



37TH
AMERICA'S CUP
BARCELONA



OFFICIAL SPONSOR

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Yanmar to Continue AMERICA'S CUP Sponsorship

Osaka, Japan (September 7, 2023) – Yanmar has announced its sponsorship of

the 37th America's Cup as Official Marine Partner. The 37th America's Cup will take place in Barcelona, Spain, between August and October 2024, where teams will contest for the Cup in cutting-edge AC75 foiling racing yachts.

The pinnacle of the sailing calendar and the oldest continuously contested trophy in international sport, the America's Cup has been a global showcase for sailing technology since its inception in 1851. Yanmar are a recognized global leader in the marine industry providing advanced and sustainable propulsion solutions. The company's commitment to sustainable innovation extends beyond marine engine technology. With a diverse product lineup encompassing marine engine powertrains and boats, agricultural machinery and facilities, construction equipment, engine powertrains, energy storage and power generation, Yanmar is committed to delivering a sustainable future for all.

"We are truly grateful for Yanmar's unwavering support of the America's Cup over the years," said Grant Dalton, CEO of America's Cup Event. "Their commitment as an Official Marine Partner has been instrumental in enhancing the excitement and success of the event. Yanmar's dedication to innovation, and excellence and driving sustainability in the marine sector resonates deeply with the spirit of the America's Cup, and we look forward to another thrilling edition of the race together."

Competition for the Auld Mug, as the America's Cup is affectionately known, begins with the event's Preliminary Regattas, the first of which is to be held in Vilanova i La Geltrú, near Barcelona, 14-17 September.

Driving sustainability and innovation

Under the banner of the YANMAR GREEN CHALLENGE 2050, Yanmar has set itself an ambitious target to be a GHG-free corporation. The company's technological innovation at the forefront of a wide range of alternative energy solutions including, HVO approved engines, hydrogen fuel cells, battery technology, and hydrogen engine technology demonstrates its unwavering commitment to pioneering a greener and more sustainable future for industries worldwide.

"We see our YANMAR GREEN CHALLENGE 2050 as our own race for sustainability and as a way to actively engage our people, our suppliers and our business partners in working together to reduce carbon emissions on land, on the sea and in the city," says Akihiro "Dezi" Nagaya, Chief Brand

Officer of Yanmar Holdings “We are delighted to continue our sponsorship of this historic race and share its values of sustainability, innovation and teamwork.”

Challenging the power of people

Since the first America’s Cup race back in 1851, generations of sailors have challenged themselves to push back the barriers of human possibility and technology. Like them, Yanmar believes in the power of people to challenge and create new possibilities and technologies. Yanmar calls this idea “HANASAKA”, an expression of founder, Magokichi Yamaoka’s spirit, and his belief in the power of people. The one-design concept of the AC75 and AC40 race boats further underlines the importance of people in making the difference as sailing skill and teamwork become the decisive factors in success.

Yanmar is proud to be associated with this tough, endurance challenge that mirrors their belief in the power of people and the unwavering human spirit. “HANASAKA is about people not technology.” said Nagaya. “It is about creating the opportunities for everyone to reach their full potential. The America’s Cup speaks to us through the potential of people. It’s not just about the race teams, it’s about everyone, working together to create something exceptional. All of us at Yanmar can take inspiration from this.”

A Decade with the America’s Cup

Over the years, Yanmar's strong commitment to supporting the America's Cup has been showcased through a series of significant sponsorship activities. In the 34th edition held in San Francisco, USA in 2013, Yanmar took on the role of the Official Technical Partner of Oracle Team USA. This partnership extended to the subsequent edition, the 35th Cup held in Bermuda from 2015 to 2017, where Yanmar continued as the Official Technical Partner of Oracle Team USA and also earned the title of Official Marine Partner of the America’s Cup itself. The trend of close collaboration persisted into the 36th edition held in Auckland, New Zealand from 2019 to 2021, where Yanmar proudly held the distinction of being the Official Marine Partner once again. Now, as the 37th edition gears up to take place in Barcelona, Spain, Yanmar continues to show its commitment by taking on the role of an Official Sponsor, reaffirming its enduring partnership with the prestigious America's Cup event. For more information, please visit:

- https://www.yanmar.com/global/about/sports/marine_sports/sponsored/americas_cup/

Race schedule**Preliminary Regattas**

September 14 - 17, 2023, Vilanova i la Geltrú, Spain

November 29 - December 2, 2023, Jeddah, Saudi Arabia

August 2024, Barcelona, Spain

Challenger Selection Series

August-September 2024, Barcelona, Spain

America's Cup Match

October 12 - 20, 2024, Barcelona, Spain

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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