

News Release 　　　 July 21, 2022

Yanmar Holdings Co. Ltd.

Yanmar Signs Premium Partner Agreement with Red Bull Bragantino



Osaka, Japan (July 21, 2022) - Yanmar has signed a Premium Partner Agreement with Red Bull Bragantino, a member of the Brazilian professional soccer league Campeonato Brasileiro Série A, commencing with the 2022/23 season. The partnership will run for two years from July 1, 2022, through June 30, 2024.

YANMAR South America Industria de Maquinas Ltda., the Yanmar Group's first overseas subsidiary, was established in Sao Paulo, Brazil in 1957, and since then Yanmar has contributed to the lives of the Brazilian people and the development of industry. In the field of soccer, the Yanmar Diesel Football Club, the predecessor of the J-League's Cerezo Osaka, was actively involved in exchanges with Brazilian soccer clubs and fielded Brazilian players in the side.

Red Bull Bragantino is a Brazilian soccer club whose hometown is Bragança Paulista, located 90 km from the city of São Paulo, in the state of São Paulo, Brazil. Founded in 1928 as CA Bragantino, the club was acquired in 2019 by the global drinks conglomerate Red Bull. After winning the Série B championship in the 2019 season, the club was promoted to Série A also coming runner-up in the 2021 Copa Sudamericana, a South American club team tournament.

Sport has the power to transcend the boundaries of countries and language, providing people with dreams and excitement. Yanmar supports sporting activities to connect with people around the world and share joy together in order to realize a society filled with exciting and enriching experiences.

Yanmar will continue to engage in activities to foster culture and nurture the next generation through sport, in the belief that sport can be a "driving force" to realize prosperous societies.

**■ Details of Sponsorship Agreement**

Date of contract signing: Friday, July 1, 2022

Sponsorship details:

Logo on lower back of uniforms

Logo on lower left chest of training jersey

Signage at home stadiums and training centers

Logo on backdrop board etc.

About sports sponsorship activities <https://www.yanmar.com/global/about/sports/>

Red Bull Bragantino Partner special page URL

<https://www.yanmar.com/global/about/sports/soccer/sponsored/redbull_bragantino/>

**About Red Bull Bragantino**

Red Bull Bragantino is a soccer club based in Bragança Paulista, São Paulo, Brazil, founded in 1928 under the former name "CA Bragantino", and has attracted a large and enthusiastic fan base under the nickname "Braga". In 2019, the club was acquired by the global drinks conglomerate Red Bull. Promoted to Série A after victory in the 2019 Série B championships, Red Bull Bragantino was runner-up in the 2021 Copa Sudamericana, a South American club team tournament. Red Bull Bragantino is a soccer club in the state of São Paulo, Brazil, the "Kingdom of Soccer" and the "hottest state for soccer" in Brazil, and its popularity is growing steadily.

<https://www.redbullbragantino.com.br/>(Portuguese only)

<https://www.redbull.com/us-en/red-bull-bragantino-need-to-know>



**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 the official website of Yanmar Holdings Co., Ltd.

<https://www.yanmar.com/global/about/>

Note: Information contained in the news release is valid at the time of publication and may differ from the most recently available information.

Inquiries

Corporate Communications, Yanmar

[newsroom@yanmar.com](mailto:newsroom@yanmar.com)