



YAMAHA MOTOR CORPORATION, U.S.A., Marine Group Company
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Martin Peters
Division Manager, External Affairs
Yamaha U.S. Marine Business Unit

Martin Peters is Division Manager, External Affairs for Yamaha's U.S. Marine Business Unit, the part of Yamaha Motor Corporation, USA that markets, sells and distributes Yamaha Outboards in the United States. The unit also operates G3 Boats®, Skeeter Boats®, Yamaha Marine Performance Propellers, Inc., and other marine industry companies.

Peters joined Yamaha in 2006 and leads the business unit's government relations, advocacy, conservation and Yamaha Rightwaters™ sustainability efforts. He also leads teams that create communication strategies supporting the marine brand.

In January 2017, Peters was appointed to the National Oceanic and Atmospheric Administration's (NOAA's) National Marine Sanctuary Business Advisory Council (BAC) as one of 15 council members to serve a three-year term. He currently serves on the Natural Resources and Energy Policy Committee for the Georgia Chamber of Commerce and on the Government Relations Committee of the American Sportfishing Association® (ASA).

Past service includes chairman of the Communication Committee for the Center for Sportfishing Policy, chairman of Boat PAC for the National Marine Manufacturers Association® (NMMA®) and chairman of Tread Lightly, a non-profit organization that advocates for ethical land use and public land access.

Peters was the 2019 recipient of ASA's Fisheries Conservation Achievement Award in recognition of "outstanding contributions to fisheries conservation and recreational fishing and boating."