

Contact:
Martin Peters
Manager, Communications
Yamaha Marine Group
Office: (770) 420-5829
Mobile: (678) 763-2583
martin_peters@yamaha-motor.com

Contact:
Heidi Weber
Communications Coordinator
Yamaha Marine Group
Office: (770) 420-5848
Mobile: (770) 547-4748
heidi_weber@yamaha-motor.com

FOR IMMEDIATE RELEASE

Yamaha's All-New F25 is the Lightest 25-Horsepower Outboard in the Industry

The Smallest of Yamaha's Midrange Outboards is Now Portable

KENNESAW, Ga., January 19, 2017 — Yamaha Marine Group announced today the addition of an all-new F25 to its line up of four-stroke outboards. Weighing less than 126 pounds, the smallest of Yamaha's midrange outboards is now so light and compact, it's portable.

"The new F25 is 25 percent lighter than its predecessor, comes packed with powerful benefits and even outperforms the traditional Yamaha 25-horsepower two stroke," said Ben Speciale, President, Yamaha Marine Group. "It is the perfect power solution for 14- to 16-foot aluminum boats as well as many other craft."

The new F25 has the best power-to-weight ratio of all 25 horsepower outboards and features no-battery-required Electronic Fuel Injection and an all-new two-cylinder powerhead that's all Yamaha. Two valves per cylinder and a single overhead cam mean the new F25 is lighter than any of its competitors.

For greater control, the new F25 also features a pull start through the cowling, which comes standard on all electric start models, except for the F25LC. The Variable Trolling rpm Switch (VTS™), standard on all F25C tiller handle models, allows boats to troll slower than standard in-gear idle speed for better fishing.

Improved, built-in handles provide greater portability and easier handling, while the updated tiller handle features new ergonomics and a new shifter position.

Yamaha's new F25 includes several new updates that make it even more convenient than its predecessor. For example, the outboard is now resting-pad equipped on two sides for more storage options. The external oil draining system offers easy maintenance for either dealer or consumer. And an electric starting kit is available as a field upgrade.

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.

This document contains many of Yamaha's valuable trademarks. It may also contain trademarks belonging to other companies. Any references to other companies or their products are for identification purposes only, and are not intended to be an endorsement.

#