

## News Release

For immediate release

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### **Yamaha Motor UK celebrates outstanding achievement with 2023 Dealer Awards**

Yamaha Motor UK is delighted to announce the winners of its 2023 Dealer Awards, which were presented at this year's all-product Dealer Conference.

Celebrating individual dealer partners' outstanding contributions to Yamaha Motor UK's success in 2023, these awards recognise a dealer's extraordinary effort and achievement across the business areas including sales, after-sales, customer experience and marketing over the last 12 months.

There was tough competition with some awards contested between product groups, with Powered Two-Wheeler, Marine and ATV dealers, fighting for the same accolade meaning only the best of the best would come out on top.

Now a multi-product dealer, MES Powersports scoops the award for the best marketing event for their outstanding launch day, which saw stars from the world of both British Superbike racing and the Waverunner scene collide in a well put together celebration to launch the opening of their new PTW centre in Deeside.

Gliddon Marine was celebrated with the Outstanding YOU Finance Engagement award for 2023.

Visual identity means a lot to Yamaha, and as such, three victors were chosen for their exemplary implementation of the Yamaha VI, Tamworth Yamaha in the motorcycle category, KMO in the Marine sector and Frank Gibson in the Power Products group.

Saltwater Solutions (Power Products) were awarded the Yamaha Training Academy Distinction award for engaging their staff in Yamaha's extensive training programmes.

As voted for by Customers, the Outstanding Customer Service Award was presented to NWS 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/>

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