



YANMAR

News Release

July 20, 2023

Yanmar America Corporation

Yanmar America Launches Innovative Parts e-Commerce Platform to Enhance Customer Service



The [buyyanmar.com](https://www.buyyanmar.com) parts e-commerce website carries a wide range of Yanmar genuine parts.

Adairsville, Georgia (July 20, 2023) – Yanmar America, a leading provider of tractors, UTVs, and construction and industrial equipment, has unveiled a new parts e-commerce platform, aimed at enhancing customer service. The nationwide launch of the platform in the United States took place on Monday, July 17, offering a user-friendly solution for customers to access Yanmar genuine parts. The parts e-commerce platform can be accessed at: <https://www.buyyanmar.com/>

The newly designed www.buyyanmar.com website reflects Yanmar's dedication to customer focus, prioritizing the best user experience in terms of ease of navigation, speed, and intuitive operation. The platform allows customers to purchase Yanmar genuine parts 24

hours a day for prompt delivery.

"This e-commerce platform is a testament to our commitment to continuously enhance our services for our valued customers," said Jeff Albright, President, Yanmar America Corporation. "It reinforces our position as an industry leader, focused on delivering unparalleled convenience and satisfaction."

Yanmar America's first foray into e-commerce exemplifies its pursuit of innovation and customer-centric solutions. By providing a seamless and efficient purchasing experience, Yanmar aims to exceed customer expectations and solidify its position as a pioneer in the industry.

About Yanmar America Corporation

Yanmar America Corporation, located in Adairsville, GA, is the regional headquarters of Yanmar Holdings Co., Ltd. a global company based in Osaka, Japan. Yanmar was established in 1912, and in 1933 became the world's first manufacturer to develop a practical small diesel engine. Today, Yanmar is a recognized leader in the design and manufacturing of advanced performance diesel engines and diesel-powered equipment, as well as gas engine-based energy systems. Yanmar America Corporation is located at 101 International Parkway, Adairsville, GA 30103. For more information, please visit yanmar.com/us.

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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