



YANMAR

News Release

February 2, 2023

Yanmar America Corporation

Yanmar CE and ASV Officially Join Forces to Become Yanmar Compact Equipment North America



Yanmar Compact Equipment North America, encompassing the Yanmar Compact Equipment and ASV brands, finalizes its status as a single legal entity.

Grand Rapids, MN (February 2, 2023) – Yanmar Compact Equipment North America (YCENA), encompassing the Yanmar Compact Equipment and ASV brands, finalizes its status as a single legal entity. The major milestone comes three years after the Yanmar Group acquired ASV Holdings, Inc. Now, the Yanmar Compact Equipment division in North America and ASV officially join to become YCENA.

“This is a huge step for us, our dealers and our customers,” said Tate Johnson, president of YCENA. “The alignment of the two brands allows us to focus on expansion, new products, and overall strategic growth in North America while finding new ways to serve our customers.”

Yanmar CE and ASV have operated as YCENA from a commercial standpoint since July 2020. The alignment as a single, legal entity allows for a better, more capable, and dedicated

compact equipment entity focused on leadership in the North American compact equipment market. It will also allow a wider range of compact equipment offerings long-term, offer a single way for compact equipment dealers to do business with YCENA and strengthen the global Yanmar Compact Equipment team.

The Yanmar CE and ASV brands will remain distinct under YCENA with each brand retaining its product lines and dealer networks. Currently, Yanmar Compact Equipment offers mini excavators, compact wheel loaders and tracked carriers with a focus on commercial construction, residential construction, utility and rental applications. ASV offers compact track loaders and skid steers popular in the landscaping and forestry markets.

About Yanmar Compact Equipment North America

Yanmar Compact Equipment North America, based 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 part 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 global innovator with a wide range of industrial equipment solutions in agriculture, construction, marine, engines and more, that address the challenges customers face toward realizing A Sustainable Future. 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://yanmarce.com/>; <https://www.asvi.com/>.

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

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