

Contact:  
Melissa Boudoux  
Manager, Communications  
Yamaha Marine Group  
Office: (770) 701-3269  
Mobile: (404) 381-7593  
[Melissa\\_boudoux@yamaha-motor.com](mailto:Melissa_boudoux@yamaha-motor.com)

Contact:  
Jonathan Mehall  
Communications Coordinator  
Yamaha Marine Group  
Office: (770) 701-3281  
Mobile: (404) 623-3439  
[jonathan\\_mehall@yamaha-motor.com](mailto:jonathan_mehall@yamaha-motor.com)

## FOR IMMEDIATE RELEASE

### **Yamaha Marine Expands V MAX SHO® Family Again with Versatile 90-Horsepower Four-Stroke Outboard**

*The V MAX SHO 90 is the Perfect Fit for Multi-Species and Inshore Boats*

**KENNESAW, Ga.**, January 11, 2018 — Yamaha Marine adds another power option to its legendary V MAX SHO® family in 2018, the V MAX SHO 90. The smallest of the SHO family is the strongest of all the 90-horsepower outboards on the market, offering class-leading torque and top speed.

“The new V MAX SHO 90 is the perfect power solution for boaters looking to replace an older two-stroke 90-horsepower outboard with the clean, quiet efficiency of a four-stroke,” said Ben Speciale, President, Yamaha Marine Group. “It’s also a great choice for inshore and multi-species boats.”

Yamaha’s V MAX SHO 90 leads the 90-horsepower class in torque and top speed. A single overhead camshaft drives four valves per cylinder, delivering more power from less weight.

Not only is the V MAX SHO 90 the fastest in its class, it’s also quiet, which means better fishing experiences. And with Yamaha propellers featuring the exclusive Shift Dampener System™ (SDS™), such as the Talon® SS4™ SDS propeller, it’s even quieter.

For more convenience and control, the V MAX SHO 90 is compatible with

Yamaha's variable trolling RPM switch (VTS™) for slow trolling and again, better fishing. It is also Y-COP® compatible for increased theft protection.

Because it is a four-stroke, Yamaha's V MAX SHO 90 does not need an oil tank, which means more space for storage or batteries. In addition, the all-new V MAX SHO 90 can be rigged for use with Yamaha's award-winning multifunction tiller handle. Other features include a full 35 amps of alternator power and a long-span mounting system for less vibration.

The new Yamaha V MAX SHO 90 will be on display to the public for the first time during the 2018 Chicago and Minneapolis Boat Shows.

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](http://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.

# # #