



Stijn Takes, New YANMAR Product Manager

Jul 06, 2023 14:01 BST

## YANMAR BUILDS SALES EXPERTISE WITH PRODUCT MANAGER APPOINTMENT FOR SUSTAINABLE PROPULSION

YANMAR Marine International has announced the appointment of a new Product Manager: Stijn Takes. Stijn has joined the Sales department to help strengthen expertise as the marine industry moves towards sustainable propulsion methods. Stijn will work closely to ensure YMI meets and delivers its energy transition strategy, his focus is developing new Hybrid and full

Electric Propulsion systems, amongst other upcoming technologies.

Stijn, who will be based at the company's Netherlands headquarters joined YMI on June  $1^{\text{st}}$  and will support the various teams responding to the changing market demands in both sales, marketing and new product development as YANMAR continues to advance in sustainable solutions within the global marine industry.

Stijn is an experienced marine professional having worked within the industry for the last four years. He brings a background in technical business engineering as well as experience in marine electronics having worked with the Navico Group as a Product Manager before joining the YMI team.

Commenting on his appointment, Stijn said: "I am really happy to be joining the YMI team at this exciting time for the industry. It is imperative that we support YMI's customers in navigating their way toward electrification and hybridization. Let's make boating and sailing even more enjoyable knowing that you can do so in a more sustainable way while benefiting from the comfort that the latest technology has to offer."

Stijn will be reporting to Bas Eerden, the Global Sales Manager at YMI and will maintain YMI's focus on maximizing the team's knowledge and expertise to enable sales development and an increased market presence in electrical propulsion systems.

Ends

## For further press information, please contact:

Michele Durkin, Global Marketing Manager

YANMAR Marine International B.V.

Global Marketing Marine Department

Email: michele\_durkin@yanmar.com

Tel: +31 36 2050146

Charlotte Bulloch, Senior PR Account Manager

Saltwater Stone

Email: <a href="mailto:c.bulloch@saltwater-stone.com">c.bulloch@saltwater-stone.com</a>

Tel: +44 (0)1202 669244

## **About YANMAR Marine International**

A leading supplier of innovative engines and technology-driven marine propulsion systems, YANMAR Marine International (YMI) supplies the world's cleanest, most efficient, reliable and durable diesel engines for the recreational sector – both sailboats and powerboats – and light duty commercial applications. Its trusted range of common rail marine diesel engines encompasses an output range from 40 mhp to 640 mhp, the most comprehensive offering available from any marine engine manufacturer. Committed to the development of advanced technology for the best and most sustainable solutions to meet the evolving needs of boat owners and OEMs, YMI's mission is to enhance the entire boating experience for all its customers. YMI continues to grow its network of service centers worldwide and build on its enviable reputation as a complete systems provider and marine industry ambassador with new partnerships, co-operations and investment.

Based in the Netherlands, YMI is incorporated within YANMAR's global operations, spanning seven business domains on land and at sea. 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.