

## **Sportsman Boats Partners with Yamaha Financial Services**

Sportsman Boats and Yamaha Motor Finance Corporation, U.S.A. are proud to announce a new multi-year exclusive financing agreement. Beginning July 1, 2022, Yamaha Financial Services will become the exclusive dealer inventory finance and retail finance provider for Sportsman Boats. Leveraging strong finance programs, protection products, customer relationship management, and digital platforms, Sportsman Boats and Yamaha Financial Services are committed to make the dealer and customer experience the best in the industry.

“A seamless financing experience, both at the wholesale and retail level, was a logical next step in our ever-growing efforts to deliver a world-class experience to all of our customers,” said Tommy Hancock, President of Sportsman Boats. “This partnership will bring a competitive edge to our dealers, supercharge their retail promotional offerings and provide a frictionless transaction from our website to the customer’s dock. We couldn’t be more excited for the future of this partnership.”

“Yamaha places great value on relationships with our dealers and boat builders,” said Ben Speciale, President, Yamaha U.S. Business Unit. “We add value to those relationships by working more efficiently together. Tommy and his team see the value of this new service, and we are not surprised they are the first to take advantage of it. Dealer inventory financing, retail financing and related services now join industry leading marine service training, information sharing and product reliability as reasons to do business with Yamaha.”

“We look forward to bringing our captive finance advantage of driving incremental sales, enhancing brand loyalty, and growing customer retention,” said Brian Hinchman, Vice President of Yamaha Financial Services. “We are thrilled to have the opportunity to further develop the Yamaha and Sportsman Boats partnership.”

Sportsman Boats located in Summerville, South Carolina was established in 2011 to be an innovative and forward-thinking boat builder. Sportsman Boats builds the fastest growing line of family-friendly center console boats in-class from 20’ to 35’. Built with the latest designs, procedures and components.

Yamaha Motor Finance Corporation, U.S.A. (Yamaha Financial Services), located in Cypress, CA and Marietta, GA, was established in 2015 and is a wholly owned subsidiary of Yamaha Motor Corporation, U.S.A. Offering captive financing solutions to support Yamaha dealers and Yamaha customers nationwide, with retail and commercial financing as well as protection products for all of Yamaha’s diverse line of motor products.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine U.S. Business Unit, based in Kennesaw, GA., supports its 2,400 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.

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