



YAMAHA MOTOR CORPORATION, U.S.A., Marine Group Company
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Ben Speciale
President
Yamaha Marine Group Company

Ben Speciale became President of the Yamaha Marine Group Company in May 2010. The Marine Group Company is a unit of Yamaha Motor Corporation, U.S.A. and is located in Kennesaw, Ga., an Atlanta suburb.

As President, Speciale directs the Marine Group, including all U.S.-based marine activities and subsidiaries. He oversees Yamaha's boat companies and subsidiaries, including Skeeter bass boats, G3 aluminum fishing boats and Precision Propeller Industries, Inc. Yamaha has approximately 2,000 marine dealers and is an OEM outboard supplier to 120 independent boat brands in the U.S.

Involved since childhood in his family's marina and marine dealership, he joined Yamaha Motor Corporation, U.S.A. in 1987 with Yamaha Marine Parts and Accessories. Over the years at Yamaha Marine Group, Speciale held positions in marketing and promotions. Speciale left Yamaha in 1992 to serve as New Fishing Production Manager at Fenwick Fishing Tackle in Huntington Beach, Calif. He returned to Yamaha Marine in 1996 in strategic planning and financial operations. He was promoted to Vice President, Operations and Planning in 2005.

During Speciale's tenure as Vice President of Yamaha Marine, the outboards received a number of design and innovation awards from the marine industry and national media. Yamaha also is the only outboard motor company to receive awards in the National

Marine Manufacturers Association Customer Satisfaction Index survey every year since its inception.

Active in the community and the marine industry, Speciale is a native of Spring City, Tenn., and a 1987 graduate of Ohio State University. He, his wife, Kim, and their two daughters reside in Kennesaw, Ga

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