



The new team at the YANMAR France SAS office in La Roche-sur-Yon

Mar 07, 2019 10:10 GMT

YANMAR Reports Increase in Business in France

Significant strategic investment by YANMAR MARINE INTERNATIONAL in its operations and infrastructure in France has resulted in a strong increase in business and coverage in the country, according to early reports from the company.

Following the launch of full operations at the new YANMAR France SAS office in La Roche-sur-Yon, the leading supplier of innovative engines and technology-driven marine propulsion systems has confirmed there are now

13 master dealers across the country, with 73 sub-dealers in place and further additions imminent.

YMI has also announced the full team of engineers now providing dedicated local support, as the company targets further positive expansion and activity in France during 2019. Led by General Manager and YMI South West European Regional Manager Julio Arribas, the personnel include: Sales Engineers Philippe Cabot and Thierry Berest; Senior Product Engineer Pierre-Jean Sendra; Application Engineer Philippe Craipeau and Customer Service Engineer Maël Lansonneur.

Guaranteeing supply stability and a professional support network in this key region, YMI opened the new sales and customer representative office in September last year to distribute all the company's products and services and support the re-established dealer network in coordination with YMI in the Netherlands. The business set-up allows orders to be placed directly, for shorter lead times, quicker responses to evolving local requirements and greater levels of customer satisfaction.

YANMAR France SAS General Manager Julio Arribas said: "YMI committed to making substantial changes in France to ensure a closer connection to the market and to focus on meeting the expectations of our customers in the country. With our office now fully operational and our national coverage growing day by day, we are already seeing the impact of this strengthened presence in the form of clear business growth. I am really pleased to have a full team of experienced engineers now on site who will continue to build local relationships with partners and customers. Combined with a growing dealer network and a strong representation at the key marine exhibitions in France throughout 2019, I am confident our new focus will make a real difference to the availability of YANMAR marine products and services for boat owners, OEMs and partners."

The strengthened distribution will be backed up with attendance at key shows in France this year where YANMAR will be launching new products and accessories to add to its complete line-up of efficient, quiet sailboat and powerboat engines, including its new 4LV series, the popular YANMAR 6LY and 8LV series and the proven JH common rail (CR) series of sailboat engines.

Visit YANMAR at Les Nauticales Boat Show in Marseille, from 23rd to 31st March; International Multihull Boat Show in La Grande-Motte, from 24th to

28th April; Cannes Yachting Festival, from 10th to 15th September, and Grand Pavois La Rochelle, from 18th to 23rd September.

Ends

For further press information, please contact:

Rozemarijn Loffelt

Senior Marketing Specialist, Global Marketing Marine Department

YANMAR MARINE INTERNATIONAL B.V.

Email: Rozemarijn_loffelt@yanmar.com

Tel: +31 (0)36 5493225

or

Jules Riegal

Saltwater Stone

Email: j.riegal@saltwater-stone.com

Tel: +44 (0)1202 669244

About Yanmar Marine International

Yanmar Marine International is a top-tier provider of sailboat & small craft engines, powerboat engines, light-duty commercial engines, propulsion & maneuvering systems and spare parts. Yanmar Marine International is part of Yanmar's Recreational Marine Business Unit, that also includes the Yanmar Group companies VETUS, Mastry Engine Center and Flexofold. VETUS, based in the Netherlands, is a global provider of marine engines, generators and

technical equipment for recreational marine craft and small commercial vessels. Mastry Engine Center, based in Florida (USA), is a provider of engineering, service repower and parts covering a wide range of marine engine, powertrain and equipment applications. Flexofold, based in Denmark, is a manufacturer of superior low-drag folding (shaft drive and saildrive) propellers for sailboats and multihull yachts. More information: www.yanmarmarine.com.