



YAMAHA MOTOR CORPORATION, U.S.A., Marine Group Company
1270 Chastain Road, Kennesaw, Georgia 30144 • 770.420.5700 • Fax 770.420.5833

Ben Speciale
President
Yamaha U.S. Marine Business Unit



Ben Speciale is the President of the Yamaha U.S. Marine Business Unit and Executive Officer of Yamaha Motor Corporation (YMC). He oversees all Yamaha U.S.-based marine activities and subsidiaries including WaveRunners, Jet Boats, Skeeter Boats, G3 Boats and Yamaha Marine Systems Companies. He also provides support to the advanced markets for Yamaha's Global Marine business. In addition, Speciale acts as Chief Sales and Marketing Officer of Marine Engines and Boat Power Systems (BPS).

Yamaha has approximately 2,300 marine dealers and is an OEM outboard supplier to 120 independent boat brands in the U.S. Speciale is active in a variety of marine industry associations. He currently chairs the National Marine Manufacturers Association (NMMA) Engine Board; serves on the Executive Committee of NMMA and is a Director/Executive Management Board Member of the Center of Sportfishing Policy. He is also a past Chair of the NMMA Board of Directors.



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Speciale has been 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, and named President of Yamaha Marine Group in 2010.

During Speciale's tenure, the company's 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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