

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 New F90 Leads its Class in Torque and Acceleration

Next Generation Outboard is Lighter, Quicker and Better

KENNESAW, Ga., January 19, 2017 — Yamaha Marine Group introduced today next-generation F90 four-stroke outboard that is lighter and quicker than its predecessor, leading its class in torque and acceleration. With the new F90, Yamaha has also introduced a new F75 in the same engine family.

“The improvements made to the new Yamaha F90 and F75 make them terrific choices for a variety of boats, particularly for the inshore fisherman,” said Ben Speciale, President, Yamaha Marine Group. “Not only is the F90 quieter, it has the quickest four-stroke 90-horsepower acceleration available – period.”

Like the successful F70 before it, the new F90 and F75 employ a single overhead camshaft to drive four valves per cylinder, thereby saving weight while increasing volumetric efficiency – and making more power. Weighing in at 353 pounds, the F90 is thirteen pounds lighter than its predecessor and displaces 1.8 liters versus 1.6 liters.

The F90 is not just quicker, it's also quieter, which means a better boating and fishing experience for consumers. The outboards can be paired with several Yamaha propellers with the exclusive Shift Dampener System™ (SDS™), including Talon® (GP and Pontoon), for even greater quiet and comfort.

The F90 and F75 are compatible with Yamaha's Variable Trolling RPM Switch

(VTS™) for slow trolling and better fishing. They can be rigged for use with Yamaha's award-winning multifunction tiller handle, and feature improved charging, with 35 amps of power over the previous 25 amps. The F90 and F75 are both compatible with Yamaha's Command Link® 6Y8 and 6YC digital gauges, as well as Yamaha's Y-COP®, for increased theft protection and security. A redesigned and improved long-span mounting system provides smooth operation.

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.

#