



N e w s R e l e a s e

For immediate release

31 July 2023

YAMAHA AND RIBEYE CELEBRATE 25 YEARS IN PARTNERSHIP

Working together for a quarter of a century, Yamaha Motor UK and Dartmouth based rigid inflatable boat builder Ribeye are celebrating 25 years in partnership.

This enduring partnership is as old as Ribeye itself, with the family run business embarking on the very successful collaboration with Yamaha as it was founded in Devon in 1998.

Now into its second generation and one of the largest employers in the south west, Ribeye remains steadfast in its commitment to epitomise British manufacturing and craftsmanship – a quality which is supported by Yamaha’s commitment to engineering excellence.

“Our long-term success is not just built on the boats we produce, but on the enduring relationships we have fostered with like-minded suppliers and partners like Yamaha who share the same values as we do,” says James Burroughs, Managing Director at Ribeye.

“Yamaha’s unwavering pursuit of excellence mirrors our own, and we look forward to another 25-years of successful collaboration with the team at Yamaha. Together, our brands have the privilege of being featured on many iconic superyachts, being trusted by captains and chief engineers around the worlds, as well as being the RIB and outboard combination of choice for recreational users in the UK.”

Producing a wide range of RIBs for recreational boating, watersports and professional use, Ribeye has been recognised for its excellent build quality and innovative design, receiving the prestigious Queen’s Award for Enterprise in 2021.

“We’re delighted to have been part of Ribeye’s journey over the last 25 years as it’s become the pinnacle of quality and performance in the RIB world,” says Jonny Twelvetrees, Manager, Marine Sales at Yamaha.



“It’s the longevity of partnerships with boat builders like Ribeye that allow us to really understand the needs of the evolving marine market. Through close collaboration, we’re able to design and manufacture engines and boat control systems that truly deliver powerful, reliable and efficient propulsion, enhancing performance across the models in a boat partners’ range.”

To find out more about Ribeye and its range of rigid inflatable boats

visit: <https://www.ribeye.co.uk>

To find out more about Yamaha and its range of outboard engines, WaveRunners and boats

visit: <https://www.yamaha-motor.eu/gb/en/marine/#/>

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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/>

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