



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

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

As President, Speciale directs the U.S. Marine Business Unit, including all U.S.-based marine activities and subsidiaries. He will also act as Chief Sales and Marketing Officer of Marine Engines and Boat Power Systems (BPS). In addition, Speciale serves as the chairperson of the National Marine Manufacturers Association Board of Directors. He oversees Yamaha's boat companies and subsidiaries, including Skeeter bass boats, G3 aluminum fishing boats, Precision Propeller Industries, Inc., Bennett Marine and Kracor. Yamaha has approximately 2,300 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, 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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