



YANMAR

News Release

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Yanmar Holdings Co., Ltd.

Yanmar Collaborates with World-Renowned Musician MIYAVI to Create Inspirational Song for Next Generation



New song "Find A Way"

Osaka, Japan (October 11, 2024) - Yanmar Holdings Corporation announced today a collaboration with world-renowned musician MIYAVI to create a new song designed to inspire the next generation. The song, titled "Find A Way," will be released globally on October 11, 2024. In celebration of its global release, the song was unveiled at the Louis Vuitton 37th America's Cup, the world's top yacht race, held in Barcelona, Spain.

Under the slogan "#Find A Way" the new song aims to encourage young people to discover their potential and conquer their doubts and insecurities. MIYAVI, a guitarist known for his global success and perseverance, embodies Yanmar's corporate philosophy of "HANASAKA," which means "to bloom" and represents the company's commitment to nurturing people's dreams and supporting their challenges.

MIYAVI, a former member of the Cerezo Osaka junior youth soccer team, brings a unique perspective to the project. The team, established by Yanmar Diesel in 1993 and currently supported by the company as a 'Top Partner' played a prominent role in MIYAVI's early sports career. After a career-ending foot injury, MIYAVI overcame the setback and transitioned to international success in the music industry, a journey that aligns closely with the message of the song.

The new song is anticipated to resonate with listeners worldwide and was itself inspired by "The Yanboh & Marboh Song" which became popular in Japan for its association with a widely viewed weather forecast. By combining MIYAVI's powerful music with Yanmar's commitment to fostering a better future, this collaboration aims to empower young people to make a positive impact on the world. The song aims to inspire those weighed down by anxiety to take their first step forward, a message echoed in the concept movie featuring MIYAVI, who shares the same sentiment.

About the Slogan: "Find A Way"

This slogan was born from Yanmar's value of HANASAKA, meaning "to bloom," which reflects the company's commitment to helping the next generation realize their potential and embrace the possibilities of the future. In January 2023, Yanmar renewed the design of its mascot characters Yanboh and Marboh¹, positioning them as characters set to take on new challenges and realize future possibilities together. The company has also produced an original animation titled Miru², which conveys the message that "the future is in our hands." Through these initiatives and the new song, Yanmar shares the message that each individual has the power to shape the future.

About the Song: "Find A Way"

This song is an anthem to inspire those who are hesitant to start, those who are unsure, and those who have stopped along the way. It retains the familiar melody of the beloved "The Yanboh & Marboh Song," while conveying a message of support for all, both in Japan and internationally, to realize their potential and challenge the future.

Title: "Find A Way"

(At this time, there are no immediate plans to release "Find A Way" on CD or make it available for streaming.)

Introduction of the Concept Video

MIYAVI / "Find A Way" (Full Version)

<https://youtu.be/LM97yKUgPD4>

MIYAVI / "Find A Way" (30sec Version)

<https://youtu.be/OLHmJMgmcxo>

The concept video features a diverse group of young individuals from around the world, symbolizing the future generation as they pursue their envisioned futures. Some take bold steps forward, while others hesitate or feel uncertain. Those facing doubt receive gentle encouragement from their peers who join them in taking the first steps towards progress.

Set to music, the young people skip, dance, jump, and clap, creating a lively, energetic atmosphere. The circle of youth grows as MIYAVI and the Yanboh & Marboh characters occasionally join them, symbolizing unity and collaboration. Together, they move forward, each following their own paths.

Brimming with youthful energy, the video captures the excitement of the future and a collective desire for progress. It embodies a spirit of support, hope, and determination in the pursuit of dreams.

Comments from MIYAVI

"I'm thrilled to create music for Yanmar, a company that connects to my days playing soccer for the Cerezo Osaka junior youth team. My soccer dream ended because of an injury, but I found a new path in music. It was devastating at first, but the guitar saved me. Now, through this collaboration, I aim to inspire the young generation. There's no set path in life - the key is to do your best, believe in yourself, and embrace the unpredictability of the future. I firmly believe in the power of music to deliver this message globally."

About MIYAVI



Renowned globally as a musician and artist, MIYAVI has been acclaimed for his unique "string-slapping technique" playing the electric guitar entirely with his fingers without using a pick. To date, he has completed 10 world tours, performing in over 380 live shows across approximately 30 countries and more. Often referred to as "the Samurai Guitarist," he continually pushes boundaries on the global stage, making a profound worldwide impact as one of Japan's most influential artists. Before his music career, MIYAVI was a member of the Cerezo Osaka youth team in Japan's top professional soccer league, the J-League, and was selected as one of Osaka Prefecture's representative players. At 14, a foot injury abruptly ended his dream of becoming a professional soccer player, leaving him searching for purpose. Discovering the guitar ignited a new passion, giving him the drive to keep pushing forward. His journey from adversity to international acclaim inspires many. <https://miyavi.com/>

About America's Cup

The America's Cup is the world's premier international yacht race, dating back to a competition held during the 1851 London World Exposition. An American team won that race bringing home the trophy that would become known as the "America's Cup." It remains the longest-standing active sports championship trophy in the world. Yanmar is proud to be an official sponsor of this prestigious event.

37th Tournament in Barcelona, Spain

1. Louis Vuitton Cup, Challengers Selection Series, Preliminary Tournament: August 29 to October 7, 2024
2. Youth America's Cup, Youth Match, Preliminary and Final Tournament: September 17 to 24, 2024
3. Puig Women's America's Cup, Women's Match, Preliminary and Final: October 5 to 13, 2024

4. America's Cup Match, Final Tournament: October 12 to 20, 2024

America's Cup Special Website:

https://www.yanmar.com/global/about/sports/marine_sports/sponsored/americas_cup/

Official Tournament Website:

<https://www.americascup.com/37th-americascup-barcelona>

¹ Yanmar Unveils New Design of "Yanboh and Marboh" Characters

<https://www.yanmar.com/global/news/2024/01/30/132850.html>

² Yanmar Appoints Renowned Anime Producer Masuo Ueda as Executive Producer for Upcoming Anime Project 未ル (Miru)

https://www.yanmar.com/global/about/brand/yanmar_robot/news/2024/07/18/140397.html

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

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

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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