

N e w s R e l e a s e

For immediate release

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Yamaha increases on water footprint by over 40 per cent at SIBS

Showcasing ten vessels from its own brands and boat partner ranges, Yamaha Marine UK is increasing its presence on the water by over 40 per cent at this year's Southampton International Boat Show (15-24 September 2023).

The exciting line-up of Yamaha powered craft includes the recently launched Yamarin 80DC, the Ballistic XP80 and the White Shark 280 CC Evo – all new to the UK market this year, and all making their show debuts.

Yamarin 80DC

Showing for the first time in the UK, Yamarin's new eight-metre day cruiser brings Nordic practicality and the Mediterranean boating lifestyle together.

Combining the best features of a day cruiser and a walkaround, this exciting new model from the Finnish boat builder is powered by a Yamaha 300hp V6 outboard, delivering blistering acceleration and a top speed of 43 knots.

Ballistic XP80

British designed, the new Ballistic RIBs' XP80 Adventure RIB is a game-changer, providing an unparalleled combination of performance, versatility, and luxury.

Powered by a 300hp Yamaha outboard engine, the XP80 has an innovative T-top roof structure - perfect for carrying adventure equipment, such as bikes, paddleboards, and kayaks.

White Shark 280 Evo

Presented by Yeoward Boatyards, the 8.75-metre White Shark 280 CC Evo has been created with comfort and accessibility in mind.

The powerful Yamaha XTO 400hp outboard on the transom ensures a thrilling ride, while a well-designed saloon-dinette in the cockpit provides space for relaxation and dining upon, and the large aft platforms offer easy access to the sea for swimming, snorkelling and diving.

Joining these impressive craft in the show's marina (berths M035-M044) will be a further five models from Yamaha owned Yamarin (67DC, 63DC, 63BR, 59BR and the Yamarin Cross 62BR) and additional models from Ballistic RIBs (LS78) and White Shark (24 SC Evo).

Experience Yamaha's new Helm Master EX integrated boat control system

Onboard the Ballistic XP80, visitors to the show will be able to experience the next generation of Yamaha's integrated boat control system, Helm Master EX.

With joystick steering, autopilot functions, smoother shifting and single function buttons for ease of operation, the Helm Master EX enables boat owners with Yamaha outboards to effortlessly manoeuvre with complete confidence and control, even in the most confined areas, such as marinas.

Yamaha's team of experts will be conducting docking and close quarters manoeuvring demonstrations at regular intervals each day throughout the ten-day show. It's the ideal opportunity for potential owners to see this state-of-the-art control system and its host of convenient features in action.

Maintaining its stunning waterfront stand (E051), Yamaha will also be displaying an extensive range of products from outboard engines and WaveRunners to YAM inflatable dinghies and eBikes, with its expert team on hand to discuss the different engine options and control system set ups available.

Outboard engines

Highlighting Yamaha's engineering and manufacturing excellence, its largest engine to date will take centre stage shoreside. Launched earlier this year, the flagship XTO 450hp V8 offers better fuel economy and even less noise than its predecessors.

XTO stands for Xtreme Thrust Output, making it ideal for large displacement craft. This technologically advanced direct injection 4-stroke outboard offers 300% more reverse thrust and achieves new levels of torque and speed.

The XTO will be joined by models from Yamaha's High Power and Premium outboard ranges boasting extensive functionality, from everyday use and long-distance journeys to high octane competition.

The 300hp V6 Steer by Wire (SBW) engine will be on show, equipped with Digital Electric Steering (DES), Thrust Enhancing Reverse Exhaust (TERE) and the TotalTilt™ function.

Alongside the 300hp V6 will be the new and improved 200hp outboard engine. The 2.8 litre, 4-cylinder 200hp now features Yamaha's class leading integrated Digital Electric Steering or Steer by Wire, allowing for full Helm Master compatibility as well as offering boat owners a clear and spacious bilge.

The 2.8 litre, 4-cylinder 175hp V MAX engine will also be available to view, as will the 115hp V MAX, and 90hp V MAX from the High Power range.

Completing the outboard line-up will be a wide selection of engines from Yamaha's Mid Power (30-80hp), Versatile (8-25hp), and Portable (2.5-6hp) ranges, covering an array of applications and specifications from fold up inflatables and sail drives to high thrust workboats and sports tenders.

Up to £20,000 of retail finance is available on outboard engine packages, and Yamaha's expert team will be on hand throughout the show to answer any questions on how this works.

YAM Inflatables

There will be a selection of YAM inflatable boats on the stand - ideal for yacht tenders or for family fun on the water when coupled with a Yamaha Portable or Versatile outboard. It is easier than ever to trade-in your old outboard for a brand new Yamaha engine. Speak to your local Yamaha dealer or go online to find out more.

WaveRunners

In addition to all these fantastic products, Yamaha will have its FX SVHO Cruiser, GP1800R SVHO and VX Cruiser HO WaveRunner models on the stand, and with Yamaha's WaveRunner finance offer available from just 3% APR representative and a £99 deposit until the end of the show (24 September 2023), there's never been a better time to purchase one.

eBikes

Launched in the UK this summer, and new to Yamaha and their show portfolio this year is an impressive fleet of electric bikes, an appealing labour-saving option for boat owners to explore ashore or to get around marinas as they increase in size.

On display will be:

- CrossCore RC, a commuter come fitness companion
- BOOSTER Easy, a rugged, efficient, and fashionable two-wheeler
- Wabash RT, an all-rounder as comfortable on the streets as it is on the trails



- MORO 07, a tough and dependable eMTB with a difference

To find out more about Yamaha and its full product range visit: <https://www.yamaha-motor.eu/gb/en/marine/#/>

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/>

Media enquiries via MAA: Susannah Hart – susannah@maa.agency, tel: 023 9252 2044