



YANMAR

News Release

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Yanmar America Corporation

Yanmar America Continues Sponsorship of Tryon International



Yanmar America will sponsor the Tryon International Three-Day Event. (Photo ©Shannon Brinkman Photography)

Mill Spring, NC (May 8, 2024) – Yanmar America is thrilled to announce its sponsorship of Tryon International for the remainder of the 2024 eventing season, beginning with the Tryon International Three-Day Event presented by Yanmar, May 8-12 in Mill Spring, NC. This prestigious event highlights top-notch equestrian talent across various levels of competition, including CCI 1* -S, CCI 2*-S, CCI 3*-S, CCI 4*-S, CCI 2*-L, CCI 3*-L, and CCI 4*-L. As the Official Sponsor of Tryon International, Yanmar’s support underscores its commitment to the equestrian community and the International Federation of Equestrian Sports’ (FEI) 2024 calendar.

Widely known for its tractors, UTVs, and industrial equipment tailored for rural communities, Yanmar will provide its robust Utility Task Vehicles (UTVs) to assist during the competition week. These reliable vehicles will transport officials and spectators

between the various competition areas, ensuring smooth operations throughout the event. Yanmar will also contribute additional vehicles to facilitate transportation and operations during the competition season.

"We are proud to continue our support of equestrian competition at Tryon International this season," said Jon Richardson, Director, Yanmar America Rural Lifestyle Division. "This partnership underscores our dedication to quality equipment, equestrian excellence, and the rural lifestyle community. We look forward to an exciting season of events and the opportunity to showcase our versatile equipment in action."

"Tryon International is thrilled to join forces with Yanmar America as the 2024 Eventing Series title sponsor," said Lynn Penny, Director of Business Development, Tryon International. "This partnership represents a shared commitment to outstanding performance, quality and innovation, and the pursuit of equestrian excellence. We are proud to represent the Yanmar brand on our property, as our preferred UTV provider!"

Future events where Yanmar America and Tryon International will cooperate in 2024 include The "Fork" Horse Trials, September 12-15 and the Tryon International Fall Three Day Event, October 31-November 3.

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.

About Tryon International Equestrian Center (Tryon International)

Tryon International is the ultimate destination for all who love horses, outdoor living, and an active lifestyle. The 1,600-acre complex offers first-class facilities for equestrian events of all levels and disciplines, located in the Blue Ridge Foothills of Mill Spring, NC. The diverse onsite restaurants, a variety of shops, relaxing lodging getaways, family entertainment, and more make Tryon International an ideal destination, any time of year. For more information, please visit www.resort.tryon.com/events.

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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