



Julio Arribas, new South West European Regional Manager for YANMAR MARINE INTERNATIONAL

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## **YANMAR: YANMAR Appoints South West European Regional Manager to Lead New Operation in France**

YANMAR MARINE INTERNATIONAL has appointed Julio Arribas as its South West European Regional Manager, a position that encompasses the roles of General Manager of both YANMAR Equipment Iberica, S.L. and the newly-established YANMAR France SAS.

Arribas will spearhead the launch of YANMAR's strengthened distribution operation and selective dealer network in France after the leading engine and

propulsion specialist opened a new sales and customer representative office in La Roche-sur-Yon in September to provide dedicated local support.

Currently the General Manager of YANMAR Equipment Iberica with responsibility for Spain and Portugal, Arribas has worked for YANMAR for over six years and brings valuable knowledge in building effective local relationships and networks with partners and customers to his expanded position. He also has extensive international experience from his work in distribution, sales and service networks and business development in the UK and Italy, as well as a highly relevant background of working with dealers in the agricultural and construction machinery industry.

YANMAR MARINE INTERNATIONAL's President, Shiori Nagata, said: "Julio was instrumental in setting up YANMAR Equipment Iberica and rolling out a new network in Portugal and Spain, which made him the perfect choice to lead the set up our operation in France and create a more integrated approach in South West Europe. In coordination with YANMAR MARINE INTERNATIONAL in the Netherlands, he will lead a dedicated local team at the new office and support the re-established network in the country, with the ambition of fostering a closer connection to the market and, most importantly, making sure we meet and exceed the expectations of our customers in the region."

Arribas, who starts his new role on 1st October, added: "I am really looking forward to using my experience in the region to develop YANMAR's footprint in France - one of the boating industry's leading markets. I am confident that our focused strategy will ensure that boat owners, OEMs and partners have easier access to YANMAR's marine products and services in the country."

As the leading supplier of innovative engines from 9-440mhp and technology-driven marine propulsion systems to the leisure and light-duty commercial markets, YANMAR established YANMAR France SAS to assume full responsibility for the distribution of all the company's products and services in the country. The new strategy will guarantee both supply stability and a professional support network, and will enable YANMAR to establish closer relationships with boat builders and dealers. It will allow orders to be placed directly and result in shorter lead times, quicker responses to evolving local requirements and greater levels of customer satisfaction.

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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 re-power 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:

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