



# Yanmar Invests in the Future of Marine Industry

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Competitors battle it out on the waves at the finals of the Red Bull Foiling Generation, supported by Yanmar

## ***Leading engine and propulsion systems supplier outlines new initiatives that will maintain an exceptional level of commitment to competitive and recreational boating sectors***

YANMAR is demonstrating an unprecedented level of commitment to the recreational marine industry with new investment in partnerships and initiatives throughout 2019 and beyond. With global presence, outstanding heritage and a tradition of innovation in the marine sector, the diesel engine specialist's strategic sponsorship plan aims to drive growth, sustainability and awareness in the boating industry.

Increasing its level of support for both competitive and recreational boating, YANMAR is joining forces with international racing events and other partners to share its technical expertise and realize the mutual vision of stimulating interest in boating and boat ownership.

Confirmed partnerships include an exciting alliance with the 36<sup>th</sup> America's Cup, the oldest trophy in international sport and the pinnacle of yachting. As Official Marine Supplier, YANMAR will be on the race course throughout all the associated events from the commence of racing in Autumn 2019 in the Mediterranean up to the Cup Match in Auckland in March 2021, while YANMAR's marine diesel engines will be used on the America's Cup Race Management boats. This year, YANMAR also announced new backing for the Red Bull Foiling Generation World Finals, aligning with its core values supporting youth and building on the current collaboration between YANMAR and MLS soccer team, the New York Red Bulls. Further reinforcing its affiliation with competitive sailing, YANMAR has revived its Dragon Class yacht racing team, YANMAR Racing, led by America's Cup veteran Peter Gilmour. Earlier this year, YANMAR MARINE INTERNATIONAL (YMI) partnered with GetMyBoat, an online boat rental and water experience market place with over 130,000 listings in 184 countries, providing an easy platform for existing boaters and new boaters alike to get on the water and further into boating lifestyles.

Sander Gesink, Marketing Manager of YANMAR MARINE INTERNATIONAL, said: "As marine ambassadors, we care deeply about the success and health of our entire industry. It is befitting YANMAR's reputation as suppliers of cutting-edge marine solutions and advanced diesel engine technology that we strive to play a leading role in creating a sustainable future for the industry. We are confident the new partnerships, sponsorships and initiatives we have announced will help to generate participation in boat-based activities and increase desire for boat ownership, while also fostering YANMAR's close relationship with our customers. By joining forces with our industry partners, we can share our technical expertise and engineering knowledge to continue the long-standing YANMAR tradition of providing solutions to mariners, while also strengthening our connection to recreational marine activities through mutually-beneficial associations with new events and companies."

### Yanmar and the Red Bull Foiling Generation 2018 [2:02]



A new video highlights YANMAR's support of the Red Bull Foiling Generation Finals

#### **About YANMAR**

With its beginnings in Osaka, Japan in 1912, YANMAR went on to become the first company to succeed in making a compact diesel engine of practical size in 1933. With industrial diesel engines as the cornerstone of the business, YANMAR has continued to expand its range of products, services and expertise to deliver total solutions as a diesel engine and equipment manufacturer. Providing small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine engines, machine tools, and components — YANMAR's global operations span seven business domains on land and at sea.

Based in the Netherlands, YANMAR MARINE INTERNATIONAL is focused on the recreational marine sector globally, supplying engines for both sailboats and powerboats, and light duty commercial applications. Over the years, YANMAR has built an enviable reputation for proven marine technology delivering high quality and reliability and continues to develop advanced technology for the cleanest and most efficient diesel engines.

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