



YANMAR

News Release

November 7, 2024

Yanmar Holdings Co., Ltd.

Yanmar Unveils "YANMAR PRODUCT VISION" for Future Product Platform



Concept agricultural machinery from the "YANMAR PRODUCT VISION"

Osaka, Japan (November 7, 2024) - Yanmar Holdings Co., Ltd. (Yanmar HD) has introduced the YANMAR PRODUCT VISION (YPV), outlining the future of its next-generation design. Rooted in the philosophy of "Intrinsic Design," which focuses on the core functional value and purpose of products, YPV presents Yanmar's design goals for the future. The company plans to combine the design elements developed through YPV with its established design expertise to create a platform that will be implemented across its product range, including agricultural machinery, construction equipment, boats, and services.

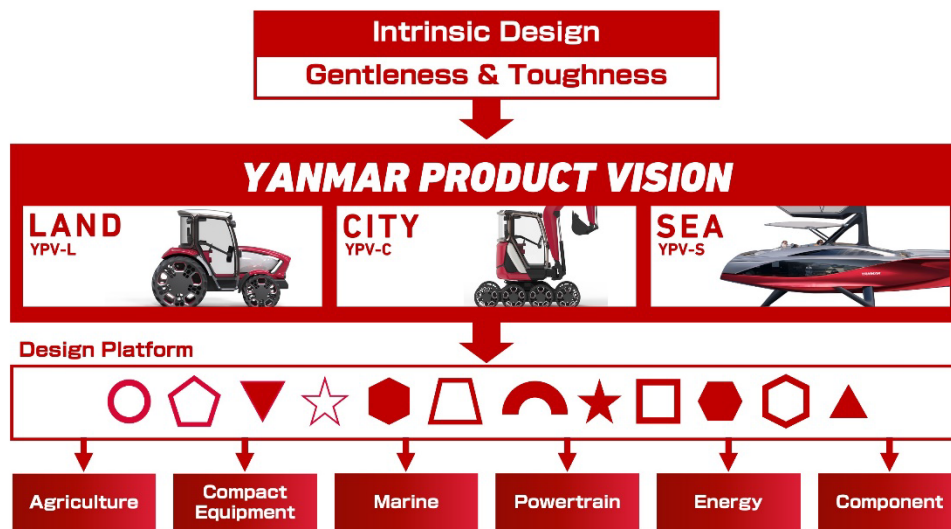
Yanmar HD has been working to cultivate its brand image through designs that resonate with stakeholders, including customers, employees, and the general public, under the concept of "inclusive branding." This effort has been achieved through co-creation with internal and external partners.

The new initiative, based on the concept of Intrinsic Design, aims to platformize the design elements included in YPV. This approach will not only standardize components and designs but also enhance intuitive operability and comfort with new interfaces designed for future tasks. Additionally, it will contribute to increased development efficiency and cost reductions.

These concepts will be applied to each product within Yanmar's core business areas of land, sea, and city to contribute to the realization of a sustainable society.

About YANMAR PRODUCT VISION (YPV)

YPV represents Yanmar's vision for the future, setting out the ideal direction for its business domains in 2035. Rooted in the philosophy of Intrinsic Design, which prioritizes functional value over form, Yanmar describes its design approach as "Gentleness and Toughness," reflecting its tradition of producing machines that are both user-friendly and durable in demanding environments. By standardizing elements like new design aesthetics, cabin structures, and Human-Machine Interfaces as defined through YPV, Yanmar aims to streamline product development while enhancing functionality from a customer-centric perspective.



YPV in the Land Domain

One example of platformization is a redesign of the cabin structure to standardize components between agricultural and construction machinery. The life-sized concept agricultural machine YPV-L (Land), unveiled at the YANMAR DESIGN EXHIBITION held at YANMAR TOKYO from November 8 to 15, 2024, features a large monitor in the cockpit that functions as a command center, controlling other autonomous machines. The cabinless version, designed with full automation in mind, allows for customization based on work location and operator needs.



Unified cabin design and expansion to other business areas (YPV-C)

YPV in the City Domain

YPV-C focuses on the electrification of construction equipment to meet the anticipated increase in indoor work and renovation projects. The concept uses wheels (tires) instead of crawlers to enable swift movement to disaster sites. To address battery life and charging challenges, an autonomous battery vehicle will supply power when needed.



Image of a self-propelled battery vehicle automatically supplying power to electric construction equipment.

YPV in the Sea Domain

YPV-S (Sea) introduces a foiling sailboat that proposes a new marine lifestyle. Drawing on Yanmar's extensive marine technology and expertise, the design leverages natural forces through foiling, which lifts the boat above the water, and sailing, maximizing the use of wind power to shape both propulsion and onboard experience.



Concept foiling sailboat YPV-S (Sea)

YANMAR DESIGN EXHIBITION website (Japanese)

<https://www.yanmar.com/jp/about/brand/yanmardesign/mirainokeshiki/>

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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