



May 27th, 2011

Yanmar Announces 100 Year Anniversary Logo

In 2012, it will be 100 years since Yanmar first began operations. On this occasion, we have decided to commemorate the event with a special logotype for use not just in Japan, but around the world, to raise awareness that we've reached this milestone. Recalling a century of history, this dynamic logotype was designed in concert with our brand statement: "Solutioneering Together", to evoke another 100 years of working together in a lasting relationship with our customers. The "100" represents not only the 100 years it's taken us to get here, but the next 100 years as well. The logotype is in red, Yanmar's corporate color, to show that we will boldly continue to grow and progress with our customers over the next century and beyond.