



NEWS RELEASE

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Tohatsu America Corp. Announces New 9.9hp, 15hp, & 20hp EFI Models

Coppell, TX -- Tohatsu America Corp.(TAC), distributor of Tohatsu Outboards, is proud to announce the debut of its new MFS20E, MFS15E, and MFS9.9E models, the lightest 4-stroke battery-less EFI models in the industry, which will be available in the market from early September 2017.

New innovations allowed Tohatsu to build the lightest weight outboard in its class, featuring excellent performance with low noise, low vibration, and ease of use. And with overall weight decreasing, these outboards feature exceptional torque and top end speed.

“The weight is the most important factor for small horsepower outboards, as it directly affects the performance of the boat due to a higher power-to-weight ratio,” said Mr. Hyuga, president of Tohatsu Corporation. “Our newly developed models are not only the lightest in each of their respective horsepower categories, but we also succeeded in dramatically reducing sound level and vibration compared to the previous version. Moreover, it’s simply superior in performance. We believe that we have achieved in developing the best product in its horsepower class.”

MFS20/15/9.9E inherited the popular “Light Weight ECO Sport” development and design concept from Tohatsu’s signature MFS50/40A models. This design has been so well received worldwide, Tohatsu chose to incorporate that signature look in this redesign. And, by moving heavy components such as the crankshaft and driveshaft 30mm forward compared to the previous model, the tilting weight has decreased by 26% from the previous version, which will be a major selling feature to our consumer network.

“We have faced a lot of difficulties seeing as we were aiming for the highest standards,” said Mr. Kudo, Director & General Manager of the Engineering Department of Tohatsu Corporation. “In the end, all of this allowed us to develop a model that is light-weight and compact yet runs with exceptional power.”

All of the new MFS20/15/9.9E 4-stroke battery-less EFI models, as well as Tohatsu’s entire lineup of 2.5hp to 250hp engines, are backed by the Tohatsu 5 Year Limited Warranty, providing boaters with unmatched technology, proven reliability and the power Tohatsu’s dealer network had come to rely upon.

About Tohatsu

Tohatsu America Corp. is the distributor of Tohatsu outboard motors in the U.S. and Canada. The company is owned and managed by Japan-based Tohatsu Corporation, one of the world’s largest outboard motor manufacturers with distribution in over 100 countries.

For more information on Tohatsu MFS20/15/9.9E innovations, please contact Sarah Webb, Advertising & Marketing Coordinator via phone at 469.771.3740 or via email at SarahW@tohcorp.com.