

# YAMAHA U.S. MARINE BUSINESS UNIT WINS MORE AWARDS AT THE 2019 MIAMI INTERNATIONAL BOAT SHOW THAN ANY OTHER BRAND

## **Yamaha Outboards, Skeeter Boats, WaveRunners and Jet Boats Receive NMMA Industry CSI Awards; Yamaha Watercraft Wins Two NMMA Innovation Awards**

**Miami, FL – February 15, 2019** – Yamaha’s U.S. Marine Business Unit is bringing home more awards from the 2019 Miami International Boat Show than any other brand.

Presented at the annual NMMA Industry Breakfast and awards ceremony, Yamaha’s Outboard, Skeeter Boats, G3 Boats, WaveRunners and Jet Boats each received Industry CSI Awards that honor manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers.

“The manufacturers honored here today illustrate the commitment it takes to provide unparalleled service to their customers and have created a culture of excellence in customer satisfaction,” noted Robert Newsome, senior vice president of strategy, engineering standards and membership for NMMA. “The 2018 CSI Award winners have proven that dedication to their customers builds brand loyalty and helps to foster lifelong boat ownership, maintaining the integrity of the U.S. recreational boating industry.”

### **2019 NMMA Innovation Awards**

In addition, the WaterCraft group was recognized with NMMA Innovation Awards for its new 275 series boats, as well as its new WakeBooster surfing technology. Introduced earlier this week, Yamaha’s brand new 275 boat series took home the NMMA Innovation Award in the Jet Boat category. The largest jet boat of its kind, the 275 was recognized for its patented DRiVE technology that allows operators to control the boat at slow speeds using paddle shifters on the steering wheel.

“Yamaha’s DRiVE system makes handling a big jet boat at slow speeds intuitive and confidence-building,” said awards judge and Boats.com editor Kim Koditek. In the Watersports Accessory category, Yamaha won for its WakeBooster surf technology that creates the largest most surfable wave ever behind a jet boat.

“Yamaha harnesses the power of the jet to enhance the surf wake for less than \$1000 - including line and board. It mounts with existing hardware and is retrofittable to older boats,” said awards judge and Boating World magazine editor Alan Jones.

The NMMA Innovation Awards recognize exceptionally groundbreaking new consumer marine products. This year's program evaluated 66 products across 26 categories. The judges ultimately selected 18 winners and one honorable mention in 18 categories for a total of 19 honorees.

“With its new technology and design, our new 275 series boats are a complete revolution in the 27-foot boat category and it's an honor to be recognized by the industry for these new benchmarks,” said Yamaha Watercraft General Manager Bryan Seti. “And our WakeBooster surf technology is the perfect complement to our boats for watersports minded owners looking to unlock the full wakesurfing possibilities of a Yamaha Jet Boat.”