



YANMAR MARINE INTERNATIONAL's Director of Sales and Marketing, Floris Lettinga

Sep 03, 2018 10:00 BST

YANMAR: YANMAR Strengthens Distribution in France with Opening of New Sales and Customer Representative Office

YANMAR MARINE INTERNATIONAL opened a new sales and customer representative office in France on 1st September to strengthen its presence in the country. Based in La Roche-sur-Yon, YANMAR France SAS has been established to assume full responsibility for the distribution of all the company's products and services.

With the aim of further enhancing YANMAR's reputation as a valuable partner, a dedicated local team based in the new office will coordinate with YANMAR MARINE INTERNATIONAL in the Netherlands to re-establish and support a selective dealer network in France.

The new distribution 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.

As the leading supplier of innovative engines and technology-driven marine propulsion systems to the leisure and light-duty commercial markets, YANMAR selected the thriving Pays de la Loire region, between Nantes and La Rochelle, as its new base to run French operations. This well-connected area is one of France's leading regions for economic development, as well as home to some of the most famous names in yacht building.

YANMAR MARINE INTERNATIONAL's Director of Sales and Marketing, Floris Lettinga, said: "France is a key market and its boating industry is a sector in which the country still enjoys a leading global position. We look forward to further developing our footprint in France and improving customer satisfaction through a closer connection to the market. Our new distribution base and dealer network will enable our current and new customers to have easy access to our complete line-up of integrated propulsion systems with modern marine engines from 9-480mph for leisure and light-duty commercial applications."

The latest strategic development announced by YANMAR follows recent acquisitions and investments to significantly strengthen its position in the recreational marine industry.

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 Marine International

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 repower 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: www.yanmarmarine.com.