

**N e w s   R e l e a s e**

**For immediate release**

**4 April 2024**

**Yamaha unveils new WaveRunner YOU Finance campaign**

In a bid to support thrill-seeking watersports enthusiasts looking to get out onto the water this summer, Yamaha Marine UK is pleased to announce its latest WaveRunner YOU Finance campaign, in conjunction with Santander UK.

Valid until 31 May 2024, customers looking to purchase a new Yamaha WaveRunner can now take advantage of a reduced 4.9% APR representative on selected 2023 models, coupled with a minimum deposit requirement of 20%\*. With zero deposit required for selected 2024 units attracting a 9.9% APR representative rate\*.

“There’s never been a better time to purchase a Yamaha WaveRunner. We’re thrilled to introduce our WaveRunner Finance YOU campaign, featuring an attractive 4.9% APR representative on 2023 models, and up to 9.9% APR representative across our 2024 lineup\*,” says Jonny Twelvetrees, Manager of Marine Sales at Yamaha.

“We understand the importance in offering a range of alternative finance options to our customers and feel confident these generous rates will prove invaluable to watersports lovers looking to hit the waves on one of our reliable, super agile and high-powered WaveRunners this spring and summer.”

Yamaha's WaveRunner portfolio encompasses three distinct categories: Sport, Cruising and Recreation, with an array of models tailored to accommodate diverse budgets, usage and levels of proficiency.

"Our extensive range of WaveRunners spans from high-octane models engineered for seasoned pros seeking adrenaline rushes to comfortable cruisers ideal for coastal exploration, fishing expeditions or simply enjoying some downtime on the water with friends – catering to every individual's interest and skill levels," concludes Twelvetrees.

## Sport Range

With its three-cylinder, four-stroke engine, the sleek and ultra-light **SuperJet** delivers a powerful combination of unrivalled acceleration with agility, manoeuvrability and control, while the 'L mode' helps to facilitate learning and bring stand-up riding to a wider audience.

The **GP1800R HO's** power and acceleration come from Yamaha's latest High Output 1.9 litre four-stroke engine for its 2024 model, combined with the race-designed, top-loader intake grate and ride plate, while the Auto-Trim system, with automated launch and cornering control, take handling to the next level.

Featuring new dynamic colour schemes across its 2024 range, the flagship of the GP family **GP1800R SVHO** boasts a raft of innovative features, such as the lightweight NanoXcel2<sup>®</sup> hull and deck and Yamaha's revolutionary RiDE<sup>®</sup> control system. Handling and control are further enhanced by the cornering and rough water hook-up, lower centre of gravity, ergonomic seating and handlebar design.

## Cruising Range

A stand-out premium WaveRunner crafted with a lightweight NanoXcel2<sup>®</sup> deck, the **VX Cruiser HO** delivers a potent blend of high-performance, precision handling, riding comfort and enviable style.

With a High Output version of Yamaha's TR-1<sup>®</sup> engine and RiDE<sup>®</sup> control technology, the VX's user-friendly systems, narrow seat and deep and wide footwells for easier handling bring an immediate level of confidence, even to less experienced riders.

## Recreation Range

Combining the light and strong NanoXcel2 hull with the TR-1<sup>®</sup> High Output engine, the **JetBlaster<sup>®</sup>** is designed for fun and exciting riding, with major thrill-seeking potential, with its new look Deep Purplish Blue Metallic adding some serious cool vibes.

Run in conjunction with Santander, Yamaha's new WaveRunner YOU finance option is available at participating Yamaha WaveRunner dealers and service centres only. Terms and conditions apply.



\*4.9% APR available on Purchase Plan with minimum 20% deposit. Finance subject to status. T&C's Apply. 18s or over only. Guarantee may be required. Santander Consumer UK PLC t/a YOU Yamaha Motor Finance RH1 1SR

\*9.9% APR available on Purchase Plan. Finance subject to status. T&C's Apply. 18s or over only. Guarantee may be required. Santander Consumer UK PLC t/a YOU Yamaha Motor Finance RH1 1SR

To find out more about Yamaha's WaveRunner YOU Finance offer visit: <https://www.yamaha-motor.eu/gb/en/waverunners/offers/2023-Model-WaveRunner-Finance-Offer>

To find your nearest Yamaha WaveRunner dealer visit <https://www.yamaha-motor.eu/gb/en/dealer-locator/>

To find out more about Yamaha's full range of WaveRunners and accessories visit: <https://www.yamaha-motor.eu/gb/en/products/waverunners/>

## 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](mailto:mike@maa.agency), tel: 023 9252 2044