



Daniel Sundberg, new Nordics Regional Manager for YANMAR MARINE INTERNATIONAL

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## **YANMAR: YANMAR Strengthens Presence in Nordics Region with Appointment of New Regional Manager**

YANMAR MARINE INTERNATIONAL (YMI) has announced the appointment of a new Nordics Regional Manager to strengthen and unify its sales, after-sales, and marketing presence in the area.

Bringing several years of experience in consulting and implementing change management as well as business development operations and strategy, Daniel Sundberg takes up a new position that encompasses the roles of

Nordics Regional Manager, General Manager of YANMAR NORWAY and General Manager of YANMAR SWEDEN.

Sundberg's primary responsibilities are to oversee the sales, after-sales, and marketing related to YANMAR's leisure and commercial engines and other Yanmar Group brands in Norway, Sweden, Finland, Estonia and Latvia.

The addition of a focused Nordics Manager demonstrates YANMAR's commitment to supplying innovative marine products and services in the Nordics region following this year's establishment of YANMAR MARINE FINLAND. This development further reflects YANMAR's ambitions to respond to rapid market growth in the region and meet an increasing demand for dedicated local support.

"Daniel Sundberg's change management experience, and marine and industrial engine business experience, will be essential for the process of strengthening our representative offices in the area by creating a more enhanced and integrated organization for the Nordics region," says YMI President Shiori Nagata. "He will change the organization from a group of individual local units to the development of one Nordics team."

Sundberg added: "I am excited to take on this new challenge at YANMAR MARINE as the Nordics Regional Manager. By aligning the region with strategic business planning, we are committed to exceeding our growing local customers' expectations."

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## About YANMAR

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 – YANMAR's global operations span seven business domains on land and at sea.

Based in the Netherlands, YANMAR MARINE INTERNATIONAL is focused on the leisure marine sector globally, supplying engines for both sailboats and powerboats, and light duty commercial applications. Over the years, YANMAR has built an enviable reputation for proven marine technology delivering high quality and reliability and continues to develop advanced technology for the cleanest and most efficient diesel engines.