



News Release

For immediate release

29 April 2024

Yamaha offers free upgrade to its Helm Master EX® on new engine purchases

Yamaha Marine is excited to announce its latest campaign enabling boaters to receive a free upgrade to Yamaha's industry-leading Helm Master EX® control rigging system upon purchase of any compatible 150hp – 450hp outboard engine,* available until 30 June 2024.

Helm Master EX®

Designed to make boat operations both easy and enjoyable, Yamaha's Helm Master EX® boat control system offers an array of outstanding and innovative features. From ergonomic joystick shifting and integrated bow thruster options for seamless manoeuvring in confined spaces such as busy harbours and marinas to Autopilot features and extensive display options, wherever you are, Yamaha's Helm Master EX® offers unparalleled boating experiences.

Previously only for multiple outboard engines, the Helm Master EX® is now available for single engine Yamaha DEC (Digital Electronic Control) outboard installations, offering greater flexibility to customise a boat to an owner's individual requirements.

Yamaha's Helm Master EX® is now also compatible with selected Bow Thruster units from supported vendor brands Vetus and Sleipner. This further enhances and simplifies the helmsman's experience of boat control and provides a particular advantage to those on larger boats with increased windage. Combining the Helm Master EX® with a Bow Thruster enables effortless manoeuvring in close quarters by controlling everything from one simple joystick.

Available in four levels of functionality, the Helm Master EX® can be specified and fitted at the factory on a new build or retrofitted by a Yamaha dealer. Each level of function offers extra features, including the remote Helm Master EX® joystick, integrated bow thruster and Yamaha's Drive-by-Wire 6x9 top-mount, with the possibility to upgrade to the next level as additional features are desired.

This offer is available until 30 June 2024 at participating authorised Yamaha dealers while stocks last.



*Applicable on Drive-by-Wire and Steer-by-Wire engines, apart from the new 150hp/200hp LCB/XCB with the integrated hydraulic cylinder.

For more information on Yamaha's industry-leading Helm Master EX® visit: www.yamaha-motor.eu/gb/en/marine-engines/helm-master-ex/

To find out more about Yamaha's full range of outboards and marine technology visit: www.yamaha-motor.eu/gb/en/marine/#/

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Notes to editors

About Yamaha Motor Europe

- Yamaha has been at the forefront of marine innovation and engineering excellence for over 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 www.yamaha-motor.eu/gb/en/

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