

# A Clear Vision for Yanmar CE EMEA's Next Chapter

2 months ago



When Jon Lopez was appointed President of [Yanmar Compact Equipment EMEA](#) (Yanmar CE) in November 2024, he took the helm of a business ready for renewal. Since then, his focus has been to guide the organisation through change and position it for long-term success.

“One of the most important dimensions for a leader today,” Lopez says, “is to bring a clear vision to the organisation – to guide strategy and give people direction and transparency. That’s how you build high-performing teams and sustainable growth.”

## Leading through change

Over the past few years, the compact equipment industry has been on a journey of extremes. The pandemic years of 2021–2022 brought what Lopez describes as a “sugar rush” of demand, as construction and infrastructure projects surged across the region. That unprecedented boom lifted the entire sector to record production levels – Yanmar CE included.

Now, as the market finds its balance again, manufacturers everywhere are adapting to a more sustainable rhythm of demand. “This is something the whole industry is managing,” Lopez says. “And it’s a healthy process – it helps us build a stronger, more efficient foundation for the future.”

For Yanmar CE, this means concentrating resources and reinforcing readiness. As part of this strategy, the company will optimize its production footprint by consolidating wheel loader manufacturing in Saint-Dizier, France, leading to the closure of its Crailsheim factory in Germany by the end of 2025. “It’s about preparing for tomorrow,” Lopez explains. “We’re aligning with today’s realities while investing in the future – making sure our business stays resilient and ready to scale when demand rises again.”

A strategy built for growth

Lopez describes Yanmar CE's strategy as one built on confidence and long-term commitment.

"Our direction is crystal clear," he says. "We intend to grow significantly across the EMEA region. By optimizing our production resources and evolving our product range, we're positioning Yanmar CE to set new benchmarks in quality, reliability, and customer experience. We remain fully committed to our customers and partners throughout Europe, the Middle East, and Africa – continuing to invest and build for the future."

Since taking on the role, he has worked to strengthen flexibility and efficiency across Yanmar CE's operations, ensuring the business stays close to customers while ready to capture new opportunities. "Agility is key," he explains. "We're shaping Yanmar CE to be faster, more responsive, and ready for the opportunities that the next phase of the market will bring."

Technology, safety, and sustainability

Lopez believes the next wave of innovation in compact equipment will be driven by safety, connectivity, and sustainability. Electrification, telematics, and AI are central to Yanmar CE's technology roadmap.

"Everything starts with safety," he says. "From there, electrification and data-driven technologies will define the next era of innovation. Yanmar is investing heavily in these areas because that's how we create lasting value for our customers."

Yanmar CE already offers three fully electric products, with more in development. New telematics platforms will also give customers greater visibility into their fleets, helping improve uptime, efficiency, and productivity.

Customer focus and dealer strength

Lopez 'strategy for growth centers on Yanmar's long-standing commitment to being close to its customers. "Being close to the customer means understanding their needs and adapting quickly," he explains. "That's how we build trust and long-term relationships."

Dealers and partners play a vital role in this approach. Yanmar CE's dealer network combines global capability with deep local expertise, ensuring customers receive the same reliable service wherever they operate.

"Our dealers are the face of Yanmar CE to our customers," says Lopez. "By investing in collaboration, training, and digital tools, we're ensuring every interaction reflects the same quality and care that define our brand."

Culture, clarity, collaboration

As Yanmar CE continues its transformation, his focus extends beyond performance metrics to the people driving them. "We're building a culture of performance – individually and collectively – where everyone understands their role and has the chance to develop. "At the heart of it is Hanasaka – a Japanese philosophy meaning 'to let people bloom'. It's a beautiful symbol for how we want our people to flourish."

Open communication and talent development are key pillars of this mindset. Jon emphasizes clarity, transparency, and trust as essential ingredients in motivating teams across Yanmar's diverse EMEA region. "When people understand the strategy and feel supported in their growth, engagement follows naturally," he says. "That's how we create the energy that drives performance."

Looking ahead

Jon Lopez' message for Yanmar CE's customers and partners is clear: this is an industry recalibrating, and Yanmar CE is using the moment to get stronger.

"Our transformation is about building strength for the long term," he says. "We're making deliberate decisions now to ensure Yanmar CE is more efficient, more sustainable, and even closer to our customers across the EMEA region."