YANMAR UNVEILS PREMIUM BRANDING PROJECT

Yanmar's powerful market-focused vision for its next 100 years of business was unveiled to its US customers at a special corporate event this week during the America's Cup. Developed in close collaboration with world-leading designers, the Premium Brand Project is centered around anticipating customer needs and wants across many channels.

Engineering excellence in marine, agricultural, construction, energy and industrial products has been the center of Yanmar's reputation over its past century of business. Adding to this core strength, the company now challenges itself to be further market, customer and solutions-focused to affirm Yanmar as a premium brand. The first steps of the Premium Brand Project include Yanmar's new Flying Y logo, a concept boat and new diesel engine, and a marine wear line, as well as a concept agricultural tractor and related clothing line.

Yanmar retained Kashiwa Sato, CEO of Japan-based Samauri Inc., to design the new Yanmar "Flying Y" logo as a symbol of the company's strengths and innovation. It will be incorporated into all product lines and marketing worldwide to create a unified message. In his presentation, Sato explained that strong and effective branding comes from core values multiplied by strategic messaging, with every customer contact presenting an opportunity to build the brand.

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Renowned industrial designer Ken Okuyama introduced the concept X39 express cruiser, developed in close collaboration with Yanmar. The boat's sleek and stylish lines, combined with a spacious interior and intuitive helm, embodies the new look of Yanmar's superior technologies. It's powered by twin concept FY01 Yanmar 6-cylinder diesel engines, extremely compact models producing an industry-leading 100 mhp per liter. The boat is designed to achieve a top speed of 43 knots. Limited production versions of the boat and engine are tentatively planned for the end of 2014.

The new Yanmar marine and agricultural clothing lines were created through fashion designer Naoki Takizawa. The premium marine wear incorporates lightweight yet waterproof materials that retain heat, specially cut for ease of movement. A titanium white color scheme with red accents evoke and incorporate the new Yanmar logo. The clothing line is expected to launch in 2014.

"Expanding into new areas of business enables Yanmar to further build its brand, driving the value proposition for our products deeply into the products themselves," said Yanmar America president Ted Bregar. "We will continue to invest in our customer service and collaboration with our distribution network to match the excellence of our products, as we become a brand that represents premium value for our customers.

"With the support of our business partners, distributors and dealers, we will not only anticipate our customer needs but exceed their expectations as a leader in our industries," he said. A promotional video of the Yanmar Premium Brand Project is at www.yanmar-pbp.jp.

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