



N e w s R e l e a s e

For immediate release

6 February 2023

IMPRESSIVE YAMAHA LINE-UP AT SBS BOATLIFE

There will be an impressive line-up of Yamaha outboards and marine products on display, exhibited by Yamaha's boat partners, when SBS BoatLife opens its doors on 16 February 2023.

The company's 60-year heritage of design innovation and engineering excellence means many RIB, tender, day cruiser and weekender boating brands have chosen Yamaha outboards to power their craft.

Simply put, Yamaha has the right outboard and technology to complement a boat's design and capability and they'll be out in force on craft empowered by Yamaha across the four-day show at the NEC in Birmingham. The sheer number on display on a variety of boat brands underpins the breath of Yamaha's outboard range.

Extreme Boats – stand H8

Yamaha boat partner and European distributor for the high-quality aluminium boats from New Zealand, Extreme Boats will be debuting two exciting new models at BoatLife, the 646 Game King and 616 Game King powered by a Yamaha 200hp and 150hp respectively.

From New Zealand's most awarded aluminium boat manufacturer, the Game King range is designed with a deep V hull offering a capable and stable vessel, suitable for family weekends on the water as well as offshore fishing. Fully recyclable, these aluminium boats being substantially lighter than fibre glass boats of the same size also offer better fuel economy, making them a much more sustainable option.

In addition, Extreme Boats will be hosting the unveiling of the Sea Angling Classic prize boat at 10.45am on the opening day of the show. The Extreme 745 Game King, powered by a 300hp V6 Yamaha outboard engine, complete with the class-leading Yamaha Joystick Helm Master™ EX control system, will be presented to the winner of the recreational boat angling category when the competition takes place 14-18 June 2023.



“From a performance and reliability perspective, it’s a no brainer partnering with Yamaha to power our different models,” says Mark Divito from Extreme Boats.

“The integration of Yamaha’s advanced steering system, the Helm Master EX, makes them a particularly attractive option as you don’t need to install additional complicated electronic equipment to have the same functions and ease of boat handling.

“For example, for fishing, there is a ‘Fishpoint’ feature for holding position, just ideal if you’re angling close to the shore and don’t want to deploy on anchor.”

MCC Marine – stand G85

“We’ve use Yamaha outboards to power our boat ranges due to their reliability, modern design and incredible performance, whether it’s the 300hp on the back of our high performance eight-metre RIB, or the 20hp fitted to one of our inflatable tenders,” says Craig McCarthy of MCC Marine.

MCC Marine will be displaying the show-stopping Swedish Rupert R8 RIB. Fitted with a Yamaha Premium 300hp V6 outboard, it has a top speed of 48 knots. The company will also be presenting the SUR Marine ST 310 luxury console tender, complete with a Yamaha Versatile 20hp outboard engine.

CDT Marine – stand G109

Dartmouth based, CDT Marine will be showcasing a range of craft from Buster Boats and AB RIBs under its Aluminium Boat Co. brand, all rigged with Yamaha outboards because “they’re the best on the market.”

Designed with Yamaha engines in mind and ideal for fun family days out, the 6.25-metre aluminium Buster XXL with a VMAX 150hp outboard, and the ‘multifunctional’ Buster M1 and M2, both with 40hp outboards, will be available to view throughout the show.

Also on the stand will be the Alumina 13ALX with a 40hp Yamaha outboard, and the Lammina 9.5 AL with a 9.9hp Yamaha outboard. Both of these robust and versatile aluminium tenders are from AB RIBs. “We’ve chosen to use Yamaha outboards on the AB RIBs due to the quality, efficiency and reliability,” says CDT Marine’s Chris Tracey.

Ideal Boat – stand G90

Ideal Boat will be presenting a selection of sporty cruisers from Finnmaster. All the models on display comes from the Finnish manufacturer's T-series which combines a sporty look and feel with comfortable cruising – ideal for a weekend away.

The Finnmaster T8 will be displayed with a Yamaha 300hp V6 outboard, the T7 with a Yamaha 250hp V6 and the smaller T6 with a Yamaha 150hp.

Wills Marine – stand E70

UK distributor for GRAND RIBs, Wills Marine, is showcasing Yamaha outboards across five models from its GRAND RIBs range. The Golden Line G750, G650, G580 and G500 will be powered by the 250hp, 175hp, 130hp and 90hp Vmax respectively. The Drive D600 will feature the 150hp.

“Yamaha outboards are the industry favourite, with more of our customers asking for them than any other brand,” says Dan Arscott, Sales Manager, Wills Marine. “The engines are durable and reliable, and the modern and contemporary styling really suits the GRAND RIBs. We’re really pleased to be working closely with Yamaha and growing our business with them.”

Bray Marine Sales – stand D40

Making its show debut will be the 818 Titanium from Balt Yachts. Pre-rigged with a Yamaha CL5 digital dash and packaged with a Yamaha 50hp outboard, this cabin cruiser is perfectly proportioned for cruising along the UK's inland waterways.

Fitted with a Yamaha 30hp outboard, the Alonsea 560 joins the Balt 818 Titanium on the Bray Marine Sales stand. This ‘picnic boat’ model has style and practicality at the heart of its design.

MES Racing – stand F48

Having secured a new British National Record (84.33mph over one kilometre) on a Yamaha GP1800R WaveRunner, Dale Williams for MES Racing will be displaying the record-breaking model alongside the Yamaha FX SVHO.

“To be able to win, you have to be able to finish the race,” says Dale. “A Yamaha WaveRunner is the most reliable craft on the market and the solution to getting you on the podium.”



Featuring Yamaha's 200hp and 150hp outboards on the stand, MES Racing will also be showcasing a selection of wetsuits, lifejackets and Yamalube marine engine oils and lubricants.

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

SBS BoatLife 2023 runs from 16-19 February at the NEC in Birmingham. For more information and tickets visit <https://boatlifeevents.com>

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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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