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FOR IMMEDIATE RELEASE

Yamaha Marine Kicks off 2017 by Introducing Eight New Outboards, Set Point™ Boat Positioning Function for Helm Master®, New Propellers and New Rigging Options

KENNESAW, Ga., February 16, 2017 — Yamaha Marine Group began the 2017 boat show season with the announcement of eight new outboards, Set Point™ boat positioning function for Helm Master®, and several new propellers and rigging options.

“We are so pleased to introduce so many new products during the first quarter of 2017,” said Ben Speciale. “The expansion of our brand through these products gives boaters even more options and ways to enjoy their time on the water while benefiting from Yamaha innovation, power and reliability.”

All-New F25

The all-new F25 weighs 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. It’s a great 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. For greater flexibility, the new F25 features a pull start through the cowling, which comes standard on all electric start models, except for the F25LC.

New F90 and F75

Yamaha's next-generation F90 four-stroke outboard is lighter and quicker than its predecessor, leading its class in torque and acceleration. Along with the new F90, Yamaha introduces a new F75 in the same engine family, which is the lightest 75hp four-stroke model on the market.

The improvements made to the new Yamaha F90 and F75 make them terrific choices for a variety of boats, particularly for the inshore fisherman. 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.

New V MAX SHO® 115 and 175 25-Inch Shaft Models

Yamaha has added two new models to its V MAX SHO family: the V MAX SHO 115 X-Shaft and the V MAX SHO 175 X-Shaft. A 25-inch shaft for these models means that users of some pontoon applications – and aluminum fishing boats in particular – can now enjoy the celebrated benefits of the V MAX SHO product line. These X-Shaft models are also ideal for transoms of bay boats, center console boats, and multi-species boats that require a 25-inch shaft length.

The 1.8-liter V MAX SHO 115 X-Shaft features Yamaha's advanced 16-valve double-overhead cam (DOHC) four-cylinder design, which means better breathing for better performance. Sixteen valves also mean more power and midrange torque. Without the need for two-stroke oil or an oil tank, this X-Shaft

model weighs 386 pounds, beating a competitor's two stroke in weight.

The new V MAX SHO 175 X-Shaft is perfect for deep-V aluminum fishing boats, bay boats, center console or multi-species boats. It also provides all the benefits associated with four-stroke power, including clean, quiet operation and great fuel efficiency. With advanced double overhead cams, four valves per cylinder and twin counterbalance shafts, the V MAX SHO 175 X-Shaft is smooth, powerful and extremely fuel efficient, delivering 30 to 40 percent better fuel efficiency than a carbureted two stroke.

F150 and F175 with Digital Electronic Control (DEC)

Yamaha's best-selling F150 and the F175 are now available in models with digital electronic control (DEC). The F150 and its bigger brother, the F175, now bring the precision of digital throttle and shift to a greater number of boat packages.

The new F150 and F175 DEC models boast even better convenience and control with easy rigging capabilities. They can use Yamaha's Reliance SDS™ propellers, which deliver quieter fishing and smoother shifting into gear. A powerful 50-amp alternator means there is power to spare for today's electronics.

F200 L-Shaft (20-inch) for Digital Electronic Control (DEC)

Still the lightest 200-hp four stroke on the water, Yamaha's addition of the new DEC-controlled 20-inch shaft F200 now brings this favorite to captains of mid-sized craft who prefer using digital electronic controls.

With the versatility of either mechanical or digital electronic controls in both 20- and 25-inch shaft lengths, the F200 suits the needs of an even wider variety of

mid-sized craft such as center consoles, pontoons, sport boats, bay and flats boats, fish & ski, and more.

The 2.8-liter 16-valve DOHC powerhead is naturally aspirated for less complexity and better fuel economy (uses 89 octane) and has the most favorable power-to-weight ratio of any four-stroke 200-hp outboard.

Helm Master® Set Point™ Boat Positioning Function

Yamaha's new Set Point boat positioning function gives Helm Master® Integrated Boat Control System even greater levels of control. With the Set Point™ boat positioning function, boaters now have the capability to integrate all boat control systems and then guide them with global positioning system (GPS) navigation technology.

Set Point is comprised of a suite of satellite-guided capabilities designed to improve the boater's ability to fish, maneuver, and simply enjoy life on the water. It uses a unique dual-antenna GPS to provide Helm Master's operating system more navigational information, resulting in greater ability to provide precise control.

Set Point has three primary modes: **Stay Point™**, **Fish Point™**, and **Drift Point™**. Each Set Point mode provides a solution to the tricky maneuvering challenges boaters may encounter every day.

Stay Point keeps the boat positioned near a particular spot; it maintains a selected position and heading. This mode is particularly helpful during times in which a boat must hold a position and heading, for example at a fuel dock or at a bridge opening.

Fish Point enhances fishing options; it maintains a selected position, but not a

heading, and primarily uses only idle RPM to do so. The Fish Point mode makes use of a captain's knowledge in heading a boat into the current or wind, bow upstream or downstream, to maintain a heading.

Drift Point mode allows the boater to drift the boat with the wind or the current; it maintains a selected heading, but not a position. Drift Point is particularly useful to maintain a heading when drift fishing or kite fishing. Drift Point allows the boat to drift with the wind or current, but stay pointed in the heading chosen.

Each Set Point mode is activated with the touch of a button. The Set Point control buttons are integrated into the new Helm Master joystick and use Yamaha's new CL7™ touch screen display to initially configure the operator's preferences. Each Set Point mode is user-defined for the needs of individual boaters. Helm Master Set Point hardware includes a dual-antenna GPS.

CL7 Display

Yamaha's new CL7™ touchscreen display and a newly-designed, more robust Command Link Plus® gateway are designed to improve the consumer boating experience. In 2010, Yamaha introduced an industry-leading five-inch full-color display for use with Command Link Plus® and Helm Master® systems. The new CL7 display takes that technology even further, boasting a seven-inch touch panel screen with full multi-function display (MFD) capability and connectivity. This display offers enhanced features for ease of use and a more controlled, convenient experience on the water.

Yamaha specified and designed software to facilitate the capabilities of its Helm Master, Set Point™, and Command Link Plus systems, and selected Garmin®, an industry-leader, to provide the platform that could handle Yamaha's display needs.

The new CL7 touchscreen display becomes the primary display for Command Link Plus systems as well as Helm Master, Yamaha's fully integrated boat control system. It is the required point of access to Yamaha's new Set Point™ boat positioning function. It offers precise and user-customizable engine and boat systems data for up to four outboards on one screen, along with a host of other multi-functional display (MFD) functions such as maps, fish finder, and graphing capabilities. The CL7 additionally features a robust NMEA 2000® internal gateway, allowing displayed data to be output to approved MFD models and brands including Garmin®, Furuno®, Simrad® and Lowrance®. The capabilities of this gateway are also available in a new stand-alone NMEA 2000® gateway unit for boaters using Yamaha's Command Link and Command Link Plus platforms.

New Talon® Pontoon and Talon GP™ Aluminum SDS™ Propellers

Yamaha adds two new propellers to the Talon family in 2017: the new Talon Pontoon and Talon GP Aluminum SDS propellers. The two new propellers bring Yamaha's exclusive Shift Dampener System (SDS) technology to the thrust-optimized Talon family and deliver quiet performance to midrange-powered pontoons and lighter boats. The new Talon Pontoon Propeller and the lighter, general purpose Talon Aluminum GP propeller suit a variety of needs for midrange-powered boats with the quiet convenience of SDS technology.

The Talon Pontoon and Talon GP SDS Propellers greatly reduce or eliminate the clunk that is sometimes associated with shifting in-line four-stroke outboards into gear. They also provide smooth and quiet in-gear operation, even at very low speeds, and SDS can also reduce the more audible sounds that can be transmitted to aluminum boats as well.

New SDS™ for Reliance®, Saltwater Series II™, and Saltwater Series HS4 Propellers

Yamaha also enhances its most popular propellers for boaters who prefer 150-to-300 horsepower: the Reliance propeller, the Saltwater Series II propeller, and the Saltwater Series HS4 propeller. All three propellers now feature improved Shift Dampener System (SDS) technology, delivering quieter shifting and smooth, low speed operation for boaters, with no special hardware requirements.

Yamaha's Reliance Series SDS propellers are the perfect match for Yamaha's large inline four-cylinder four-stroke outboards in the F150 through F200 range. These propellers are consistently chosen as the top-performing propeller for these Yamaha outboards.

Yamaha's Saltwater Series II SDS propellers are designed specifically for Yamaha F200 through F300 V6 outboards. These propellers feature a large blade area and progressive rake angle to provide great acceleration with excellent load-carrying capacity for large boats. They help deliver outstanding fuel economy on large boats, particularly at midrange throttle.

The new Saltwater Series HS4 SDS four-blade propellers are suitable for use with any Yamaha 200-to-300-horsepower four-stroke outboard. These high-performance V6 propellers are perfect for higher mounting heights and provide added grip in turns. When compared to three-blade propellers, they deliver improved acceleration and lower-rpm planing.

New Remote Variable Trolling RPM Switch (VTS™) and New “704” Shift Control

Yamaha also introduces new rigging components that offer boaters more convenience and control. Yamaha's new Remote Variable Trolling RPM Switch (VTS™) and new “704” Shift Control for mechanical operation help improve the overall boating experience.

There is now no gauge required for the new Remote Variable Trolling RPM Switch for easy control of Yamaha's variable trolling function. The switch is compatible with Yamaha models F25C through F115 and V MAX SHO® 115. The helm-mounted remote switch connects to the tiller handle input on the outboard. A low-cost upgrade with big consumer benefits, the new switch is another way Yamaha makes fishing and boating easier.

The new "704" Throttle and Shift Control for mechanical operation has new contemporary aesthetics, which means more options for rigging the latest boats. The control also features better ergonomics with a shorter chrome handle and a better feel with the same great performance.

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.

Helm Master is compatible with new Yamaha V8 5.3L F350 and V6 4.2L Offshore outboards in twin, triple, and quad configurations, and 2.8-liter F200 twin applications, installed on new boats packages manufactured by authorized participating boat manufacturers and sold by authorized Yamaha Outboard dealers only. CL7 Display expected availability May of 2017. For details, ask your Yamaha representative or visit YamahaOutboards.com.

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