



## **N e w s   R e l e a s e**

**For immediate release**

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### **YAMAHA INTEGRATES BOW THRUSTER INTO BOAT CONTROL SYSTEM**

Augmenting its market leading Helm Master EX boat control system, Yamaha Marine has partnered with boat systems specialist VETUS to incorporate a bow thruster to offer customers fully integrated, joystick controlled boat handling.

Designed for twin engine boats, the bow thruster is connected to the joystick steering system by Helm Master EX to ensure its power level matches that of the engines, creating an on-water experience equivalent to four-wheel drive.

With one handed joystick control for ease of operation, Yamaha's Helm Master EX with the new bow thruster enables boat owners to effortlessly manoeuvre with complete confidence, even in the most confined areas, such as marinas. This new capability provides a particular advantage for larger boats with higher freeboards and increased windage, and with everything controlled from one intuitive joystick, there's no more jumping between throttles, steering wheels and bow thruster buttons.

"We're always looking for ways to improve our customers' experience on the water, and what better way than integrating all boat controls into one reliable system," says Matt Taylerson, Yamaha's Divisional Manager, Marketing.

"We know that docking and close quarters manoeuvring is often a source of anxiety for many, so the addition of a bow thruster to our proven Helm Master EX boat handling system was the logical next step, with the sideways control allowing precise positioning of the bow and stern, even in less than favourable conditions.

"VETUS' years of experience in this arena, and its commitment to product quality and engineering excellence mirroring our own, made it the obvious choice when it came to developing the Helm Master EX and incorporating a bow thruster."



Find out more about the Helm Master EX's bow thruster compatibility on Yamaha's stand (Hall 3/C90.1) at boot Düsseldorf 21-29 January 2023.

To find out more about Yamaha's full range of outboards and marine technology 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/>

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