



July 18, 2016

Yamaha Marine Announces the “Celebrate Summer” Sales Event

KENNESAW, Ga.--([BUSINESS WIRE](#))-- Yamaha Marine Group announced today the “Celebrate Summer” sales event, a promotion that gives customers a great way to add value to their Yamaha four-stroke outboard purchases this summer. For a limited time, the “Celebrate Summer” promotion offers consumers up to \$500 in dealer credit on eligible, new 2.5-to-75 horsepower Yamaha four-stroke outboard models toward the purchase of goods and/or services available at the authorized participating Yamaha Outboard dealer that sold the outboard.

Customers who purchase eligible, new Yamaha four-stroke outboards in the 90-to-300 horsepower range can add two years of Yamaha Extended Service (Y.E.S.) to their three-year Yamaha Limited Warranty for a total of five years of coverage at no additional cost. Additional terms and conditions apply.

“This promotion offers great built-in value with the purchase of our most popular four-stroke outboard models,” said Dale Barnes, Division Manager, Marketing, Yamaha Marine Group. “With the ‘Celebrate Summer’ sales event, customers will have even more reasons to enjoy the best season for family and fun on the water.”

The “Celebrate Summer” sales event is effective for select, eligible, new four-stroke outboards purchased and warranty registered between July 15, 2016 and August 31, 2016.

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.

***PROGRAM TERMS AND CONDITIONS:** Consumer benefit for purchasing a new (unused not previously warranty registered) eligible Yamaha 90hp to 300hp four-stroke outboard is a 24-month Yamaha extended service contract (choice offered in Florida is a 24-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 also have been manufactured since January 2010.

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, 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.

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