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FOR IMMEDIATE RELEASE

Yamaha Marine to Dedicate Substantial Resources to Yamaha Marine University™ Initiatives in 2018

New Programs Aim to Help Dealers Increase Profitability, Customer Satisfaction

Kennesaw, Ga. – Jan. 10, 2018 – Yamaha Marine Group will put more resources behind Yamaha Marine University™ in 2018, supercharging the dealer education entity with more programs focused on dealer profitability and increased customer satisfaction. New YMU initiatives will include a much-anticipated apprenticeship program for developing skilled dealer technicians, as well as classroom training, online modules, trade school collaborations, and online education modules. The reinvigorated YMU further defines Yamaha Marine’s position as a leader in dealer education and marine career development.

“We are extremely excited about the potential of these new initiatives to improve dealer profitability,” said Joe Maniscalco, Division Manager, Service, Yamaha Marine Group. “The marine industry is witnessing a rebirth as consumer passion with the boating lifestyle continues to grow. At Yamaha, we recognize that dealers need to be equipped with the proper tools and training to meet the challenges that accompany industry growth, and these new programs will achieve that.”

The new Yamaha Marine University brand underscores the program’s core purpose of “*Education. Empowerment. Collaboration.*” The suite of services has been divided into four pillars: **career development, service management, technical training, and sales training.** Each of these areas is specifically designed to foster dealer success and

profitability, and increase customer satisfaction.

Career Development Training

Career development training focuses on helping students enter the marine industry, and build a career in marine service. This pillar is vital when it comes to growing the number of skilled technicians to improve customer satisfaction. Through training available at Yamaha headquarters, technical schools, and the dealer workplace, career development content champions marine personnel as they learn and grow in their careers.

Service Management Training

Service management training uses a holistic approach for dealer service departments in order to maximize the value of marine service for the dealer and the consumer.

Through live training, in-dealership consultation, best-practice publications, and an emphasis on maintenance, service management training can help revolutionize dealer service departments with increased efficiency and effectiveness.

Technical Training

Technical training is where the prop hits the water for marine technicians. Through a combination of technical training materials and hands-on training at Yamaha's marine training headquarters in Pleasant Prairie, Wisconsin, as well as Yamaha Marine's headquarters in Kennesaw, Georgia, marine technicians will be empowered to tackle the challenges that come with increased consumer time on the water.

Sales Training

Sales training equips dealers with the knowledge and skill to meet the needs of consumers from all walks of life. Whether a die-hard angler is searching for the ultimate tournament boat, or a young couple is searching for a new family bonding experience, sales training equips dealers with the product and sales knowledge needed to sell successfully.

Yamaha dealers, technicians or future technicians interested in Yamaha Marine University courses should contact dealertraining@yamaha-motor.com or 800-854-4876 (option 3) for more information.

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 the NMMA[®] Customer Satisfaction Index (CSI) Award every year since its inception. To learn more, visit www.YamahaOutboards.com.

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