



News Release

For immediate release

14 March 2024

YAMAHA OFFERS UP TO £380 ADDITIONAL TRADE-IN BONUS ON NEW PORTABLE OR VERSATILE OUTBOARDS

Yamaha Marine UK are delighted to announce their trade-in bonus offer of up to £380 on any purchase of a new portable or versatile outboard engine from an authorised Yamaha dealer.*

Available on orders placed on or before 31 May 2024, Yamaha is offering its customers the fantastic option to trade-in their old outboard engines, regardless of brand or model year, and they will receive up to an additional £380 trade-in bonus upon purchase of any new Yamaha portable or versatile model in the tiller handle range up to 25hp.

The cash trade-in bonus is in addition to any part exchange value offered by individual dealers regardless of the make, model or year of the trade-in model.

*Yamaha's trade-in bonus amount varies and is applicable upon purchase of the following models:

£80 additional bonus on 2.5hp models

£130 additional bonus on 4hp, 5hp and 6hp models

£280 additional bonus on 8hp and 9.9hp models (including High Thrust models)

£330 additional bonus on 15hp models

£380 additional bonus on 20hp and 25hp models (tiller handle only)

For any customers with no engine model to trade-in, please still contact your Yamaha dealer as they may be able to propose alternative competitive options for anyone looking to purchase a new outboard.

"This offer was conceived for those who are passionate about being on the water and have been thinking about upgrading their current outboard for something more robust and reliable," says Jonny Twelvetrees, Manager, Marine Sales at Yamaha.

"Our portable and versatile outboards are perfect for anyone searching for an outboard that delivers better performance, control and power on the water, with minimal maintenance needs



and exceptional fuel economy. This great trade-in bonus offer simply makes the decision that little bit sweeter,” concludes Twelvetrees.

This offer is available from 1st March 2024 to 31st May 2024, inclusive. For more information about our exclusive trade-in bonus and range of outboards visit: <https://www.yamaha-motor.eu/gb/en/marine-engines/offers/Marine-Outboard-Trade-in-Spring-2024/>

Available at participating authorised Yamaha dealers only while stocks last. To find your nearest local authorised Yamaha dealer visit: <https://www.yamaha-motor.eu/gb/en/dealer-locator/>

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: Mike Shepherd – mike@maa.agency, tel: 023 9252 2044