



YANMAR

News Release

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Yanmar Holdings Co., Ltd.

YANMAR Marks 45th Anniversary Milestone in Thailand, Unveils Latest Agricultural Innovations at YANMAR SHOW FEST 2024



Photo from left: Ms. Mariko Shirafuji, Director and Member of the Board, Chief Sustainability Officer, Yanmar Holdings Co. Ltd., Mr. Gaurav Saxena, Director and CEO, International Tractors Limited, Mr. Ryosuke Yamaguchi, President, Yanmar S.P. Co. Ltd., Mr. Akihiro Nagaya, Director and Member of the Board, Chief Branding Officer, Yanmar Holdings Co. Ltd., Mr. Manas Chiaravanond, CEO, Chia Tai Co. Ltd., Dr. Chumpol Phornprapha Chairman of S.P. International Co. Ltd., Mr. Kemal Shoshi, Executive Officer of Yanmar Holdings Co. Ltd. and President and Representative Director of Yanmar Agribusiness Co. Ltd.

Khon Kaen, Thailand (October 8, 2024) - YANMAR S.P. Co., Ltd., a group company of Yanmar Holdings, has celebrated its 45th anniversary with a grand event “YANMAR SHOW FEST 2024” between 3 – 5 October 2024 at the KICE International Convention and Exhibition Center in Khon Kaen province. The event showcased Yanmar’s latest innovations in agricultural technology and reinforced its ongoing commitment to supporting Thai farmers. This year’s celebration was particularly special, featuring the launch of the Yanmar EF393T tractor, the unveiling of Yanmar’s EV concept - an electric agricultural machine designed to achieve zero emissions in agriculture; and the introduction of brand ambassador Nadech Kugimiya.

For over four decades, Yanmar has been a trusted partner for Thai farmers, providing cutting-edge agricultural machinery designed to enhance productivity and sustainability. Since establishing its presence in Thailand in 1978, Yanmar has been at the forefront of agricultural innovation, continually evolving to meet the needs of modern farmers. With a focus on quality, durability, and service, Yanmar has built a reputation as a reliable and forward-thinking leader in the agricultural sector.

Yanmar is proud to introduce the Yanmar EF393T tractor, a cutting-edge innovation designed to offer farmers unmatched power, efficiency, and reliability. With a 39-horsepower engine and a sleek design, the EF393T is built for heavy-duty tasks while ensuring cost savings and convenience. This model not only represents Yanmar's commitment to excellence but also reflects the company's focus on sustainable agricultural practices and technological advancement.

Also making its debut at the event was a groundbreaking new EV concept: an electric agricultural machine. Designed to eliminate emissions and operate silently, the electric tractor provides users with a new choice in powertrain, aligning with the Yanmar Green Challenge 2050: Yanmar's commitment to transform to an environmentally friendly, greenhouse gas-free company by 2050. This innovative solution embodies Yanmar's vision of achieving sustainable agriculture and reducing the carbon footprint of farming activities.

Popular Thai actor Nadech Kugimiya is Yanmar's new Brand Ambassador. His dynamic and approachable personality makes him an ideal representative to connect with Thai farmers and young people. Nadech stars in Yanmar's latest television commercial, which embodies the message 'Because You Choose Us.' Nadech's selection also aligns with Yanmar's HANASAKA philosophy passed down by founder Magokichi Yamaoka. HANASAKA means "to make a flower bloom" in Japanese and reflects a shared commitment to fostering human potential. As a beloved figure among the younger generation, Nadech's appeal aligns perfectly with Yanmar's goal of inspiring and empowering future generations.

The YANMAR SHOW FEST 2024 in Khon Kaen featured product demonstrations, special exhibitions on agricultural innovation, and live entertainment. The event showcased not only agricultural machinery, but marine engines, construction equipment, and power generation. Special exhibitions highlighted the company's innovations in these areas, while Yanmar executives provided insights into the future of agriculture in Thailand. Attendees explored interactive displays of Yanmar's latest products, including the EF393T tractor and the e-concept electric tractor, as well as the company's energy efficient solutions utilizing the power of compact diesel technology as its driving force. The event also featured an exclusive meet-and-greet session with brand ambassador Nadech Kugimiya.

"As we celebrate 45 years in Thailand, Yanmar remains deeply committed to driving the future of

agriculture through innovation and sustainability," said Mr. Ryosuke Yamaguchi, President of Yanmar S.P. Co., Ltd. "Our vision is to continue empowering Thai farmers with advanced technologies that not only enhance productivity but also support environmental responsibility, ensuring a better future for all."

"The launch of the Yanmar EF393T tractor and the introduction of Nadech Kugimiya as our brand ambassador reflect our forward-thinking approach," added Mr. Yamaguchi. "These milestones demonstrate our dedication to offering farmers the best tools to succeed, while also connecting with the next generation of agricultural leaders."

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.

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