



News Release

For immediate release

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YAMAHA MAKES WAVES AT BOATLIFE 2024

Representing UK's largest indoor boat show, BoatLife is set to include another stellar line-up of Yamaha outboards and marine products exhibited by Yamaha's boat partners, with doors opening on 15 February 2024 for the 4-day event at the NEC in Birmingham.

Culminating in decades of design innovation and engineering excellence, Yamaha outboard engines are being represented across a wide variety of RIB, tender, day cruiser and weekender boating brands attending the show.

boatpoint – Stand C170

As UK's largest broker, boatpoint will be exhibiting several standout vessels from esteemed brands Quarken, Ryds and Jeanneau, ranging from sleek powerboats to comfortable day cruisers.

The ideal powerboat for family coastal cruises, the Jeanneau Merry Fisher 795 Series 2 (2024) will be on display. Renowned for its design and high performance, the Merry Fisher is the perfect balance of practicality and luxury. Powered by a Yamaha 200hp engine, with electric controls and CL5 display, as well as a bow thruster and trim tabs, this boat will have no trouble powering you to your favourite fishing spots and cruising grounds.

“As official Jeanneau dealers for the North West and North East of the UK, we are excited to showcase our Merry Fisher F795 at BoatLife 2024,” says Phil Jones, New Boat Sales Manager at boatpoint. “We are looking forward to meeting Jeanneau owners old and new and exploring the latest range of boats available, helping everyone to get afloat and enjoy the water this summer.”

Also on display will be the Quarken 27 Cabin, fitted with Yamaha's 300hp outboard engine for punchy yet efficient performance that you can depend on.



Designed and built in Finland, and represented exclusively in the UK by boatpoint, the 27 Cabin offers an exciting blend of state-of-the-art technology, versatility and superior handling, coupled with Yamaha's unbeatable hydrodynamic performance with top speeds of up to 45 knots.

boatpoint will also be showcasing two boats from the Swedish maker Ryds; the 650VI DC and 735 VI. These sleek and modern boats feature a deep V-hull, allowing for smooth and stable navigation through various water conditions, powered by the Yamaha 200hp engine and 250hp respectively.

CDT Marine – Stand G159

With decades of experience behind this Devon-based boat brand, CDT Marine are pleased to be showcasing a number of Buster boats at this year's show.

Their principal model is the stylish Buster XXL, fitted with Yamaha's powerful 150hp VMAX engine. Featuring Buster Q smart display technology, as well as a sleek sterling grey hull, it has been specifically designed to be enjoyed with family and friends.

Boasting a spacious interior and first-class steering experience at all speeds, this Buster model offers the perfect combination of agility and speed combined with stylish good looks.

CDT Marine are also exhibiting the Buster M1 coupled with a 40hp Yamaha engine, as well as the aluminium AB 13 ALX Rib, also featuring a 40hp Yamaha engine.

"Come and see us at BoatLife. We have a great range of aluminium boats, which are more durable, recyclable and lightweight giving optimum power to weight ratio, powered by market-leading Yamaha engines," says Chris Tracey, Managing Director at CDT Marine.

Wills Marine – Stand E70

UK distributor for Grand RIBs, Wills Marine is showcasing Yamaha outboards across five models from its Grand RIBs range: Golden Line G750, G680, G650, G580, powered by Yamaha's 250hp, 200hp, V MAX SHO 175hp and 130hp outboard engines respectively, and the Grand Drive D600, featuring Yamaha's 150hp engine.



“We are very excited to strengthen our partnership with Yamaha at this year’s BoatLife show at the NEC,” says Dan Arscott, Sales Manager, Wills Marine. “We will be representing all horsepower categories from 130 – 250 this year on our Grand RIBs.”

This will also be the first appearance for the Golden Line G680 at BoatLife after its debut at Southampton Boat Show in 2023, powered by a Yamaha 200hp XSA Steer-by-Wire outboard.

Yeowards – Stand E91

The Salcombe-based dealer, and sole UK importer and distributor for White Shark Boats, will be displaying two White Shark models at this year’s show; the 240 Evo and the 240 Sport Cabin Evo.

Marking its UK debut at BoatLife 2024, the 240 Evo is the whole package, offering a wealth of features and powered by a Yamaha 300hp engine with full Steer-by-Wire functionality. Designed to cater to various activities on the water, it is the perfect boat for fishing, cruising, diving and water-skiing.

The 240 Sport Cabin, meanwhile, is a sleek and sporty cruiser offering high performance coupled with laid back luxury and features the Yamaha 250hp with full Steer-by-Wire engine in Pearlescent White.

These boats need to be driven to be appreciated,” says Chris Embleton, Sales Manager at Yeowards. “Incredibly versatile, our White Shark boats offer customers great handling and impressive performance courtesy of their high-powered Yamaha engines.”

MES Racing – Stand C81

Team Owner and Manager, Dale Williams has been invited to talk at the event to promote UK racing and water sports, as well as discussing MES Racing’s six-strong team’s Triangle Challenge in which Yamaha WaveRunner riders will be put through their paces in a nail-biting sprint across the Irish Sea.

Following a successful 2023 season, with two spectacular wins by the team on Yamaha WaveRunners at the British Championships, Yamaha Marine UK announced in November that MES Racing is now an official Yamaha supported team.



“Hands down, the performance of Yamaha’s WaveRunners is the biggest contributing factor to the success of the team,” says Williams, “with the Yamaha FX SVHO our top pick for racing offshore in tough conditions.”

Ahead of their up-coming challenge, MES Racing will be displaying the Yamaha GP1800R WaveRunner on which Williams secured a new British National Record, averaging an impressive 84.33mph over one kilometre.

Representing one of the biggest stands in the show, MES Racing will also be exhibiting a range of Yamaha’s latest WaveRunner models, including the FX SVHO, GP1800R SVHO and the GP1900 HO – which has the new Yamaha engine fitted, and is already causing a buzz ahead of the show.

Also on display will be MES Racing team’s 19ft Banchi race boat with a Yamaha 115hp V MAX SHO engine, as well as their 16ft Phantom race boat fitted with the 90hp Yamaha engine.

MES Racing will also have a selection of accessories for sale, including wetsuits and wet gear, Yamaha racing apparel and Yamalube marine engine oils and lubricants.

At the show, there will be a raft of green technologies on display, including electric outboard engines from Yamaha’s latest acquisition of the world-leading electric propulsion manufacturer Torqeedo, which are being exhibited by Golden Arrow Marine at this year’s event.

Boasting near-silent engines, easy maintenance and zero emissions, Torqeedo products are leading the way in an exciting new area for Yamaha as it strives to become a leader in the growing market for electric boat propulsion.

This year also features bow thrusters from Sleipner and VETUS, on stands F81 and D206 respectively, that work in perfect harmony with Yamaha’s world-leading Helm Master EX boat control system, making boat operations even easier and more enjoyable.

Other Yamaha boat partners attending the show are Bray Marine and MCC Marine.

BoatLife 2024 runs from 15-18 February at the NEC in Birmingham. For more information and tickets visit <https://boatlifeevents.com>

To find out more about Yamaha's full range of outboards visit: <https://www.yamaha-motor.eu/gb/en/products/marine-engines/>

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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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