

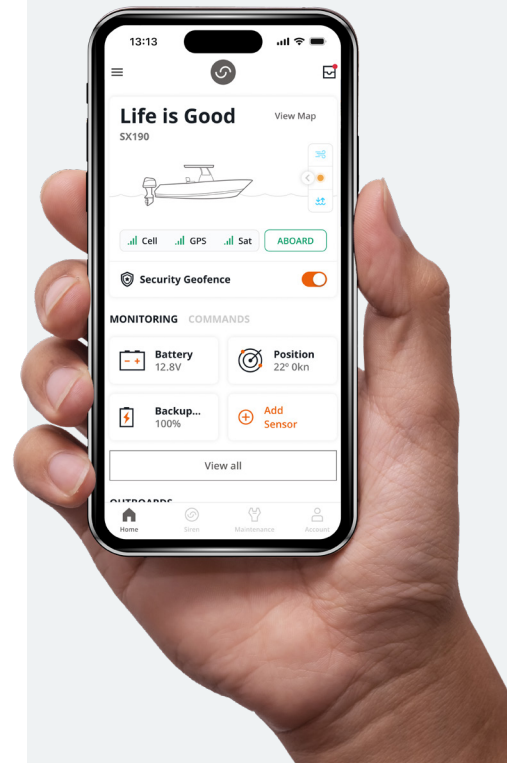
SIREN MARINE[®] CONNECTED BOAT[®] CUSTOMER EXPERIENCE PLATFORM

MEDIA EDITION

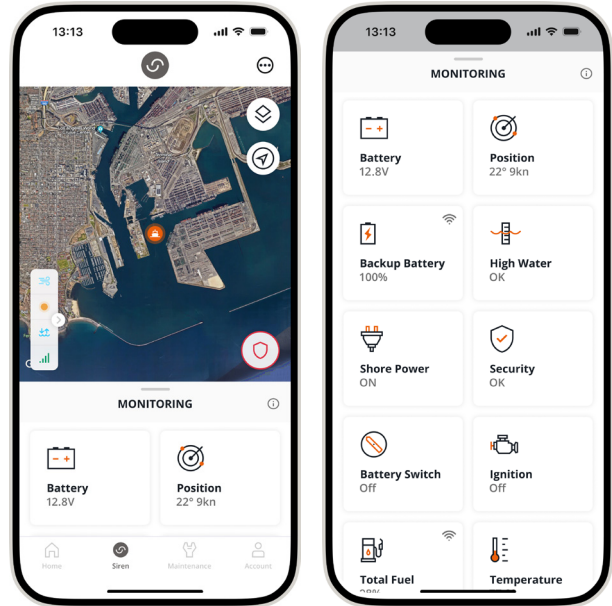
Useful Technology to Make Boating Easier, More Informative and More Fun

Yamaha and Siren Marine announce an all-new Connected Boat Customer Experience Platform — a robust Marine IoT eco-system and the only one featuring seamless integration with Yamaha outboards and systems. It offers never-before-seen innovation and benefits that allows boat owners to be on board their boat even when they can't be. It's ability and convenience that's purposely designed to make boating easier, more informative, and more fun.

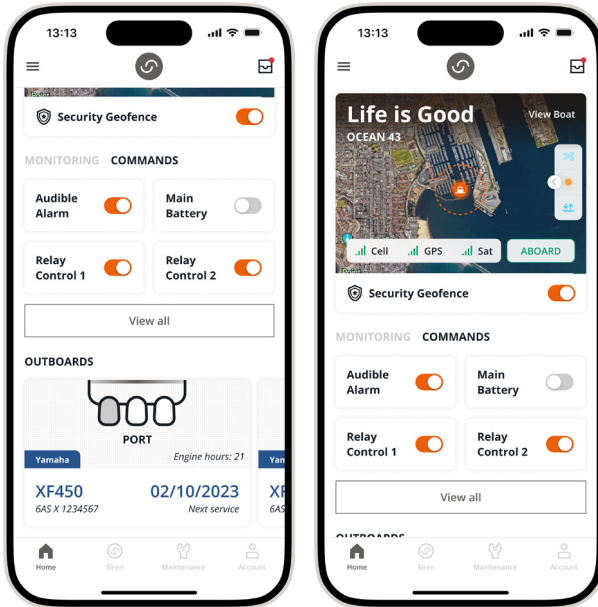
The Connected Boat Experience starts with the Siren Connected Boat mobile application that personalizes the boating experience by combining the branded look of their boat builder with specific information curated especially for them.



It combines real-time vessel security with flexible boat monitoring and tracking functions –



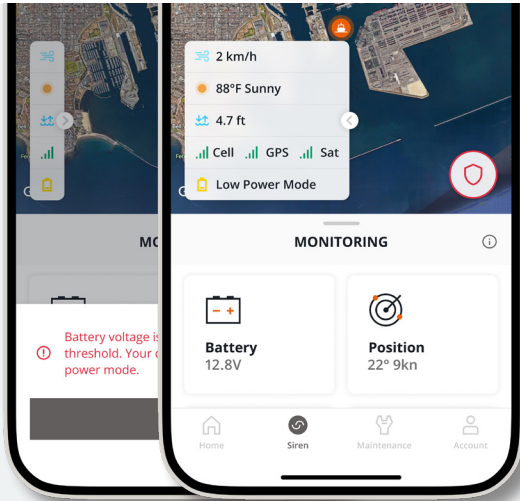
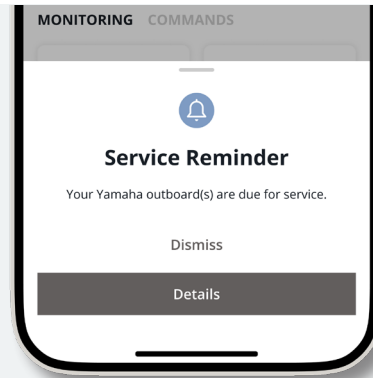
and convenience features like remote digital switching –



into one easy-to-use system that's controlled from their smartphone – or now even their smartwatch.



In addition, Siren Connected Boat automatically reminds both the boater and their preferred dealer when scheduled maintenance is due based on actual engine usage. It also contains all maintenance records for the boat, which are input by the servicing dealer or by the DIY boater.



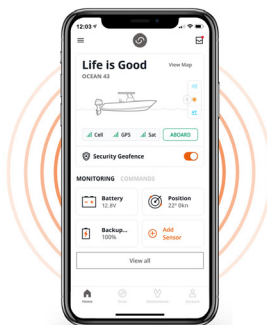
It does all this with the help of a new low power mode, which can extend battery life during times of extended storage.

The Siren Connected Boat mobile application will be available for download (in the U.S. and Canada only) on February 15, 2024. It comes in a basic free tier as well as a premium tier that requires installation and activation of a Siren 3 Pro main device and cellular service. Siren 3 Pro system hardware starts at \$797 MSRP, and cellular service as low as \$18.75/month.

ALL YOU NEED



Main Device
(Siren 3 Pro Shown)



**iOS or
Android App**



**Service
Subscription Plan**

Siren can be added at the dealership or built-into boats at select OEM Boat Builders. Siren hardware is currently shipping standard on select 2024 models from Grady-White®, Regulator®, G3® and Skeeter® with more brands and models to be announced soon.



Yamaha and the new Siren Connected Boat Customer Experience Platform — innovation with practical benefits — make boating easier, more informative, and more fun.

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REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal flotation device and protective gear. Boat smart from the start. Take a boating safety course and get a free vessel safety check annually for your boat. For more information, contact: United States Coast Guard Auxiliary online at www.cgaux.org, or United States Power Squadrons at 888-for-usps or www.usps.org.

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