



Jan. 2, 2018

Yamaha's "Key to Reliability" Sales Event Gives Customers Great Reasons to Choose Yamaha Power During the First Quarter of 2018

KENNESAW, Ga.--([BUSINESS WIRE](#))-- Yamaha Marine Group announced today the "Key to Reliability" Sales Event, a new promotion that offers consumers two great incentives that build in additional value with the purchase of a new, select eligible Yamaha outboard during the first quarter of 2018.

"The 'Key to Reliability' Sales Event gives customers two options to increase the value of their purchase of some of Yamaha's most popular four-stroke outboards," said Dale Barnes, Division Manager, Marketing, Yamaha Marine Group. "Now is a great time to buy and take advantage of these offers before the busy boating season."

The promotion applies to new, select eligible Yamaha 2.5 to 300 horsepower four-stroke outboards and provides the purchasing consumer a choice of either five years of warranty protection (three years of Yamaha Limited Warranty Coverage along with an additional two-year Yamaha Extended Service or Y.E.S. plan) or a credit of up to \$1,500 based on MSRP toward the purchase of goods and/or services available at the authorized participating Yamaha Outboard dealer that sold the outboard at no extra cost to the purchasing consumer.

The "Key to Reliability" Sales Event is effective for new, select eligible outboards purchased and warranty registered between January 1, 2018, and March 31, 2018.

Consumers should see their authorized participating Yamaha outboard dealer for a complete list of eligible outboards and all terms and conditions. Other restrictions and conditions apply.

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 Customer Satisfaction Index (C.S.I.) Award every year since its inception. Visit YamahaOutboards.com.

PROGRAM TERMS AND CONDITIONS: Consumer benefit for purchasing a new (unused, not previously warranty registered) select eligible Yamaha 2.5 to 300 HP four-stroke outboard is a choice of either a 24-month Yamaha Extended Service contract (choice offered in Florida is a 24-month Yamaha Limited Warranty), or 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 also have been manufactured since January 2011. Promotion is only applicable from authorized participating Yamaha Outboard dealers in the USA, sold to purchasing consumers residing in the USA. 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. Applicable models may vary. Any new models introduced after December 1, 2017 are NOT eligible for this Promotion. No model substitutions, benefit substitutions, extensions or rain checks will be allowed. Outboards sold or provided for commercial, camp, resort, 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 may apply.