



YANMAR

News Release

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Yanmar America Corporation

Yanmar America Shows Cutting-Edge Equipment at Equipment Expo 2023



Yanmar America will showcase a range of cutting-edge machinery and innovations at Equipment Expo 2023.

Yanmar America will be at Equipment Expo booth 1230 and 7632D in the outdoor demonstration area.

Louisville, KY (October 10, 2023) – Yanmar America is gearing up for Equipment Expo 2023, scheduled from October 17 to 20 in Louisville, Kentucky. This premier event in the equipment industry provides an ideal platform for Yanmar to showcase its cutting-edge machinery and innovations, including the introduction of the new SM240 tractor. Yanmar America's Rural Lifestyle Division will share booth 1230 with Yanmar Compact Equipment North America.

Yanmar will display an impressive lineup of equipment including the SA223 with front loader and mower, the versatile YT359C with front loader and backhoe, and the YM342 with front loader. The booth will also highlight Yanmar's newest machine, the SM240 tractor. Additionally, Yanmar's 3TNV74F industrial engine and the ZTR gearbox, from Yanmar subsidiary Tuff Torq Corporation, will be showcased, demonstrating Yanmar's comprehensive product portfolio. Yanmar America's SA325 tractor with front loader and backhoe will be demonstrating its capabilities at area 7632D of the outdoor exhibition area, while its Brahma diesel UTV will be put through its paces at the UTV Driving Experience on Equipment Expo's

Outdoor Demo Yard.

One of the highlights at Yanmar's booth will be the electric concept tractor featuring the advanced battery system from ELEO. This innovative technology reflects Yanmar's commitment to eco-friendly solutions and demonstrates the company's capabilities in electric powertrain development.

Yanmar America's participation extends beyond the booth, with an SA325 featuring a front loader and backhoe at the Yanmar Compact Equipment North America outdoor booth, and a YM347 with a front loader and canopy at the Tuff Torq outdoor booth. These exhibits underscore Yanmar's dedication to delivering top-tier equipment tailored to meet diverse customer needs.

"We're thrilled to showcase Yanmar's latest equipment and innovations at Equipment Expo 2023. Our commitment to power, precision, and compact design continues to provide valuable solutions for customers across the country," said Jon Richardson, Director of Yanmar America's Rural Lifestyle Division.

Equipment Expo 2023 is a unique opportunity for industry professionals to witness Yanmar's unwavering commitment to innovation and quality. Visitors to the booth can explore Yanmar's impressive lineup of powerful and versatile equipment, recognizing its essential role in various applications for landscapers and rural communities.

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.

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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