



A Yamaha ESG Initiative

Environmental, Social & Governance



BEN SPECIALE LEADS MARINE INDUSTRY EFFORT IN COALITION TO PROMOTE MULTIPLE TECHNOLOGY APPROACH TO CARBON NEUTRALITY



Yamaha U.S. Marine Business Unit President, **Ben Speciale**, joined executives from across several industries to discuss methods of achieving carbon neutrality during the 2024 Pebble Beach Classic Car Forum, August 15th. The panel, which included representatives from automotive, oil, marine, and the automotive supplier industries, unanimously called for **multiple pathways to achieving carbon neutrality** and agreed that a **“one size fits all” electric approach method** is not viable. The hope is that the discussion will lead to a cross-industry approach to multiple technology solutions and advocating for them.

“We have to broaden the coalition across industries to help policy makers understand the achievement of carbon neutrality will require a multi-technology approach that includes sustainable fuels, electric and new innovations such as hydrogen,” said Speciale. “It can’t just be ‘us’ talking to the legislators and policy makers at the federal level. We need our retailers, dealers, and customers to raise their voices on the local level as well. The more people engaged, the faster we can put good pragmatic policy in place that will result in carbon neutral solutions for vehicles and boats in the current fleet as well as the future fleet.”

In addition to Speciale, panelists included: **Jim Baumbick**, *Vice President of Product Development and Quality, Ford Motor Company®*; **Cooper Erickson**, *Senior Vice President, Product BEV and Mobility Planning Strategy, Toyota® Motor North America*; **Tracey Gardiner**, *Vice President, American Lubricants*; and **Mike Spagnola**, *President and CEO, SEMA®*. **Richard Varner**, *Chairman of the Board of Directors for The Petersen Museum*, moderated the discussion. Presented by insurance broker Alliant, the panel was co-produced by SEMA® and The Petersen Museum.



As a part of the Advanced Clean Cars II regulations, the State of California has a mandate in place requiring all new passenger cars, trucks, and SUVs sold within the state will be zero-emission vehicles by 2035. To date, 16 states have followed suit, declaring the end of internal combustion engine car sales by the end of 2035. The panel discussion called for greater need for legislative education about the issues these mandates create for consumers and businesses alike.

There are currently 280 million automobiles and 12 million boats in operation. The panel suggested sustainable, renewable fuels as a method to reduce carbon in the current fleet. In addition, they spoke in detail about hydrogen as an alternative solution, both on the road and on the water. Panelists also addressed the importance of preserving customer choice when it comes to selecting a vehicle or boat that best suits their needs.

“It really is important to think about this as a portfolio of solutions and consider how we get to the whole fleet. The mission is clear: reduce carbon emissions. The question is ‘How do we do this in a sustainable manner?’ And what’s most important when we’re thinking about these technologies is the customer,” said Baumbick. “There’s an education part that’s also very important. If you say everyone should drive an electric vehicle overnight, you could run into some real customer challenges. For example, people who tow. With electric, their trips could take six hours rather than two. Freedom of choice for our customers is critical, and we need to offer them a portfolio of [carbon reducing] tools that let them accomplish what they want to with their vehicles.”

To see highlights of the 2024 Pebble Beach Classic Car Forum: *“It’s Not Politics, It’s Innovation: The Future of Automotive Technologies,”* [click here](#).

