

N e w s R e l e a s e

For immediate release

12 September 2022

YAMAHA MARINE UK PARTNERS WITH THE SEA ANGLING CLASSIC

Yamaha Marine UK has announced a new partnership with the Sea Angling Classic, an international ‘catch, photograph and release’ fishing competition organised by event management company Angling Spirit.

The announcement of this exciting new partnership, which will support the 2023 event and promote sustainable angling, was made at a special launch event on Friday (9 September) at the top of the Spinnaker Tower in Portsmouth.

First prize in the recreational boat angling category will be a fully equipped Extreme 745 Gameking boat and trailer, supplied by Yamaha boat partner Extreme Boats. The prize boat will be powered by a 300hp V6 Yamaha outboard engine, complete with Yamaha Joystick Helm Master™ EX control.

This generous prize combo for the 2023 event, which takes place 14-18 June, will enable anglers to reach designated fishing areas confidently and efficiently and remain in position without having to deploy an anchor.

“We are delighted to partner with the Sea Angling Classic in 2023,” says Matt Taylerson, Yamaha’s Divisional Manager, Marketing. “Along with our boat partner, Extreme Boats, we look forward to demonstrating how our outboard engines lead the market for performance and reliability, whilst our innovative and integrated boat control system, the Helm Master™ EX, provides anglers with a whole new level of boat control with its Autopilot functions.

“The way the Sea Angling Classic continues to promote UK angling in a responsible manner is something we are particularly impressed with. The shore clean-up programme, a prerequisite for entry to the competition for participants, complements our European wide Yamaha initiative, Clean the Sea. The initiative demonstrates Yamaha’s commitment towards preventing the danger to our planet and motivates communities and users to do the same. This is a natural tie for both of us, and we are excited to work together in the future.”

Ross Honey, Managing Director Angling Spirit and event Founder, comments: “Extreme Boats has signed an exclusive agreement with Yamaha and will be rigging all boats sold in Europe during 2023 with Yamaha engines. So, there was a natural, logical link for Yamaha to be the official engine partner of our event.

“It's really great that so many of the activities and initiatives linked to the Sea Angling Classic’s best practice catch photo release angling event, such as promoting respect for the environment, directly mirror those of Yamaha. So, let’s raise a glass to passion and performance and welcome Yamaha on board.”

Following the recent launch of its fun and inclusive Pro Fish Cup and App, Yamaha’s sponsorship of the Solent based fishing competition, and the numerous activities leading up to the main event in June 2023, further demonstrate Yamaha’s commitment to, and support of, the fishing and angling community.

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

For more information on the Sea Angling Classic visit: <https://www.seaanglingclassic.com>

Ends

Notes to editors

About Yamaha Motor UK

- 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