



Mar 12, 2020 10:00 GMT

YANMAR Announces Partnership with APRIL Marine in France

New agreement enables YANMAR's 13 master dealers and 90 sub-dealers in the country to offer financing solutions to customers buying inboard engines and Dtorque diesel outboard

YANMAR MARINE INTERNATIONAL has signed a new partnership with boating insurance and financing specialist APRIL Marine to offer affordable payment options to leisure customers buying YANMAR engines in France.

The agreement will enable YANMAR France SAS to provide fast and

competitive financing solutions with the sale of the company's range of inboard engines and accessories and the Dtorque Turbo Diesel outboard through 13 master dealers, and more than 90 sub-dealers in the country.

Ensuring a marine engine purchase is easier and more accessible for the end user, the additional service is now available for customers who need to repower an existing boat, replace an engine or buy a new boat with a YANMAR engine.

Julio Arribas, Regional Manager for South West Europe and YANMAR France SAS General Manager, said: "We are very pleased to announce that YMI has partnered with a financing specialist for the first time to benefit our customers in France. The new agreement with APRIL Marine, a very skilled and knowledgeable company in the marine market, enables our new subsidiary, YANMAR France, to provide an enhanced service in the country. APRIL Marine is highly qualified to work with our dealer network to calculate fast and attractive financing options to meet specific requests, enabling our customers to spread the cost of payment and benefit from competitive interest rates, while giving more boaters access to our leading engine technology."

APRIL Marine is a broker specialized in boating insurance and financing, with more than 83,000 clients and 40 years of experience. APRIL Marine designs and manages its own products considered as 'must-haves' in the boating industry. The team of 70 people based in France, Canada and the Caribbean listens closely to its clients' needs and develops many services to facilitate boating life. APRIL Marine offers insurance solutions for motorboats, sailboats, yachts and jet-skis and also financing solutions for rent-to-own and credit on boats.

Édith DURANDET, Financing Manager, APRIL Marine, said: "We are delighted to partner with YANMAR with the joint ambition to give boaters in France new flexibility when buying YANMAR's inboard engines and the Dtorque outboard. We look forward to using our many years of experience in marine equipment financing to benefit YANMAR's customers."

YANMAR France SAS, based in La Roche-sur-Yon, has over 90 sub-dealers in the country to support the separate territories served by master dealers. It was established in September 2018 to strengthen its presence in the country by guaranteeing supply stability and a professional support network, in

addition to forging closer relationships with boat builders and dealers.

YANMAR, leading supplier of innovative engines and technology-driven marine propulsion systems, recently launched its new 6LF and 6LT series of marine diesel engines, adding to its 4LV, 6LY and 8LV series and the proven JH common rail series of sailboat and small craft engines.

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

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 recreational 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.