

## John Augustiniak Named General Manager of G3 Boats

LEBANON, Mo.--([BUSINESS WIRE](#))--Yamaha U.S. Marine Business Unit announced today that John Augustiniak is the new General Manager of G3 Boats. In his new role, Augustiniak will oversee the company's manufacturing and operational business strategy, as well as sales, marketing and logistics for G3 Boats.

"John brings a strong operational mindset and a proven ability to execute at scale," said Bryan Seti, Vice President, Yamaha Boat Business Unit. "His experience leading complex manufacturing organizations will support G3 Boats' focus on efficiency, product excellence and long-term growth."

Augustiniak has more than 30 years of operational leadership experience. Prior to joining G3 Boats, he served as General Manager of Yamaha Marine Rotational Molders, where he led manufacturing, operations and business strategy for the company's rotationally molded plastic products. Prior to joining Yamaha, he held the position of operations manager for Amazon® at their Texas and Wisconsin facilities, where he oversaw customer fulfillment and distribution. He also has extensive experience in printing, packaging, industrial films and extrusion operations, with a strong record of driving continuous process improvements.

Augustiniak will report directly to Bryan Seti, Vice President, Yamaha Boat 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).

This document contains many of Yamaha's valuable trademarks. It may also contain trademarks belonging to other companies. Any references to other companies or their products are for identification purposes only and are not intended to be an endorsement. B.A.S.S., Bassmaster and Bassmaster Classic are registered trademarks of B.A.S.S. LLC.

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

© 2026 Yamaha Motor Corporation, U.S.A. All rights reserved.