

N e w s R e l e a s e

For immediate release

31 August 2021

Yamaha showcases extensive product range on and off the water at SIBS

Yamaha Marine will be displaying an extensive range of products at this year's Southampton International Boat Show, 10-19 September, both on and off the water.

From outboard engines and inflatable tenders to personal watercraft and sports boats, Yamaha will showcase its diverse engineering and manufacturing excellence.

Outboard Engines

Front and centre on the landside stand (E051), will be models from Yamaha's upgraded Premium V6 outboards range which offers extensive functionality, from everyday use and long-distance journeys to high octane sports use.

On display will be the new white Yamaha V6 Steer by Wire (SBW) 300 hp engine, which shares design cues from the company's flagship XTO and is equipped with Digital Electric Steering (DES), Thrust Enhancing Reverse Exhaust (TERE) and Yamaha's exclusive TotalTilt™.

Also available to view from this range will be the 250 hp V6 Drive by Wire in grey, with electronic throttle and shift delivering smooth, precise control.

Completing the outboard line-up are the new VMAX 90 hp and the stalwart four-cylinder High Power 200 hp in its new white colourways.

WaveRunners

Making its show debut, is the Yamaha Superjet. No longer restricted to professionals, the high-performance 1049cc four-stroke TR-1 engine brings the thrill of competition to all riders. The ultra-light SuperJet delivers a powerful combination of acceleration in high-speed straights, with agility allowing for easy manoeuvrability and control.

Next up is the WaveRunner VX, with its sleek deck styling, attractive colours and graphics. Offering unbeatable enjoyment on water, the VX has a narrow seat and deep, wide footwells for easier handling, plus Yamaha's intuitive RiDE® control technology. This user-friendly system brings an immediate level of confidence, even to less experienced riders.

The FX SVHO will also be available to view. The supercharged SVHO engine and capable hull produce a powerful and stable ride with agile handling. Designed for cruising, the SVHO is packed with the latest features and technology, including Yamaha's RiDE® control system, electronic Trim and Reverse, Cruise-Assist and a remote-control security system.

Yamaha Inflatables

From the YAM Inflatable 'Air' range, the YAM 275 will be on show on the stand. Light and easy to carry, the YAM 275 can comfortably transport a family of three or four while the inflatable keel helps keep directional control. Strong D-rings and lifelines are provided, as well as a secure, integral fuel tank strap, and the PVC-coated transom has a special support section for a Yamaha outboard. An ideal yacht tender.

On the water at this year's show, Yamaha will be showcasing boats from its Yamarin and Buster brands.

Yamarin

In the show's marina on berth M035, Yamaha will present the Premium version of its flagship Yamarin 88 Day Cruiser (DC).

With the option to be specified with the new Yamaha XF425 XTO, the Yamarin Premium 88DC has a maximum speed of 45 knots and comes with a comprehensive equipment package as standard, including Yamarin Q+, the entertainment package with speakers, a harbour cover, hydraulic steering, a tilt steering wheel, teak in the cockpit, and a foredeck and aft swimming platform.

Joining the 88DC are the Yamarin 60DC and 56 Bow Rider (BR) on berths M035 and M037 respectively.

Buster

Making its UK and show debut on berth M038 is the Buster XXL V MAX Edition. Combined with a Yamaha V Max 150 SHO outboard, this first-class aluminium boat offers unbelievable power and a max. speed of 44 knots.

The black and red V Max design on the outboard's cowling has been updated making it more eye-catching, a theme which continues on the boat's hull, creating a unified and sporty overall look. The Buster XXL V MAX Edition comes with a large, sleek Buster Q 16" touch screen with entertainment-package and a water-skiing bracket as standard.



As well as all the fantastic products on display at the boat show, the Yamaha team is also looking forward to discussing the new JetBlaster® WaveRunner models available for the 2022 season.

To find out more about Yamaha and its full product range visit: <https://www.yamaha-motor.eu/gb/en/marine/#/>

Ends

Notes to editors

About Yamaha Motor Europe

- Yamaha has been at the forefront of marine innovation and engineering excellence for 60 years.
- Yamaha produces reliable cruising and high-powered outboard engines for everything from tenders to offshore cruisers, while pushing the boundaries of performance, fuel efficiency and innovation.
- In the design and manufacture of new engines, Yamaha's approach is focused on creating a positive customer experience, from the new user getting on the water for the first time to the expert looking to enhance the potential of its craft.
- For more information on Yamaha visit <https://www.yamaha-motor.eu/gb/en/>

Media enquiries via MAA: Susannah Hart – susannah@maa.agency, tel: 023 9252 2044