



Launched today at Cannes Yachting Festival and online, YANMAR is welcoming customers to join celebrations marking 50 years of recreational marine solutions

Sep 07, 2021 10:04 BST

YANMAR Celebrates 50 Years of Recreational Marine Solutions

YANMAR has announced the launch of a new campaign to celebrate 50 years of recreational marine solutions.

The [special commemoration](#) recognizes the historic achievements behind the creation of YANMAR's reputation today for setting the global standard in sailboat and small craft propulsion, backed by the largest worldwide service network in the industry. Reflecting the contribution of a deeper company

legacy to the success of the marine business, the campaign will also honor YANMAR's commitment to more than a century of diesel innovation and the delivery of application-driven solutions for recreational marine and across all sectors, with decades of dedication to quality control and sustainability.

The half-century celebrations starting in September 2021, in which all YANMAR owners are encouraged to participate, feature the development of YANMAR's first purpose-built engine for recreational marine use, the PMX 1 cylinder, with 6-8 hp models, in 1971, in response to an increasing interest in pleasure boating and sailing. This milestone launch was shortly followed by the introduction of the YSE (Yacht Series Engine) in 1972, built specifically for sailing yachts.

After bringing the first marine engine for fishing boats to the market nearly 75 years ago and becoming the first diesel engine manufacturer to receive the Deming Prize for Total Quality Management in 1968, the ground-breaking launch of a dedicated solution for recreational marine use highlights YANMAR's focus on customers. It also portrays how YANMAR simultaneously delivers best-in-class quality, technology, and sustainable solutions - key philosophies driving the diesel technology development at the company since its founding in 1912.

YANMAR continues to set new standards up to the present day, becoming the first recipient of the marine diesel engine NOx certification by the International Maritime Organization (IMO) in 1994. It far exceeded EPA Tier III emissions regulations with the introduction of the 4JH-CR Series in 2014, bringing the benefits of common rail technology to sailing and smaller vessels. YANMAR's complete line-up of class-leading, efficient and quiet sailboat and powerboat engines is expanding with the recent launches of the 6LF and 6LT series.

Martijn Oggel, Global Sales Manager, said: "We are proud to celebrate 50 years of providing recreational marine customers with purpose-built solutions, confident that we are best positioned to continue delivering the most trusted, advanced engines for decades ahead. YANMAR has always led the way with industry-leading and award-winning technology, breaking new ground in low emissions and reliability.

"With this campaign, we want to demonstrate why our engines are the most proven, premium units in the world, showing how our 50 years of recreational

marine solutions has enhanced the enjoyment of boating and contributed to the advancement of the marine industry.

“We often receive feedback from customers with stories about family, work, fishing, sailing, adventure and more, all powered by YANMAR, and we want to invite everyone to share those experiences. We welcome everyone to get involved on social platforms to share their stories as a part of our #yanmar50 contest and look forward to seeing our customers over the next few months to join in the celebrations at the summer and fall boat shows.”

Introduced for the first time at this year’s Cannes Yachting Festival and online, the three-month Celebrating 50 Years of Recreational Marine Solutions campaign will center on customer engagement. Users’ personal YANMAR stories and experiences will be highlighted on social platforms using #yanmar50 incentivized by prizes.

Contextualizing the company’s pivotal role in leading the marine industry in the progression of diesel innovations, a [timeline](#) pinpoints important dates and awards during the journey from nearly 75 years ago, when YANMAR launched its first marine engines, to the development of the first purpose-built recreational marine engine. A model of the first purpose-built engine, the PMX, will also be available to view at US boat shows this year on the YANMAR stand.

Share your YANMAR story using [#yanmar50](#), tagging @yanmarmarine on Instagram or @yanmarmarineinternational on Facebook, for an opportunity to receive one of 50 YANMAR gift packages. Click [here](#) for more details about the 50 years celebration giveaway opportunities and to explore the history behind YANMAR’s recreational marine solutions.

Visit YANMAR at Cannes Yachting Festival from September 7th on Stand QML326, Newport International Boat Show, US Power and Sailboat Shows (Annapolis), Fort Lauderdale International Boat Show, and METSTRADE.

Ends

Note for editors: YANMAR personnel will be available for interviews at Cannes Yachting Festival on Stand QML326 on Wednesday, September 8th from 10am to 12pm.

For further press information, please contact:

Jules Riegal

Saltwater Stone

Email: j.riegal@saltwater-stone.com

Tel: +44 (0)1202 669244

or

Rozemarijn Loffelt

Senior Marketing Specialist

Global Marketing Marine Department

YANMAR Marine International B.V.

Email: Rozemarijn_loffelt@yanmar.com

Tel: +31 36 5493225

About YANMAR Marine International

A leading supplier of innovative engines and technology-driven marine propulsion systems, YANMAR Marine International (YMI) supplies the world's cleanest, most efficient, reliable and durable diesel engines for the recreational sector – both sailboats and powerboats – and light duty commercial applications. Its trusted range of common rail marine diesel engines encompass an output range from 40 mhp to 640 mhp, the most comprehensive offering available from any marine engine manufacturer. Committed to the development of advanced technology for the best and most

sustainable solutions to meet the evolving needs of boat owners and OEMs, YMI's mission is to enhance the entire boating experience for all its customers. YMI continues to grow its network of service centers worldwide and build on its enviable reputation as a complete systems provider and marine industry ambassador with new partnerships, co-operations and investment.

Based in the Netherlands, YMI is incorporated within YANMAR's global operations, spanning seven business domains on land and at sea. With its beginnings in Osaka, Japan in 1912, YANMAR went on to become the first company to succeed in making a compact diesel engine of practical size in 1933. With industrial diesel engines as the cornerstone of the business, YANMAR has continued to expand its range of products, services and expertise to deliver total solutions as a diesel engine and equipment manufacturer, providing small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine engines, machine tools, and components.