

## Yamaha Marine Announces “Why Wait for Spring” Sales Event

KENNESAW, Ga.--(BUSINESS WIRE)-- Yamaha Marine Group announced today the “Why Wait for Spring” sales event, a new promotion that gives customers a great way to add even more value to new Yamaha four-stroke outboard purchases this fall.

“The ‘Why Wait for Spring’ is a great way for customers to get a jump start on the boat show season by building in great value to their outboard purchases this fall,” said Dale Barnes, Division Manager, Marketing, Yamaha Marine Group. “Now is the time to buy one of Yamaha’s most popular four-stroke models and take advantage of this powerful promotion.”

For a limited time, the “Why Wait for Spring” sales event allows customers who purchase eligible, new Yamaha four-stroke outboards in the 90- to 300-horsepower range the opportunity to add three years of Yamaha Extended Service (Y.E.S.) to their three-year Yamaha Limited Warranty for a total of six years of coverage at no additional cost. In addition, customers who purchase eligible, new Yamaha outboards in the 2.5- to 75-horsepower range will receive a credit of up to \$750 they can use toward the purchase of additional goods and/or services available at the authorized participating Yamaha outboard dealer that sold the outboard. Additional terms and conditions apply.

Yamaha’s “Why Wait for Spring” promotion is effective for select, eligible, new Yamaha four-stroke outboards purchased and warranty registered between October 2, 2017, and November 21, 2017.

Consumers should see authorized, participating Yamaha outboard dealers for a complete list of eligible outboards and all terms and conditions.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Group, based in Kennesaw, Ga., supports its 2,000 U.S. dealers and boat builders with marketing, training and parts for Yamaha’s full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA®’s C.S.I. Customer Satisfaction Index award every year since its inception. Visit [www.yamahaoutboards.com](http://www.yamahaoutboards.com).

**\*PROGRAM TERMS AND CONDITIONS:** Consumer benefit for purchasing a new (unused, not previously warranty registered) select, eligible Yamaha 90hp to 300hp four-stroke outboard is a 36-month Yamaha Extended Service contract (choice offered in Florida is a 36-month Yamaha Limited Warranty). Consumer benefit for purchasing a new (unused, not previously warranty registered) select eligible Yamaha 2.5hp to 75hp four-stroke outboard is a credit based on MSRP toward the purchase of goods and/ or services at the authorized participating dealer that sold the outboard, at no extra cost to consumer. NO BENEFIT SUBSTITUTIONS. To be eligible, outboards must have been manufactured since January 2011. Promotion is only applicable from authorized

participating Yamaha Outboard dealers in the U.S.A. sold to purchasing consumers residing in the U.S.A. Promotion is limited to available stock in dealer inventory that is sold, PDI completed, delivered and warranty registered on YMBS by the dealer in accordance with Yamaha's promotion and warranty registration requirements during applicable dates. No model substitutions, benefit substitutions, extensions or rain checks will be allowed. Outboards sold or provided for commercial, camp, resort, guide, rental, promotional/demo, government agency, competition, tournament or sponsorship use are not eligible. This promotion cannot be used in conjunction with any other Yamaha offer. Some exceptions may apply. See authorized participating Yamaha dealer for complete details. Yamaha reserves the right to change or cancel this promotion at any time. Other restrictions and conditions apply.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal floatation device and protective gear.

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