

N e w s R e l e a s e

For immediate release

18 August 2022

Win a Yamaha inflatable and outboard combo worth over £1300 at SIBS

Yamaha Marine UK is running a competition to win a YAM240T inflatable boat, coupled with a Yamaha 2.5hp portable outboard at the Southampton International Boat Show, 16-25 September.

To enter this fantastic competition, visitors to the show just need to visit the Yamaha Marine stand, E051, and scan the competition QR code on display. It's quick, it's easy and the prize is definitely worth the effort.

The YAM 240T is a durable little runabout, ideal as tender for a sailing boat or motor cruiser. It can be inflated or packed away in minutes using the included air pump, while the lightweight slatted floor simply rolls up making it easily stowable in a boat locker, car boot or cupboard at home.

Recently given a five-star rating by the team at Motorboat and Yachting, the stylish and compact, Yamaha 2.5hp portable outboard comes with a host of user-friendly features, including a full size shift lever for easy gear selection and a large and comfortable rear carry handle. Offering plenty of power, superb handling and easy manoeuvrability, this popular 2.5hp outboard is not only the perfect partner for the YAM 240T, it's also an excellent auxiliary engine for yacht owners.

Experience Yamaha's new Helm Master EX integrated boat control system

Visitors to the show will be able to experience the next generation of Yamaha's integrated boat control system, Helm Master EX via a specially designed simulator on Yamaha's waterfront stand.

With joystick steering, smoother shifting and single function buttons for ease of operation, the Helm Master EX enables boat owners with Yamaha outboards to effortlessly manoeuvre with complete confidence and control, even in the most confined areas, such as marinas.

Previously only for multiple outboard engines, the Helm Master EX is now available for single to quadruple Yamaha DEC (Digital Electronic Control) outboard installations, offering Yamaha dealers greater flexibility to customise a boat to an owner's individual requirements.

Available in three levels of functionality, the Helm Master EX can be specified and fitted at the factory on a new build or retrofitted by a Yamaha dealer. Each level of function offers extra features, including adjustable steering friction, course hold and autopilot with waypoint arrival, and it's possible to upgrade to the next level as additional features are desired.

With no appointment necessary, the Helm Master EX simulator will be available throughout the entire show.

Extensive range of products on display on and off the water

Yamaha will also be displaying an extensive range of products on and off the water at this year's show, from outboard engines to sports boats, including its flagship XTO 425hp V8.

Highlighting Yamaha's engineering and manufacturing excellence, the XTO 425hp V8 incorporates many industry first concepts, including being the first direct injection 4-stroke and the first with integral electronic steering which links seamlessly to the Helm Master EX system.

With 300% more reverse thrust from a new exhaust system, a heavy-duty gear system and high output charging for more output at lower rpm, the XTO 425hp V8 is ideal for heavy boats and RIBs.

Outboard engines

The XTO will be joined by models from Yamaha's Premium V6 outboard range which offers extensive functionality, from everyday use and long-distance journeys to high octane sports use.

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



The 2.7 litre, 4-cylinder High Power 175hp engine, with digital electronic throttle and shift which delivers smooth, precise and reliable control, will also be available to view, as will the 150hp, 130hp and 90hp from the High Power range.

Completing the outboard line-up will be a selection of outboards from Yamaha's Mid Power (30-80hp), Versatile (8-25hp), and Portable (2.5-6hp) ranges.

Yamarin

In the show's marina on berth M038, Yamaha will present the Premium version of its flagship Yamarin 88 Day Cruiser (DC).

With the option to be specified with the Yamaha XTO 425hp, the Yamarin Premium 88 DC 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 88 DC are the Yamarin 67 DC and 63 DC on berths M039 and M040 respectively.

Buster

Making its UK and show debut on berth M041 is the new Buster Magnum Cabin. A stylish, comfortable and easy to handle boat with a walk-in cabin, the Buster Magnum Cabin is ideal for those wishing to extend their boating season.

Powered by either a hydraulically controlled Yamaha 225hp or 300hp outboard or the latest Yamaha 300hp V6 outboard featuring Digital Electronic Control (DEC), this first-class 7.5 metre aluminium boat offers unbelievable power and a maximum speed of 45 knots.

With capacity for six inside, the spacious cabin is emphasised by large windows and the skipper's and navigator's consoles have been designed with practical storage space for small personal items and mobiles. Power for charging is provided by USB ports and 12-volt power outlets built into the consoles and at the rear of the cabin – ideal for onboard life today.

In addition to all these fantastic products, Yamaha will have its JetBlaster® and FX Cruiser WaveRunner models on the stand, as well as a selection of its YAM inflatable boats.



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