

The life story of Magokichi Yamaoka

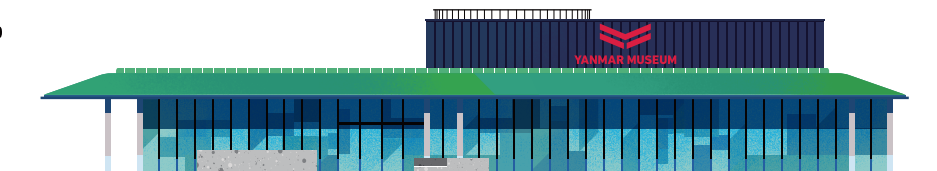
# CHALLENGE STORY



Welcome to Yanmar Museum.

This is a challenge museum that was established to encourage you to overcome challenges.

First, let's take a look at the life story of Magokichi Yamaoka, Yanmar's founder.



Magokichi was born in a small farming village by Lake Biwa in 1888.

After his graduation from high school at the age of 13, he joined his family working in the fields. Being a farmer in those days was no easy work. At the end of day, he was covered in the mud physically exhausted.



Eventually, Magokichi felt the need to challenge himself at another career besides farming in hopes of obtaining his dream.

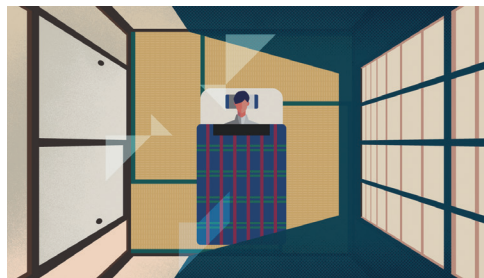


When he turned 16, he told his mother he wanted to move to the city, Osaka to find a job. His mother happily supported his decision and traded in their stored rice for money. She sent young Magokichi on his way. And now, his first challenge began.

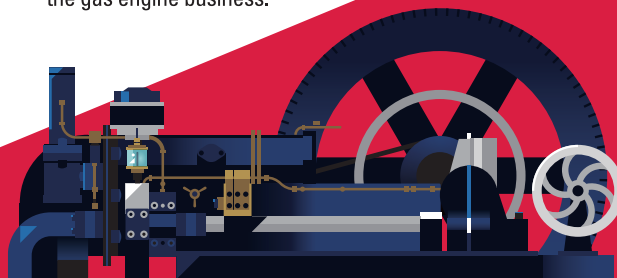




Magokichi worked hard every day in Osaka. But one day... He got sick and unable to keep up with the strenuous work. As he left work for a while, he took time to rethink hard about his future.



That's when an opportunity was brought up to him. Thanks to a new friend he made while fishing, A friend introduced him to the gas engine business.



# CHALLENGE

This new job taught him all about the gas engine and reveal his talent for the business as well. Magokichi gained confidence and dreamed of starting his own company and becoming successful. His next challenge came up at the age of 20.



In 1912, he founded the Yamaoka Hatsudoki Kosakusho. Later, the name was changed to Yanmar to rhyme with his last name, Yamaoka and also the largest breed of dragonfly "Oni-Yanma", a symbol of rich harvest. YANMAR was born.

And Magokichi continued to run the company successfully. Everything seemed to be going smoothly. But then...

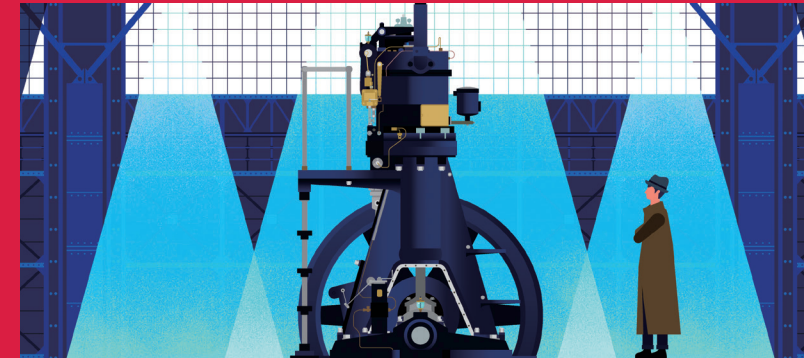




There was an accident with one of the engines they delivered to a customer. Changes in times caused public backlash, conflicts between employees. the list of trouble went on...



However, ever-positive Magokichi did not backed down. He decided to change things up by going abroad. He visited an exhibition in Germany that attracted 200,000 people from all over the world and witnessed the leading technology in engineering.



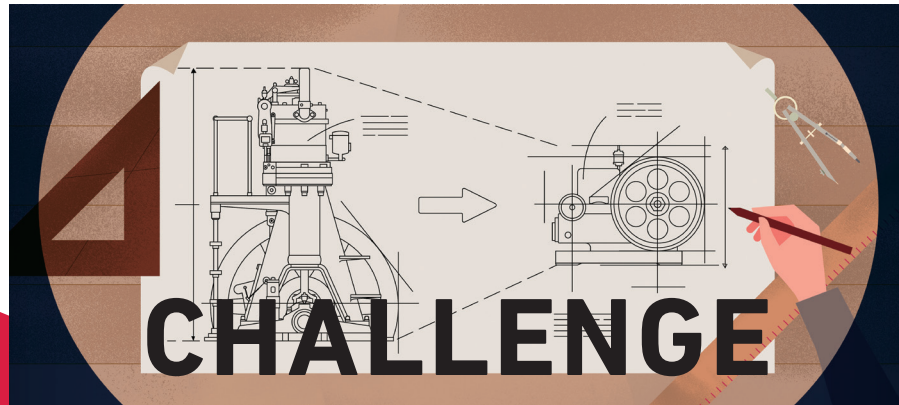
One engine in particular caught his attention. It was the diesel engine, the radical invention of Rudolf Diesel.



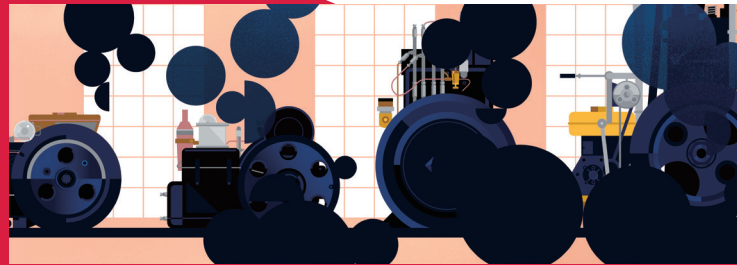
Magokichi had an idea.

If an engine can generate so much energy with only 1/4 of gasoline, it would be a tremendous help for farmers. But the engine at the time was too big and too expensive for small time farms to buy.





Again,  
Magokichi's third big challenge!  
He returned to Japan and started working on  
developing a small scaled diesel engine right away.  
This challenge was proven to be very difficult that  
no one in the world could successfully made before.



No matter how hard he and his engineers tried,  
the prototypes failed with black smoke filled in the factory.  
But every time he felt like giving up, he never did.  
Magokichi knew exactly how hard farming was growing up  
watching his parents in the field.



Over a year passed with no sign of luck.

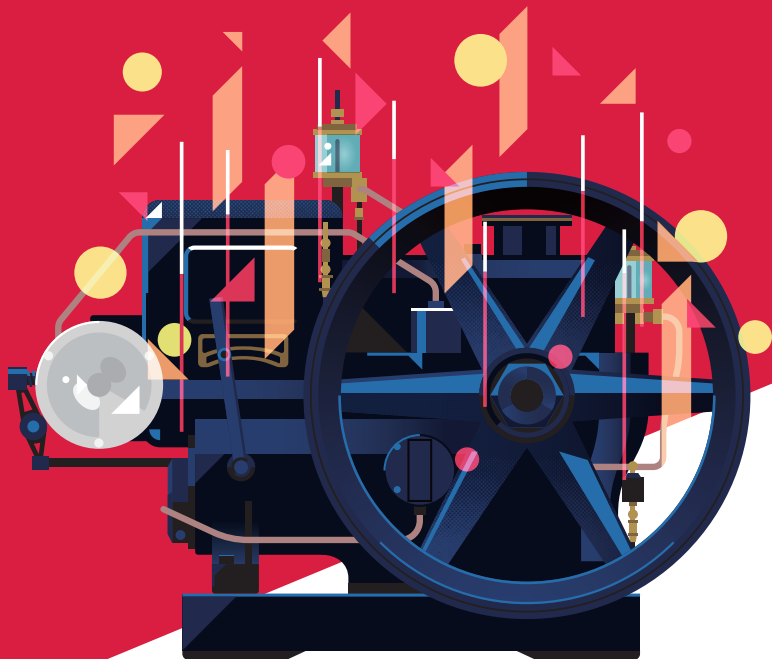
But these hard times only made the engineers more  
eager to discover the answer.  
Over time, they had become strongly driven to succeed  
instilled with Magokichi's dream of helping  
those working in hard conditions.

In due time, their stance of overcoming challenges  
started a revolution in the industry.



On December 23rd, 1933,  
they finally created the world's first compact diesel engine.

## 『The Yanmar HB』



Magokichi cried because he was so grateful for their hard work.  
His teams rejoiced the success.



The Yanmar HB engine spread throughout the world over night  
and made manual labor easier for people in need.

## CHALLENGE

The word "Challenge" means to actively push oneself in aim of a better future.

It is to try new things without giving up.

Yanmar remains as a symbol of Magokichi Yamaoka's determination to  
rise to the challenge.

## A SUSTAINABLE FUTURE

Our land, our sea, and our cities. The whole world is the stage for Yanmar's continuous challenge.

Creating a new abundance using technology while caring for humans and the nature that sustains us.

A SUSTAINABLE FUTURE.

Yanmar will continue forward into the next century of challenges.