FOR IMMEDIATE RELEASE

**Spreading Japanese culture for higher values**

**Almere, June 2023 - At Yanmar, we feel closely connected with our Japanese roots and Japanese culture and express this in various ways. Naturally, in our products and technology that guarantee excellent quality, great reliability, and outstanding performance, what is so characteristic for Japanese technology. But certainly also in our corporate culture and in promoting Japan and Japanese culture in general among local communities.**

In June, two activities took place that are both related to this motivation. Although it may seem coincidental, both activities are strongly related, as they both get to the heart of Yanmar’s DNA and corporate culture and express the way we do things for our customers, employees and all people who interact with us.

**HANASAKA Ambassadors at Yanmar Europe**

On June 14th – 15th, a team of Japanese colleagues came to the Netherlands to conduct workshops for new HANASAKA Ambassadors at Yanmar Europe. During two days, participants were immersed in the HANASAKA philosophy as the basis of our company culture and DNA. They learned about the commitment to treating others with respect, encouraging a positive impact on nature and society, and recognizing the importance of small acts of kindness. By spreading the movement of HANASAKA, Yanmar aims to create a harmonious business environment as a solid basis on which we build customer value.

HANASAKA comes from an old Japanese folk tale that symbolizes themes of kindness, gratitude, happiness and prosperity for the future. Believing in the potential of people, encouraging challenges, and nurturing the future, Yanmar sees HANASAKA as the foundation of our sustainability, where each person is a ’seed’ for creating the future for next generations.

**Japan festival in Amstelveen**

On June 25th, we contributed to the annual Japan festival in Amstelveen to support the local Japanese community. Amstelveen has many Japanese expats, including many Yanmar colleagues. As a company, we too have welcomed many expats in the past 35 years of Yanmar Europe's presence in the Netherlands. The connection is clear.

Every year, we sponsor the Japan Festival and are present with a Yanmar tractor. The tractor is a real attraction for the children who proudly take a seat behind the wheel and a nice photo opportunity for the parents.

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**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.

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