

N e w s R e l e a s e

For immediate release

22 August 2022

YAMAHA LAUNCHES NEW 'CLICK & COLLECT' SERVICE FOR PORTABLE OUTBOARDS AND ELECTRIC DRIVES

Yamaha Marine UK is making it easier for customers to purchase its portable and electric drive outboards with a new 'Click & Collect' service. The new ecommerce option enables customers to purchase their chosen outboard from the comfort of their own home via the Yamaha UK website.

It's simple and convenient. A 'Buy Now' button on the product information page on the website is linked to a secure checkout, at which point the customer selects their approved Yamaha outboard engine dealer, being Yamaha's E-commerce service point. Within a week the outboard will then be ready for collection from that chosen dealer.

"We want to make buying an outboard as convenient and flexible as possible, as well as offering people more choice as to how they buy," says Jonny Twelvetrees, Manager, Marine Sales at Yamaha.

"Our portable and electric drive engines are ideal for online purchase. They're lightweight, compact and it's easy for someone to work out which engine is appropriate for their boat or tender.

"Once they've decided which one is the best fit, they can now order it online at home or, using a mobile or tablet, from wherever they are, at a time that suits."

Yamaha Portable Outboard Engines

Portable outboards from Yamaha are available from 2.5 to 6hp. The compact size, large carry handles and built-in fuel tanks, coupled with low fuel consumption, simple controls and easy manoeuvrability make these outboards ideal for small boats, tenders or as an auxiliary engine for a sailing boat.

Yamaha Electric Drives

With a Digital Maximiser™ to help the motor run up to five times longer on a single charge, electric drives from Yamaha are durable and hard-working transom mounted motors which offer instant responsiveness and easy control on the water in the most environmentally friendly way possible.

“We have refreshed our stocks centrally of all our portable and electric drive models to support the launch of our exciting new ‘Click & Collect’ service,” continues Jonny. “Our approved outboard engine Yamaha dealers also have stock should a customer prefer to visit and buy directly – it’s all about offering as much choice as we can, ensuring our customers have the best experience possible.”

The new Click & Collect service is available now, with Yamaha aiming to be able to offer home delivery of its portable outboards and electric drives by September.

To find out more about Yamaha full range of portable outboards visit: <https://www.yamaha-motor.eu/gb/en/products/marine-engines/portables/>

To find out more about Yamaha’s full range of electric drives visit: <https://www.yamaha-motor.eu/gb/en/products/marine-engines/electric-drive/>

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/>

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