-propelled wheel-type mini excavator, the YNB300, equipped with a compact diesel engine, is released.</p>  <p>■ YNB300 Wheeled Mini Excavator</p>	
<p>Founding Period</p> <p>Mr. Yamaoka succeeded in miniaturizing the diesel engine after significant effort in order to make farmers' work easier</p>		<p>Postwar Reconstruction Period</p> <p>Demand for diesel engines with superior economic efficiency expands due to deteriorating food conditions and power shortages</p>		<p>Business Expansion Period</p> <p>Due to a labor shortage brought about by rapid industrialization, mechanization was promoted, leading to the development of higher performance engines and machines</p>		<p>Enhancement of Environmental Solutions</p> <p>Pursuing industry-leading environmental technologies as efforts to address global environmental issues become a global mission</p>		<p>Towards a Sustainable Society</p> <p>Providing a richer life through solutions focusing on basic research and a more globalized research infrastructure</p>
<p>1955</p> <p>The German Inventors' Association awards the Gold Diesel Medal to Magokichi Yamaoka</p> 	<p>1956</p> <p>Yanmar Technology Institute (now the Research & Development Center) opens</p>	<p>1957</p> <p>West Germany awards the Cross of Merit to Magokichi Yamaoka</p> 	<p>1957</p> <p>Establishment of Yanmar's first foreign subsidiary in Brazil</p> 	<p>1984</p> <p>Delivery of a cogeneration system to Syowa Station, Antarctica</p> 	<p>2012</p> <p>World's first certification under US CARB exhaust gas regulations (4th edition) (19 to 56 kW)</p> 			



LAND, SEA, AND CITY, THE PLACES WE LIVE

Yanmar has seven business fields - land, sea, and city. Our engine business offers quality and reliable engines since the founding. In our agricultural business, we expand globally to ensure an abundant food supply. Our marine related business strives to coexist with the marine environment. We offer energy reducing technology in our energy system business. Our construction business provides an extensive range of construction equipment, and our component business manufactures innovative products.

Industrial Engines

As a pioneer in manufacturing compact diesel engines for industrial use, we develop, manufacture, sell, and provide after-sales servicing for our top-class products.

- Products include compact diesel engines for industrial use, gas engines and precision components for fuel injection systems.

Power Products

Production, sales, development, and services are all working in unison to increase lifetime value of the engine over the long life of the vessel for customers.

- Products include marine- and land-use diesel engines, gas engines, gas turbines, and products related to these systems.

Agricultural Business

To realize sustainable agriculture, we support agricultural management and smart agriculture employing ICT and other cutting-edge technologies.

- Products include tractors, combines, rice transplanters, power tillers, farm facilities, unmanned helicopters, and other products and materials related to agricultural use.

Marine Business

Yanmar is devoted to developing high-power, yet environmentally friendly marine engines that deliver performance for different environments, fishing boats and recreational boats featuring excellent comfort and operability, as well as a wide range of other products and systems, such as marine helicopters, indispensable to the aquaculture industry.

- Products include marine diesel engines, marine equipment, FRP recreational boats, small fishing boats.

Energy System Business

We offer total energy solutions with our GHPs, cogeneration systems, and emergency generators that help with BCP and contribute to reductions in energy consumption. We are also focusing on renewable energies, such as bio-energy.

- Products include cogeneration systems, bio gas cogeneration systems, gas heat pumps, stand by generators, pump drive systems and solar power generation systems.

Construction Equipment Business

As the pioneer of compact construction equipment, Yanmar is an industry leader. In addition to being the first company to sell a zero tail swing excavator, the ViO series, we supply a wide variety of construction equipment, general-purpose machinery, portable generators and light towers.

- Products include mini excavators, wheel loaders, carriers, small generators.

Component Business

We develop and manufacture a variety of drivetrain systems based on our unique hydraulic control and gear processing technologies. These technologies are used in a wide range of fields in agricultural machinery and ships.

- Products include hydraulic equipment, gears, transmissions, marine gears and machine tools.

Food and Home Appliance Business

Aiming for the sustainable development of primary industries and the creation of affluent dietary, we offer solutions in the areas of food and housing, from production support services and food distribution to kitchen designs.

- Sales of foodstuffs, production support services for primary industry, home appliances sales.

Land

TRANSFORMING AGRICULTURE INTO A FOOD VALUE CHAIN

With farm machinery, Yanmar has long supported food production, the foundation for life. And with the aim of making agriculture more sustainable in the future, Yanmar is transforming agriculture into a food value chain by utilizing ICT and offering new solutions.



Sea

WORKING TOWARD SUSTAINABLE PRACTICES ON OUR OCEANS

Yanmar recreational and commercial marine engines are clean and deliver stability and efficiency. Our extensive range of fishing and aquafarming technology is designed with a focus on sustainability.



City

NEXT-GENERATION ENERGY

Yanmar is committed to providing towns and cities with highly-efficient energy systems. Whether government or private companies, Yanmar is leveraging renewables to provide energy, gas cogeneration systems to provide heat and power, and gas heat pumps to provide efficient climate control.



To fulfill our mission statement and realize A SUSTAINABLE FUTURE, we will work to solve various social issues we face through our business and contribute to the achievement of the SDGs.

Mission Statement

To create a prosperous society where people and nature coexist.

Mission Statement

We strive to provide sustainable solutions for needs which are essential to human life.

We focus on the challenges our customers face in food production and harnessing power, thereby enriching people's lives for all our tomorrows.

A SUSTAINABLE FUTURE

— New Value through Technology —

Our Four Future Visions for A SUSTAINABLE FUTURE

VISION 01

An Energy-saving Society



Expanding the possibilities of energy. Using affordable and safe power, electricity, and heat, whenever necessary and only as much as necessary.

VISION 02

A Society Where People Can Work and Live with Peace of Mind



Transforming harsh labor into comfortable work. Everyone can work comfortably and earn a steady income while living a rich life in harmony with nature.

VISION 03

A Society Where People Can Enjoy Safe and Plentiful Food



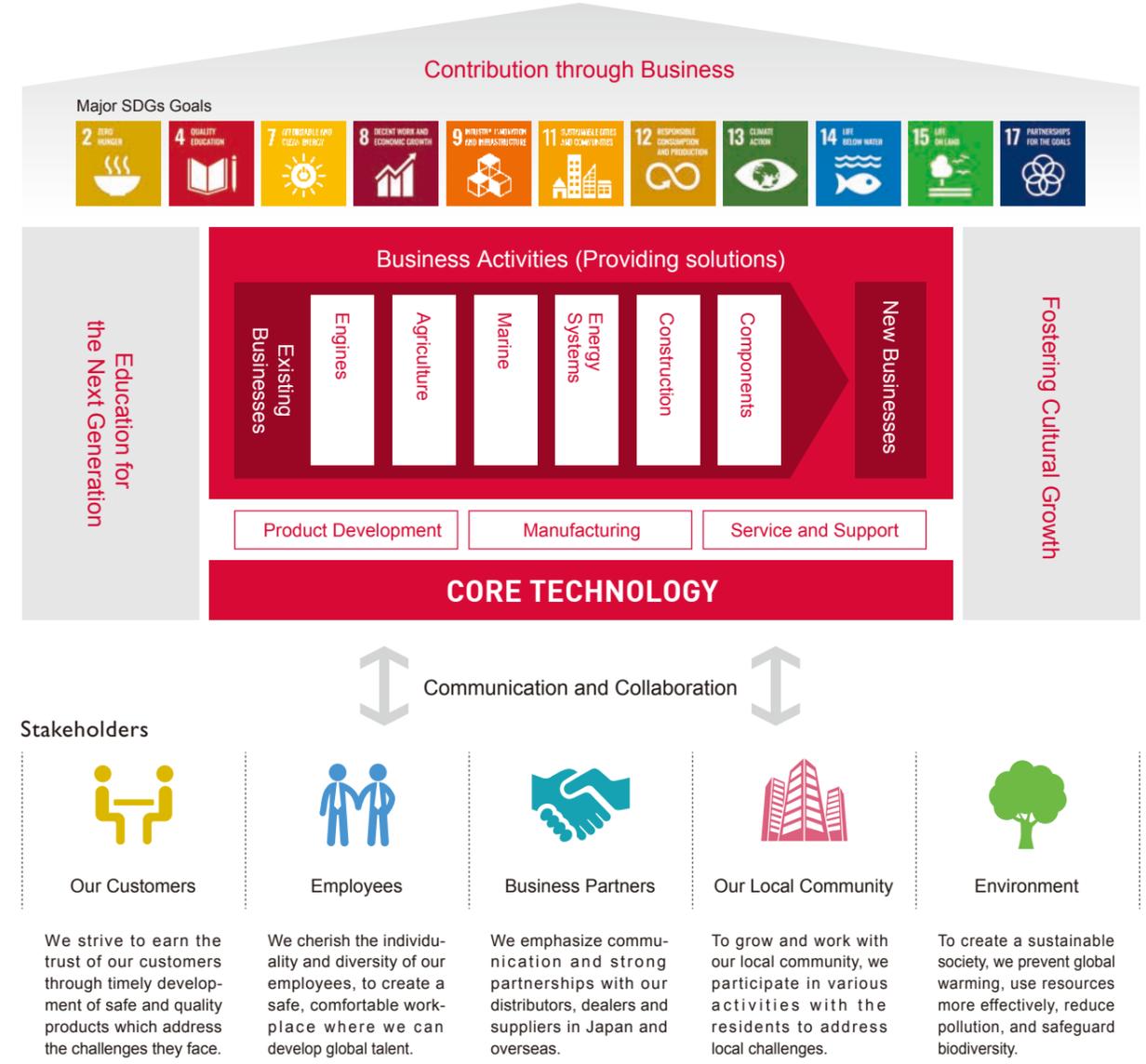
Ensuring delicious, safe, and nutritious food, anywhere in the world, at any time. Everyone can live a healthier life.

VISION 04

A Society That Offers an Exciting Life Filled with Rich and Fulfilling Experiences



Creating a world where work and leisure are enriching and enjoyable. We will continue to increase the quality of life for everyone.



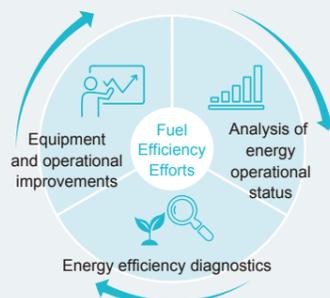
VISION 01

An Energy-saving Society

Objectives

Expanding the possibilities of energy. Using affordable and safe power, electricity and heat, whenever necessary and only as much as necessary

Our Products, Services and Support for VISION 01



Energy Management System

We contribute to the optimization for facility-wide energy use via the fuel efficiency diagnostics and analysis of energy operational status. This is how we help to achieve energy efficiency.



Diesel Engines for Industrial Use

We develop ultra-high fuel efficient, high-power engines to expand our industrial diesel engine sector. These engines are also compatible with the latest European Stage V standards.

Aligned SDGs



[Customer case study] MARUTAI Co., Ltd.

At the center of this company's energy-saving measures is the introduction of gas cogeneration and gas heat pump (GHP) air conditioning. Gas cogeneration reduces energy use and CO₂ emissions by utilizing waste heat for air conditioning and other purposes. When used in combination with high-efficiency GHP air conditioning, it is reducing energy use and costs, and is also making a large contribution to reducing peak power demand. Yanmar is aiming for further energy savings with an energy management system that achieves optimal control of this heat and power.



Engine Business

Conducting verification tests of a maritime fuel cell system using a boat produced in-house, working towards the use of hydrogen energy in shipping

Aligned SDGs



As global environmental regulations grow stricter and programs are being carried out to achieve carbon neutrality, Yanmar has developed a maritime fuel cell system that combines technologies including the fuel cell units used in the Toyota Mirai, and are conducting verification testing using a boat that was produced in-house in order to develop technologies for future power trains that utilize hydrogen fuel. This maritime fuel cell system was designed to meet the unique safety requirements of marine vessels, and the power management system including the lithium-ion batteries and propulsion motor were developed by Yanmar. In the future, we plan to apply these technologies to create a wide range of electrified products.

Because the boat which Yanmar developed contains large numbers of electronic devices and hydrogen tanks, it was necessary to minimize the adverse effects of noise from electrical devices, and to create a special deck shape to protect the hydrogen tanks in the event of running aground or a collision. For this and other purposes, we made full use of our advanced technologies for FRP molding and boat shell assembly.



Energy System Business

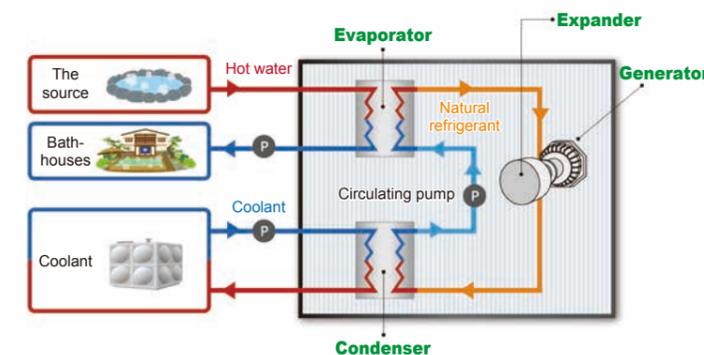
Developing a compact Organic Rankine Cycle (ORC) waste heat power generator that utilizes waste heat from hot springs – an untapped source of energy

Aligned SDGs



Yanmar is continuing to create a wide range of energy products that have high power generating efficiency and low environmental impacts, aiming to realize a society that allows people to work and live comfortably and with peace of mind. In recent years, we have been developing energy systems as total energy solutions for a sustainable future. As one solution that makes effective use of heat that was not used in the past, we are developing a packaged, compact, under 10kW Organic Rankine Cycle (ORC) waste heat power generator. Creating it as a package improves workability and facilitates the installation of multiple units, allowing us to propose the optimal capacity for each project.

By using sources of heat that were not used before – such as factory waste heat and hot spring heat – it is possible to reduce CO₂ emissions compared to energy from fossil fuels, and contribute to mitigating climate change. Because Japan contains many small-scale sources of heat including hot springs and factories, Yanmar can utilize them to propose optimal solutions from both societal and economic perspectives.



VISION 02

A Society Where People Can Work and Live with Peace of Mind

Objectives

Transforming harsh labor into comfortable work.
Everyone can work safely and earn a steady income while living a rich life in harmony with nature.

Our Products, Services and Support for VISION 02



True Zero Tail Swing Mini Excavator

The rear does not protrude beyond the vehicle width, allowing the excavator to turn in tight circles and work beside a wall without worrying. It offers improved safety and comfort at narrow construction sites.



Standby Power Generation Systems

Standby generation systems contribute to ensuring safety of human life, protecting property, helping with relief efforts by taking over the supply of electricity to various equipment in the event of a power outage due to a natural disaster.



Aligned SDGs



[Customer case study] Honbu Farm Co., Ltd.

As Honbu Farm is working to improve productivity, the treatment of animal waste resulting from the larger number of dairy cows became a major issue in terms of work, time, and fuel and other expenses. To resolve this issue, the farm installed two 24.5kW biogas cogenerators that turn biogas generated from dairy cow waste into a source of energy for generating power. This not only achieved the use of recycled energy, but also reduced the man-hours and costs required for waste treatment. Honbu Farm is working to become a recycling based farm, and in addition to use of waste for heat and power, the residual fluid after waste treatment is used as liquid fertilizer.



Yanmar Synergy Square

Operating Yanmar Synergy Square as a global CS hub, seeking to further expand services that keep customers working with “no downtime”

Aligned SDGs



In 1984, Yanmar began monitoring generators on remote islands as part of our energy business. Subsequently we continued expanding our remote monitoring services in different business areas. In 2015, we established the Remote Support Center in pursuit of providing total support to all customers of the Yanmar Group. We have worked to realize advanced predictive maintenance services and services that keep our customers working with “no downtime,” and also to provide support for business improvements by utilizing collected data.

In 2020, we established Yanmar Synergy Square as a place that brings together the knowledge and expertise of our business partners around the world and the Yanmar Group to create new future-oriented service solutions aimed at generating synergy. By providing monitoring so that our customers’ machines can always operate in the best condition, and preventing work interruptions resulting from mechanical failures, as well as theft and other damage, Yanmar is working to help maintain and improve customer productivity.



Yanmar Synergy Square



Remote Support Center (Adjacent to the Contact Center of Yanmar Energy Systems Co., Ltd.)

Construction Equipment Business

Providing new value to city development around the world as a pioneer in the field of compact construction machinery

Aligned SDGs



As a pioneer in the field of compact construction machinery, Yanmar produces construction machines and services that can deliver the top level of performance for safe and comfortable work at construction sites. Our construction machines combine high-performance engines with hydraulic systems that utilize original Yanmar technologies to achieve high operability backed by high efficiency and low fuel consumption.

The Yanmar construction equipment business began with the release of the YNB300 mini excavator in 1968 as a construction machine that delivered labor savings in civil engineering work. Since then, we have continued to provide products which meet the needs of the times. 2021 marked the 50th anniversary of the release of the YFW500D – the world’s first crawler carrier equipped with a Yanmar diesel engine and dump function. Yanmar is continuing today to support city development around the world and the lives of the people who live there.



In 1968, Yanmar released the YNB300 self-propelled wheeled mini excavator equipped with a Yanmar diesel engine. Being able to move independently and excavate in the characteristic narrow worksites of Japan, the YNB300 precisely addressed the needs resulting from a labor shortage and soaring personnel costs.



Giving shape to the idea that adapting a combine undercarriage and installing a cargo box would permit the transport of materials over soft ground where trucks and dump trucks cannot travel, in 1971, Yanmar released the YFW500D – the world’s first crawler carrier equipped with a Yanmar diesel engine and dumping function.

VISION 03

A Society Where People Can Enjoy Safe and Plentiful Food

Objectives

Ensuring delicious, safe, and nutritious food, anywhere in the world, at any time. Everyone can live a healthier life.

Our Products, Services and Support for VISION 03



Robot tractor

We are branding the automated driving agricultural machine that realizes labor saving and efficiency improvement of agricultural work as SMARTPILOT by utilizing ICT such as location information and robot technology developed by our company. The robot tractor developed by our company is also one of SMARTPILOT, and it can be controlled with a tablet device without getting on the tractor, and the operator can perform other work while monitoring in the same field, so the labor saving is significant. Since you can work efficiently with a small amount of manpower, you can work without missing the right time even if you expand the planted area.

SMARTPILOT

Aligned SDGs



[Customer case study] Ajichi Farm Co., Ltd.

Ajichi Farm was one of the first to introduce the YR8D, A auto-rice transplanter, which delivers high-precision automated driving. Ajichi Farm is actively moving forward with ways of improving productivity, including the introduction of IT and creating a corporate organization that separates field work and office work. The introduction of the auto-rice transplanter allows anyone to easily perform rice planting work, saving labor and making it possible for two persons to complete work that previously required four.



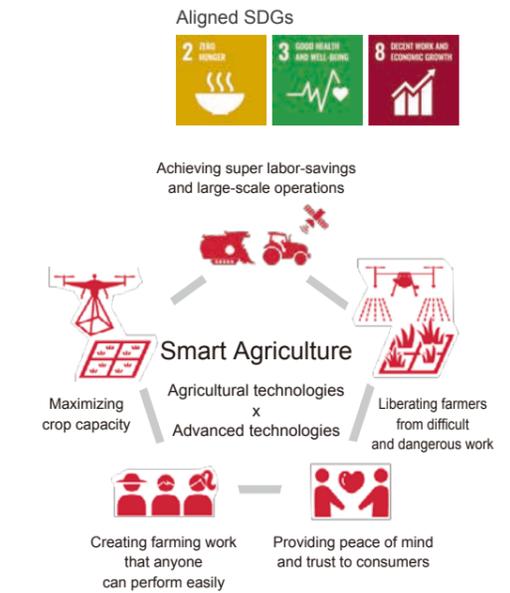
Agricultural Business

Supporting farming operations with “Smart Agriculture”

In the agriculture business, in addition to the mechanization and labor-saving technologies of the past, Yanmar is collecting technologies utilizing ICT, including Smart Assist, and aiming for sustainable farming operations. In recent years, facing problems such as the increasing age of farmers and a shortage of workers, the agriculture industry is thought to require technical development for purposes including increasing the efficiency of farming operations, creating data from the experience accumulated at farms, and automating farming work.

Yanmar took the lead in the industry with the shift to robot agricultural machinery, releasing the first robot tractor in 2015. We are proceeding with super labor-saving work with rice transplanters that combine high seedling density and automation, and are increasing the accuracy of combines that include information support functions which can be linked to the next year's harvest.

In order to achieve more accurate production management and more efficient operations based on data, we are also making use of Smart Assist that can centralize data management for large-scale operations and can link data with agricultural machinery, as well as Remote Sensing that can visualize growth conditions at a farm. Yanmar will achieve knowledge transfer to the next generation, labor savings, higher performance, and higher accuracy, and continue to support more profitable agriculture business in the future.



Marine Business

Development of an automated fish counting system that allows high-precision calculation of farmed tuna and other fish, contributing to improved efficiency of culture fishery operations

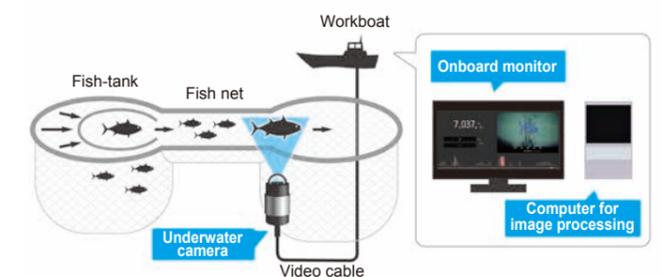
In the marine business, Yanmar is working to develop technologies that can help improve work efficiency in the maritime and fishery industries. For example, when receiving small, wild tuna for seeding, calculating numbers is necessary for the purpose of resource management. Current counting work requires much labor and is done by means such as fishing out and counting all of the captured fish, or is done visually by multiple persons using underwater video. In order to resolve this issue, Yanmar developed an automated fish counting system. The image recognition and processing technologies that are at the core of the automated counting were developed independently at our Research Center. The integrated system including the special underwater camera, image processing PC, and other hardware is capable of automated counting at a fish farm in real time.

The use of this technology will contribute to the efficient use of limited resources, and will help convert the fishing industry from a “catching” industry to a “creating and growing” industry.

Aligned SDGs



Image on the digital fish counting system



Picture of the digital fish counting system

VISION 04

A Society That Offers an Exciting Life Filled
with Rich and Fulfilling Experiences

Objectives

Creating a world where work and leisure are enriching and enjoyable.
We will continue to increase the quality of life for everyone.

Our Products, Services and Support for the VISION 04



Yanmar Museum

As a challenge museum with the concept of "Let's try! 'Exciting Future' Challenge!" The museum fosters a challenging spirit in children through exciting experiences.



Cerezo Osaka

Yanmar is a top partner of Cerezo Osaka in the J1 soccer league. Cerezo Osaka was born in 1993 with the establishment of the J-League, with the Yanmar Diesel Soccer Club, which was founded in 1957, as the parent body. Yanmar, together with Cerezo Osaka, will provide a rich experience of dreams, hopes and emotions that sports give.



Personal Hovercraft
"Wheebo"

An entirely new type of recreational hovercraft with the concept that anyone can enjoy exciting new marine experiences. The circular board-craft, operated by a controller and body-weight balance, offers limitless possibilities for fun on the water.

Marine Business

Providing peace of mind and excitement to the oceans around the world with advanced technology

Yanmar offers a wide range of products and services to every aspect of the ocean around the world. We develop and provide high-output, energy-saving marine engines that take environmental issues into consideration, fishing boats and pleasure boats with excellent operability and comfort, and marine products that will be indispensable for the future fishery industry.

We are also developing innovative technologies for industrial fields such as marine pleasure and fishing. In the near future, it will be possible to reduce the burden on users in various fields of marine by succeeding in a demonstration experiment of an "automatic navigation / berthing system" that can automatically and safely berth without performing troublesome operations. We aim to realize a society where everyone can enjoy marine leisure and fishing with peace of mind.



Yanmar Museum

A challenge-themed museum that fosters a challenging spirit in children through exciting experiences

As part of events to commemorate the 100th anniversary of Yanmar, the Yanmar Museum was created in Nagahama City, Shiga Prefecture – the birthplace of Yanmar founder Magokichi Yamaoka. Renovations were completed in October 2019, and the museum was transformed into a challenge-themed museum where the children who will be the future of society can learn by seeing, touching, and experience, based on the museum concept of "Let's try! Exciting Future Challenge."

The museum attractions include a story theater that introduces the challenging spirit of Magokichi Yamaoka, booths where visitors can enjoy virtual experiences of farming and fishing, and simulators that provide the experience of operating a pleasure boat or construction machine. Visitors are able to challenge themselves with content that is linked with Yanmar products that are active in the fields of agriculture, oceans, and cities. This experience-focused content not only fosters a challenging spirit in children, but also provides exciting experiences that help them learn about food production, energy conversion, city planning, and other subjects that are important for a sustainable society.



WHAT WE CAN DO OVER THE NEXT 100 YEARS

In addition to pursuing a range of business activities, Yanmar is engaged in next-generation development activities and the fostering of cultural growth beyond the basic framework of our businesses both in Japan and abroad.

We seek to develop a healthy and robust society through a variety of experiences and exchange programs.

Developing Next Generations

Yamaoka Scholarship Foundation

Established in 1950 by the company's founder, Mr. Magokichi Yamaoka, to train talent capable of contributing to world peace, prosperity and cultural enrichment. A total of 5,900 high school, university and foreign students within Japan have so far completed their studies and are now active in different sectors in society. Scholarship programs for Thai and Indonesian students were also introduced starting in 2013. Although the program started with only junior high school students, it has now expanded to include senior high school students.



Students on Scholarships (as of March 2021)

Graduate school students : 31	Thailand : 117
International students : 3	Indonesia : 92
High school students : 28	
Domestic : 62	International : 209

Yamaoka Hanasaka Academy

Through the local Thailand NPO Yamaoka Hanasaka Academy that supports the Yamaoka Scholarship Foundation, we are contributing to the training of young players in the world of Thai soccer together with the BG Pathum United professional soccer club playing in Thai League 1.



Yamaoka Memorial Foundation

Established in 2016 to inherit Magokichi Yamaoka's gratitude to Dr. Diesel and Germany. Magokichi Yamaoka succeeded in developing the world's first small diesel engine by introducing German diesel engine technology, and laid the foundation for a business based on diesel engines. This foundation plays a part in achieving SDGs by connecting a sustainable society to the next generation through academic, cultural and sports exchanges between Japan and Germany.



Note
Left: Excerpt from Yamaoka Memorial Foundation website
Right: Excerpt from 20190813 News Gallery

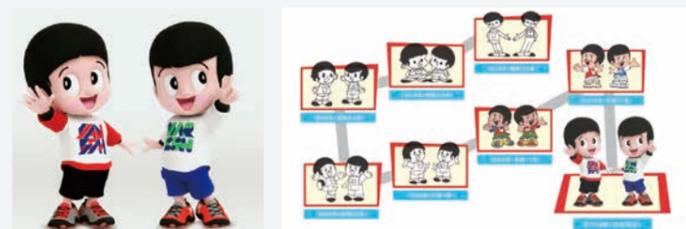
Yanmar School Essay

Since 1990, Yanmar has invited students to submit theses and essays for the Yanmar School Essay. The contest is aimed at promoting the free discussion of ideas amongst the younger generation, who will lead our future in regards to the future of farming.



Yanboh and Marboh

Yanboh and Marboh were created in 1959 as characters for the "Yanboh and Marboh Weather Report." Since then, they have been loved by a wide range of generations with its timely design. A present, they are active as mascot characters that express the corporate approach of repeatedly challenging ourselves to create a sustainable future. They also provide a feeling of closeness and familiarity to the company.



Realizing A SUSTAINABLE FUTURE and Contributing to SDGs



SDGs (Sustainable Development Goals) are goals to be achieved by 2030 which were adopted by the United Nations in 2015. Population problems, energy problems, environmental problems, food problems, etc. have all been raised as issues of global import. The above goals overlap significantly with Yanmar's business, and by advancing efforts toward a more sustainable future we hope to contribute to the achievement of the above SDGs.



Fostering Cultures

Soccer Sponsorships

In 1957, as the company sought overseas expansion and business expansion opportunities, Yanmar was one of the first companies in the industry to focus on soccer as an organized global phenomenon, giving birth to the Yanmar Diesel Soccer Club. Cerezo Osaka was later established in 1993 based on this legacy organization.

Football is now loved all over the world and attracts a plethora fans. Yanmar is accordingly itself a single team that transcends different nations and languages, contributing to the realization of a society filled with exciting and rich experiences.



Cerezo Osaka Top Partner
Cerezo Osaka Sakai Ladies and Girls Sponsor



Official Partner
of the Vietnam National Football Team



Thai League1
BG Pathum United Official Top Partner



AFF SUZUKI CUP 2020

Information as of November 2021

Marine Sports Sponsorships

Yanmar has been deeply involved in ocean-related industry for many years since launching its marine engines in 1947. While seeking to realize a society where people can enjoy the blessings of the sea and live abundantly, we also promote a variety of sponsorships in marine sports which have large global fanbases so that as many people as possible can share in the splendor and pleasure of the sea.

Yanmar Racing

Our company has organized our own sailing team in the International Dragon Class to compete with other keel boats that feature some of the world's most beautiful vessels with the longest history.

