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**YANMAR Enters the UTV Market with the Bull Series**

Adairsville, GA (August 4, 2016) – YANMAR America is proud to introduce the all new YANMAR “Bull Series” Utility Task Vehicles (UTV), which will be available in two designs, the standard “Bull” model with three seats in a single row, and the “Longhorn” edition with two rows and six individual seats. Featuring a powerful 700cc class gas engine and premium design, the new UTVs will be sold exclusively through the company’s extensive North American Compact Construction Equipment and Agriculture Tractor dealer network beginning in January 2017.

Tim Fernandez, President of YANMAR America commented, “YANMAR has a long history in the UTV market as an OEM manufacturer and supplier of diesel engines and drive line components to numerous well respected brands within the UTV industry. It’s just a natural progression for YANMAR to introduce our own line of utility task vehicles.”

“People all over the world know YANMAR as a manufacturer of the highest quality industrial and marine diesel engines, construction and agriculture equipment and energy system solutions,” continued Jason Fitch, YANMAR UTV Business Unit Manager. “The Bull Series of UTVs will be an extension of our quality product line, and will provide our customers with another YANMAR solution for their needs.”

The UTVs’ exterior design of sleek lines and a premium silver and red color scheme complements their powerful, versatile performance, making them ideal for job sites, agriculture use and recreational riding.

This new line of products from YANMAR is the result of a partnership with Yamaha Motor Corporation as an expansion of the two companies’ global partnership in which they have worked together in the fields of industrial-use unmanned helicopters, generators and snow blowers.

Interested buyers will be able to experience the new Bull Series first-hand at the following events in 2016:

Exhibition Name	Dates	Location
<b>Empire Farm Days</b>	August 9-11	Seneca Falls, NY
<b>AG Progress Days</b>	August 16-18	PA Furnace, PA
<b>Farm Science Review</b>	September 18-20	London, OH
<b>Sunbelt Expo</b>	October 18-20	Moultrie, GA
<b>GIE</b>	October 19-21	Louisville, KY

To learn more, please visit [www.thebullseries.com](http://www.thebullseries.com).

About YANMAR

YANMAR America Corporation, located in Adairsville, GA, is the regional headquarters of Yanmar Co., Ltd. a global company based in Osaka, Japan. Yanmar Co. Ltd., was established in 1912, and in 1933 became the world's first manufacturer to develop a practical small diesel engine. Today, YANMAR is a recognized leader in the design and manufacturing of advanced performance diesel engines and diesel-powered equipment, as well as gas engine based energy systems. YANMAR America Corporation is located at 101 International Parkway, Adairsville, GA 30103. For more information about all of YANMAR’s solutions, please visit [yanmar.com/us](http://yanmar.com/us).

