

N e w s R e l e a s e

For immediate release

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YAMAHA OFFERS TRADE IN BONUS ON NEW YAMAHA OUTBOARDS UP TO 15HP

Yamaha Marine UK is delighted to announce it's launching a Trade-In Bonus offer on new Yamaha outboard engines up to 15hp from 1st June to 31st July 2023 inclusive.

Customers wishing to trade in their old outboard, irrespective of size, make or model, for a new Yamaha portable (2.5hp to 6hp) or versatile (8hp to 15hp) outboard will receive a cash 'bonus' towards the new engine, in addition to any part exchange value offered by individual participating Yamaha dealers.

The bonus amount is dependent on the size of new Yamaha outboard being purchased and ranges from £80 on a new Yamaha 2.5hp portable outboard to £330 on a new Yamaha 15hp versatile outboard engine.

"Our Trade-In Bonus is an ideal opportunity for boat owners to upgrade their yacht tender's outboard to a Yamaha, or to repower a small RIB or motorboat with a reliable new Yamaha engine," says Jonny Twelvetrees, Manager, Marine Sales at Yamaha.

"For someone to take advantage of this fantastic offer and make the most of the summer on the water, it's as simple as visiting one of our authorised Yamaha dealers. Regardless of the trade-in engine's horsepower, make, condition or value, whether it's £5 or £5000, we'll add a cash bonus to the trade-in amount the dealer's offering, against the purchase of a new engine from our portable or versatile outboard ranges up to 15hp."

The Trade-In Bonus is also available online for new 2.5hp, 4hp, 5hp or 6hp Yamaha outboards via a special discount code. Available on the outboard engine product pages online, the discount code is entered at checkout when purchasing a new Yamaha portable outboard engine.

Yamaha Portable Outboard Engines

Portable outboards from Yamaha are available from 2.5hp 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 Versatile Outboard Engines

Yamaha's versatile outboards range from 8hp to 25hp (trade-in bonus is applicable up to 15hp only). Combining power and responsiveness, the four-stroke engines offer outstanding fuel economy, making them ideal for tenders, safety boats at the local sailing club, for fishing or family fun on the water.

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 versatile outboards visit: <https://www.yamaha-motor.eu/gb/en/products/marine-engines/versatile/>

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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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