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MARKET ANNOUNCEMENT

Yamaha Opens New Facility in Denarau to Strengthen Support for Fiji's Marine and Tourism Industries

Denarau, Fiji – Asco Motors has officially opened its new Yamaha Facility in Denarau, reaffirming its commitment to Fiji and strengthening support for the country's growing marine, tourism, and mobility sectors.

Strategically located in Fiji's leading tourism and marine hubs, the new facility will provide improved customer access, enhanced service delivery, and stronger engagement with industry partners. The facility will serve as a hub for customer support, technical assistance, business development, and stakeholder collaboration, allowing Yamaha to better support commercial operators, tourism businesses, marine transport providers, fishing enterprises, government agencies, and recreational users.



Denarau was selected for its significance as a key gateway to Fiji's tourism industry and home to one of the South Pacific's busiest marinas. Its central location offers Yamaha the opportunity to work more closely with customers and partners operating within the marine and tourism sectors.

Speaking at the opening, Acting General Manager Sales & Marketing, **Mr. Seiji Tokito**, described the new facility as an important milestone for Yamaha's growth in Fiji.

"The opening of our Denarau office represents an exciting new chapter for Yamaha in Fiji," said Mr. Tokito. "This investment allows us to be closer to our customers, better understand their needs, and deliver enhanced support and service across the marine and mobility sectors."

For many years, Yamaha products have supported Fiji's marine transportation, tourism, fishing, and recreational boating industries. Establishing a dedicated facility in Denarau will enable the company to provide more responsive and personalise support while improving access to Yamaha's expertise, products, and services.

The new facility will also strengthen Yamaha's collaboration with tourism operators, local businesses, industry associations, and government stakeholders. Through these partnerships, the company aims to contribute to economic growth, workforce development, and the promotion of sustainable marine practices.



As Fiji's marine and tourism industries continue to evolve, Yamaha plans to introduce innovative technologies and solutions that enhance performance, efficiency, reliability, and environmental responsibility. The Denarau facility will play a key role in helping customers access to these services.

"Our focus is not only on delivering world-class products but also on building long-term relationships based on trust, service, and shared success," Mr. Tokito added. "The new office reflects our commitment to supporting our customers and contributing to the future growth of Fiji's marine industry."



The establishment of the Asco Motors Denarau Yamaha facility is also expected to create opportunities for local employment, professional development, and greater industry engagement. Yamaha remains committed to investing in people and supporting skills development across the sectors it serves.

Asco Motors expressed their appreciation to customers, dealers, partners, and stakeholders for their continued support. The new Denarau facility represents more than a physical expansion; it reflects Yamaha's ongoing commitment to innovation, customer service, and long-term partnership in Fiji.




Ronald Kumar
Chief Executive Officer/Director



Priscilla Singh
Company Secretary