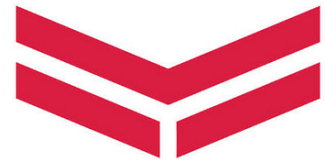


LET'S DO THIS TOGETHER.  
ONE STEP AT A TIME.



**YANMAR  
GREEN CHALLENGE  
2050**



YANMAR Marine International's Energy Transition Strategy works in tandem with the YANMAR GREEN CHALLENGE 2050

Jan 19, 2023 09:00 GMT

## YANMAR Marine International Reveals New Energy Transition Strategy at boot Düsseldorf

*boot Düsseldorf, 21st to 29th January, Hall 10 / Stand A40*

Formalizing the company's ongoing strategy and planning towards decarbonization and the development of sustainable solutions, YANMAR Marine International (YMI) reveals an Energy Transition Strategy Statement specific to the marine leisure sector for the first time as part of a strengthened presence and newly branded stand at this year's boot

Düsseldorf.

In the [YMI Energy Transition Strategy statement](#), which is available now on the company website, the Netherlands global marine headquarters highlights how YANMAR's original [founder's spirit to develop sustainable solutions](#) is inspiring the company's dynamic response to meet today's environmental challenges to benefit mankind.

YMI shares its commitment to deliver value for customers and partners in the years ahead with a pledge to build innovative, environmentally responsible propulsion solutions through the exploration and progression of new technologies. Key areas of commitment include the development, evaluation and commercialization of systems using low-carbon fuels, electrification and hybridization, with a focus on energy efficiency and optimization.

YMI's new strategy operates in coordination with the [YANMAR GREEN CHALLENGE 2050](#), an ambitious company-wide goal to fundamentally transform its business by eliminating greenhouse gas emissions and harmful substances in all activities, manufacturing, and products by 2050.

Floris Lettinga, Sales and Marketing Director, YMI, said: "Care for the natural environment has been at the heart of all YANMAR operations since its founding – an ethos already evident in our range of fuel efficient, low emission marine engines. However, the marine specialists and engineers here at YMI are now reinforcing this long-held commitment to a sustainable future with a strategy to develop propulsion solutions with a minimum CO<sub>2</sub> footprint to benefit our customers and partners in a sustainable way.

"We have short-term goals to deliver results for customers and also our long-term vision to develop solutions that will fundamentally change boating and the way boaters enjoy time on the water. Our aim is to develop technology solutions, like low carbon fuel adaptation, and use energy in a different way to have a new level of excitement, experience and comfort onboard."

For the first time at this year's Düsseldorf show from 21st to 29th January, YMI will exhibit its range of common rail engines and propulsion systems for sail and motorboats on a new-look stand, displaying the synergy with brands VETUS, Maxwell, Smartgyro and Flexofold to present increased options and complete solutions to visitors and boat owners.

YANMAR's marine engine portfolio encompasses an output range from 40 mhp to 640 mhp, the most comprehensive offering available from any marine engine manufacturer. At Dusseldorf, its latest units, including the 6LF series, will be displayed alongside the latest products of complete boat systems provider VETUS, Flexofold propellers for sailboats and multihull yachts, the anchoring solutions from Maxwell, and the innovative SG Series gyro stabilizers from Smartgyro.

Download the YMI Energy Transition Strategy Statement [here](#).

Visit YMI, VETUS, Maxwell, Flexofold and Smartgyro in Hall 10, Stand A40 at boot Düsseldorf between 21st and 29th January 2023.

ENDS

**Note for editors:** Key YMI personnel from the sales, marketing and development teams, including: Floris Lettinga, Director of Sales and Marketing; Bas Eerden, Global Sales Manager; Gideon van Dijk, Manager Development Department, are available for one-to-one media interviews between 11am and 12pm on Wednesday, 25<sup>th</sup> January at the stand. To book a slot or to arrange a meeting on alternative days, please email Jules at [j.riegal@saltwater-stone.com](mailto:j.riegal@saltwater-stone.com).

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## 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.