



YANMAR

News Release

January 28, 2025

Yanmar Holdings Co., Ltd.

Yanmar Holdings Wins Silver at Japan Branding Awards 2024



Awards ceremony of the Japan Branding Awards 2024

Osaka, Japan (January 28, 2025) - Yanmar Holdings Co., Ltd. was awarded Silver at the Japan Branding Awards 2024, hosted by Interbrand Japan. The awards recognize exceptional branding initiatives by companies and organizations, sharing these efforts to promote growth and innovation in brand strategy.

Yanmar earned recognition for its branding efforts rooted in the company's core value, HANASAKA, which reflects its commitment to "believing in human potential and supporting challenges." The company's initiatives were praised for encouraging employees to actively understand and embody the brand. Additionally, Yanmar's global branding efforts and business strategies were highly regarded.

As part of its "A SUSTAINABLE FUTURE – Toward New Prosperity with Technology" brand statement, Yanmar promotes inclusive branding efforts that engage stakeholders across customers, employees, and the public. Initiatives include producing an original anime to deepen emotional connections with the brand, launching a public voting campaign to redesign corporate mascots Yanboh and Marboh, and developing tools to strengthen employee engagement with the brand. These efforts include the creation of the HANASAKA app and the organization of HANASAKA

workshops globally, bringing together employees from various departments to participate in the branding process.

Looking ahead, Yanmar plans to strengthen its global branding through HANASAKA and continue working toward a sustainable society.

Comments from the Japan Branding Awards 2024

During its ongoing brand strategy, which began in 2012, Yanmar launched the HANASAKA project to deepen employee understanding of its values. The project emphasizes Yanmar’s foundational belief in supporting individuals. The branding initiative has successfully instilled this philosophy across the global workforce, inspiring employees to embody Yanmar’s core mission of empowering people.

In addition to its impact on employees, Yanmar’s global branding activities have been effectively integrated into its business strategy, contributing to improved performance and engagement worldwide.

About the Japan Branding Awards

Established in 2018 by Interbrand Japan, the Japan Branding Awards are Japan’s first awards dedicated to recognizing and evaluating exceptional branding initiatives by organizations, companies, and projects. The awards aim to promote knowledge-sharing and foster further growth for organizations advancing their brand strategies.

Learn More: [Japan Branding Awards 2024](#)



About HANASAKA

HANASAKA symbolizes Yanmar’s founding spirit of believing in human potential and supporting challenges. Beyond its core business domains, HANASAKA empowers individuals across sports, culture, and other fields, expanding the concept globally to inspire people and build a sustainable future.

For more information, visit [HANASAKA Official Website](#)

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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