



## **N e w s   R e l e a s e**

**For immediate release**

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### **NEW YAMAHA HOME DELIVERY SERVICE FOR PORTABLE OUTBOARDS AND ELECTRIC DRIVES**

Yamaha Marine UK is delighted to announce the expansion of its ecommerce platform to include a new home delivery option for its portable and electric drive outboards.

Following the launch of Yamaha's 'Click & Collect' service last year, this simple and convenient home delivery option will make it even easier for customers to purchase and receive their chosen outboard up to 6hp via the Yamaha UK website, without having to leave the comfort of their own home.

Jonny Twelvetrees, Manager, Marine Sales at Yamaha, comments: "With the launch of our 'Click & Collect' service last year, we offered people more choice as to how they could buy a new Yamaha portable or electric drive engine. This year, to further enhance the ease and simplicity of the Yamaha online shopping experience, we've added a home delivery option.

"Lightweight, compact, and easy to specify for a boat or tender, our smaller outboards are ideal for online purchase and delivery direct to a customer's door."

The new home delivery option is available now for a small delivery charge, with an estimated delivery time of four to ten working days. Prior to delivery, the customer will be contacted via email to choose a delivery slot, ensuring that their new engine is delivered at a time that suits them.

"Should a customer still wish to visit one of our authorised Yamaha outboard engine dealers, they can buy online and have the new outboard delivered to their chosen dealer for collection, and of course, there's the option of buying directly from the dealer too," continues Jonny.

"It's all about being as flexible as possible and offering as much choice as we can, allowing our customers to purchase in a way, and at a time, that is convenient to them. Additionally, even if

the customer buys online they will still benefit from the support of their local dealer who will be assigned to them.”

### **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 Electric Drives**

With a Digital Maximiser™ to help the motor run up to five times longer on a single charge, electric drives from Yamaha are durable and hard-working transom mounted motors which offer instant responsiveness and easy control on the water in the most environmentally friendly way possible.

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 electric drives visit: <https://www.yamaha-motor.eu/gb/en/products/marine-engines/electric-drive/>

**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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