



N e w s R e l e a s e

For immediate release

13 March 2023

YAMAHA DEALER OPENS NEW SERVICE CENTRE AND SIGNS AGREEMENT WITH UKSA

Expanding the support network available to Yamaha outboard owners along the south coast, a new Yamaha service centre has opened on the banks of the popular river Hamble.

With a successful Yamaha dealership in Cowes on the Isle of Wight, KMO Marine Ltd has established a Yamaha service centre in the new riverside office at Hamble Yacht Services in Port Hamble.

Sporting Yamaha's new visual identity and doubling the size of its business, KMO's new 1000sqft facility comprises a sales showroom and workshop, while a fully fitted van workshop has been set up to efficiently allow KMO engineers to carry out mobile servicing and maintenance of Yamaha outboards anywhere along the south coast.

"We've been working closely with Yamaha since we took over the business from Kevin Mole in 2021, and looking for ways for us to expand," says Tom Wilson, Managing Director and joint owner of KMO Marine Ltd.

"We felt we could help Yamaha develop a stronger presence on the Hamble River, and with the new building at Hamble Yacht Services available and Yamaha excited to come onboard with us, it seemed like too good an opportunity to miss.

"The bridging of this gap was the perfect opportunity for us to expand our business and strengthen our relationship with Yamaha. Both KMO and Yamaha want to focus on bringing a more professional service to the marine industry. Our new premises with full Yamaha showroom and workshop will allow us to continue to do just that. We hope this will be the first of many Yamaha service centres under the KMO logo."

Aside from concentrating on sales and service work to maintain Yamaha service schedules for private Yamaha outboard owners, KMO is also looking towards the commercial market to

offer servicing and repowers to business owners to ensure their outboards remain in reliable condition and fit for purpose.

Requiring reliable outboards for its safety boats to support student activities, the UKSA on the Isle of Wight has just signed an agreement with KMO to supply Yamaha outboards for all its training, support RIBs and keel boats.

This new partnership will see KMO replacing half the fleet's outboards in 2023, which includes 6hp Yamaha Portable outboards, 30hp and 40hp Yamaha Mid Power outboards and 115hp Yamaha High Power outboards. The remainder of the fleet will receive new Yamaha outboards in 2024.

Tom continues: "It's an honour to be working with such a great organisation. The UKSA does so much to encourage young people to enjoy sailing and on water activities, as well as inspire the next generation of the marine industry. We're looking forward to working with the team over next couple of years to repower their fleet, ensuring they have reliable outboards and are ready for use by students and staff alike.

"With our new premises and our new partnership, 2023 has certainly started in a very positive way. We can't wait to see what the rest of the year brings."

To find out more about KMO and its Yamaha service centres visit: <https://kmomarine.com>

To find out more about Yamaha and its range of outboard engines, WaveRunners and boats visit: <https://www.yamaha-motor.eu/gb/en/marine/#/>

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