



YANMAR

PRESS RELEASE

José Cuadrado passes 100 days as global CEO committed to make Yanmar CE a global leader

Building a sustainable future for both company and customers lies at the heart of Cuadrado's strategy for putting Yanmar CE at the forefront of the compact equipment industry.

Things have been moving fast recently in the life of José Cuadrado, the new CEO of Yanmar Compact Equipment. In the first 100 days since his appointment at the company, he has launched the company's first ever range of electric zero emission machines at the Intermat exhibition in Paris – and published the strongest set of financial results the company has ever known. Not only that: Cuadrado has continued the work of pivoting the company from being simply a machine manufacturer to a full solutions provider, and has accelerated the focus on attachments and aftermarket solutions.

“The Yanmar CE that I now lead has really strong values, with lots of potential to improve and grow,” he commented. “Our results for the last financial year show record figures for both revenue and profitability – and propel us towards our target of being a €2 billion company by 2028.”

Building a sustainable future

The company's finances are just one element of the business that is now on a sustainably firm footing. In fact, sustainability lies at the core of a company undergoing widespread transformation. It also has a clear direction of travel, as Cuadrado explains: “We want Yanmar CE to be a leader in the global compact equipment market, building success and richer experiences for our customers, employees and business partners.”

After several years of rapid growth Cuadrado has inherited an industry experiencing a pause in 2024 – and this is having an impact on global demand for products and services. But Cuadrado is unphased by the turn in the industry's fortunes.

“We don't foresee a serious downturn, and expect demand to bounce back during 2025,” he says. “Because of this, our long-term priorities are to increase volumes through expanding our product portfolio and developing our channel. At the same time we are determined to set up best-in-class industrial operations focusing on safety, quality, delivery and cost. We expect solid growth from the mature markets of Europe and North America, and also see exciting opportunities in emerging markets, such as South-East Asia, Latin America and India.”

So, although only 100 days in the job Yanmar CE's new global chief has hit the ground running. When asked if Yanmar CE can be a leader in the compact equipment sector his answer is instant:

“Absolutely.”

Ends.



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About Yanmar Compact Equipment

Yanmar Compact Equipment (Yanmar CE) is a global leader in the design, manufacture and support of compact equipment for a range of segments, principally construction and other earthmoving applications. Its products include extensive ranges of mini and midi excavators, wheel loaders, wheeled excavators, compact track loaders and tracked carriers. These are supported by a wide range of services designed to ensure customer success. A global company with proud Japanese heritage, Yanmar CE has manufacturing facilities in Asia, Europe and North America – and an extensive international dealer network. Renowned for its innovative approach – it was the first to market with the now-benchmark mini-excavator, and is credited with popularizing the zero-tail swing concept – Yanmar CE remains a trusted brand known for its reliability, performance and commitment to customer satisfaction. These traits are demonstrated through the company's tagline – 'Building with you'.

For more details, please visit the official website. <https://www.yanmar.com/global/construction/>

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. Moving on, with industrial diesel engines as the cornerstone of the enterprise, Yanmar has continued to expand its product range, services, and expertise to deliver total solutions as an industrial equipment manufacturer. As a provider of small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, machine tools, and components — Yanmar's global business operations span seven domains. On land, at sea, and in the city, Yanmar's Mission of "providing sustainable solutions focused on the challenges customers face, in food production and harnessing power, thereby enriching people's lives for all our tomorrows," stands testament to Yanmar's determination to provide us with "A Sustainable Future".

For more details, please visit the official website of Yanmar Holdings Co., Ltd.

<https://www.yanmar.com/global/about/>