



**YANMAR**

News Release

February 6, 2023

Yanmar America Corporation

## Yanmar America Dealer Tractor Bob's Awarded for Excellence



Tractor Bob's represented by owner Neal Snow receives an award for excellence at Yanmar Agricultural Global Convention.

Kobe, Japan (February 6, 2023) – A leading Yanmar America Corporation dealer Tractor Bob's has been awarded for excellence at the company's annual Yanmar Agricultural Global Convention, held at the Portopia Hotel in Kobe, Japan, January 25<sup>th</sup>. Attended by Yanmar dealers from all over the world, the annual event recognizes exceptional leadership and performance among Yanmar's global dealer network and is an opportunity to share Yanmar's future policy direction. More than 200 participants joined the Convention at the Portopia Hotel, with a further 3,000 taking part online.

"Yanmar does a great job of providing the dealers with the things they need to take care of the customers," said Neal Snow, the proprietor of Tractor Bob's who traveled to Japan to attend the event in person. "My goal and my hope for the company is that Yanmar becomes a household name, so when people think of tractors, they think Yanmar first."

Neal shared a video introducing his company and gave a speech to the assembled guests, highlighting the dealership's close partnership with Yanmar, their customer focus and business growth in the US market. Asked about the key to Tractor Bob's success, owner

Neal Snow replied: “We work with the customer, we spend time with them, and we build a relationship with our customer. Our customers tell us that they did not just purchase a tractor but they made a friend.”

Jeff Albright, President of Yanmar America added his praise: “Tractor Bob’s has really shown what can happen when dedicated and resourceful dealers get the support they need to grow their brands. Yanmar America is committed to working with our dealer partners to offer exceptional purchase and ownership experience to our customers.”

Located in Oklahoma City, OK, Tractor Bob's is an authorized Yanmar dealership serving Central & Western Oklahoma with two locations in Oklahoma City and Yukon, Oklahoma, with a third location in North Central Texas in Gainesville, TX. The Tractor Bob’s team’s outstanding customer focus and deep experience in tractor maintenance and customization have long made them a favorite with rural lifestyle customers in Oklahoma. Tractor Bob’s recently teamed with Yanmar to open the company’s Regional Distribution Center in Gainesville, TX.

### **About Yanmar America Corporation**

Yanmar America Corporation, located in Adairsville, GA, is the regional headquarters of Yanmar Holdings Co., Ltd. a global company based in Osaka, Japan. Yanmar 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](http://yanmar.com/us).

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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