

Brookwood Advises Yamaha Marine on Acquisition

We are pleased to announce that Brookwood Associates has advised Yamaha Motor Corporation, USA, a subsidiary of Yamaha Motor Co., Ltd., on the acquisition of Kracor, Inc. This acquisition will enable Yamaha Marine, the leading brand in recreational boat engines, to supply rotationally molded parts and integrated fuel tank systems to its boatbuilder customers.

Yamaha engaged Brookwood in 2015 to assist with a broad range of corporate development services, designed to further Yamaha’s strategy of offering integrated component systems to its customers. Kracor represents the first acquisition resulting from those efforts. In addition to serving middle market companies with M&A and financing services, Brookwood has an active practice representing larger non-U.S. companies as their buy-side advisor for North America.



“We chose to work with Brookwood because of their extensive buy-side M&A experience, plus their understanding of U.S. middle market targets owned by individuals (like Kracor) and by PE funds. We like the flexibility of having a full team available to us so that we can call on the appropriate resources as we need them. We needed a long-term relationship with an advisor – our first closed transaction occurred almost two years after we started – and the Brookwood team delivered for us.”

Ben Speciale
President, Marine Group
Yamaha Motor Corporation, USA

About Yamaha: Yamaha Motor Corporation, USA (www.yamaha-motor.com), through its Marine Group headquartered in Kennesaw, Georgia, manufactures the premier brand of outboard motors for the U.S. recreational boating market.

About Kracor: Kracor (www.kracor.com), headquartered in Milwaukee, Wisconsin, designs and manufactures rotationally molded plastic products for a variety of markets, including recreational marine and industrial.

About Brookwood: Brookwood Associates (www.brookwoodassociates.com) is a leading independently-owned investment bank based in Atlanta and Charlotte. The firm offers merger, acquisition, corporate financing, restructuring, fairness opinion and other related advisory services to clients across several industry sectors, including highly-engineered manufacturing companies such as Yamaha.