



N e w s R e l e a s e

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Yamaha acquires electric marine propulsion manufacturer Torqeedo

Yamaha is pleased to announce that it has signed an agreement to acquire all shares of marine electric propulsion manufacturer Torqeedo, with the aim of strengthening its development capabilities in the field of electric propulsion, as well as supporting Yamaha's efforts to help achieve carbon neutrality in the marine industry.

Renowned as a pioneer in the field of electric propulsion, Torqeedo offers a wide-ranging line of products; from electric outboards to batteries and various other accessories, and would prove a huge asset to the Yamaha Marine family.

With sales in the small electric marine engine market on the rise in Europe, Torqeedo has grown exponentially as a business, with many patents relating to electric marine engines, propellers and electric systems, as well as important research and development capabilities, mass-production equipment and development resources for next-generation environmental technologies.

This acquisition is also meant to support and accelerate Yamaha's efforts for achieving carbon neutrality in the marine industry as well as aid in fast-tracking the establishment of a small electric propulsion line-up.

Furthermore, combining Torqeedo's assets with Yamaha's decades of technical expertise and know-how in hull design, marine engines and more will birth synergies for creating mid-range electric outboard marine engines as Yamaha strives to become a leader in the growing market for electric boat propulsion.

Yamaha aims to provide valuable products and services to its customers, working towards its Marine Long-Term Vision. The goal is to enhance the value of the ocean by offering reliable solutions that contribute to a more fulfilling marine experience for customers.

"This is an exciting acquisition for Yamaha Marine, reflecting our commitment to delivering enhanced experiences on the water," says Jonny Twelvetees, Manager, Marine Sales at Yamaha.

"It's also an exciting time in the world of electric propulsion, and with Torqeedo's next-generation ethos and world-leading products combined with Yamaha's knowledge and expertise, this is going to elevate our sustainability goals going forwards."

Yamaha also recently announced it was unveiling a prototype hydrogen-powered outboard motor at the Miami International Boat Show 2024.

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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