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# Bryan Seti, Ben Mallett Appointed to New Leadership Positions within Yamaha U.S. Marine Business Unit

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**BRYAN SETI**

Vice President, Yamaha Boat Business Unit

**BEN MALLETT**

Vice President, Yamaha Marine Development



KENNESAW, Ga.--(BUSINESS WIRE)--Yamaha Motor Corporation, U.S.A., U.S. Marine Business Unit announced today the appointment of Bryan Seti to the position of Vice President of the Yamaha Boat Business Unit and Ben Mallett to the position of Vice

President of Marine Development. Seti will oversee Yamaha's Boat Business Unit, which includes the WaterCraft Business Group, G3 Boats and Skeeter Boats. He will hold the title of President, Skeeter Products, Inc., and will continue to lead sales and marketing for Yamaha WaterCraft and Sport Boats. Mallett will lead Product and Advanced Development teams at the Yamaha Marine Innovation Center.

Dean Burnett, former Vice President of Yamaha's U.S. Marine Business Unit, will transition to the role of President of Yamaha Motorsports U.S. Business Unit, as Mike Martinez, the current President, prepares for retirement in April.

"Bryan and Ben both have a long tenure with Yamaha and a deep understanding of the marine industry. Their experience and knowledge will serve these teams well as we move our products into the future," said Ben Speciale, President, Yamaha U.S. Marine Business Unit. "We're grateful for Dean's contributions to Yamaha Marine over the years and know he will continue to drive success in his new role with Motorsports."

Bryan Seti most recently held the role of General Manager of the Yamaha WaterCraft Group, responsible for overseeing the sales and marketing of Yamaha WaveRunners® and boats in the United States. During his 27 years with Yamaha Motor Corporation, U.S.A., Seti led the WaterCraft Group through growth and success, establishing Yamaha as the premier brand and sales leader in the personal watercraft and sport boat categories.

Notably, Seti served as the Chairperson of the Board of Directors of Grow Boating®, the marketing arm of the National Marine Manufacturers Association® and is a current board member of both the Recreational Boating & Fishing Foundation and Water Sports Industry Association. Before joining Yamaha, Seti served as Director of Marketing at Diamondback Bicycles, leading the brand to unprecedented growth through his innovative sports and lifestyle marketing initiatives.

Ben Mallett previously served as General Manager of Bennett Marine. During his first year of leadership, the company changed multiple processes that led to profitability. Bennett Marine, the largest manufacturer of hydraulic and electric trim tabs, became a division of Yamaha Marine Systems Company, Inc. (YMSC) in 2017. During his time with Bennett, he assisted with the process of becoming ISO 9001 certified in September 2022. Mallett also implemented a unique culture focusing on employees, calling it a "care culture" which

consists of small groups, care teams and care plans, all coming under the company's mantra of Lead with Love.

Prior to Bennett, Mallett served as Operations and Business Planning Division Manager, where he led the acquisition of Bennett and Kracor, established a procurement department and changed logistical operations for the Marine Business Unit.

Seti and Mallett will both report directly to Ben Speciale, President, Yamaha Motor Corporation, U.S.A., U.S. Marine Business Unit.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Engine Systems, based in Kennesaw, Ga., supports its 2,000 U.S. dealers and boat builders with marketing, training and parts for Yamaha's full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA®'s C.S.I. Customer Satisfaction Index award every year since its inception. Visit [www.yamahaoutboards.com](http://www.yamahaoutboards.com).

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REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal floatation device and protective gear.

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