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Yamaha Introduces Two Retail Promotions

KENNESAW, Ga.--([BUSINESS WIRE](#))-- Yamaha Marine Group announced two powerful retail promotions today designed to stimulate customers during the boat show season. "Customers need a little extra incentive to purchase given current economic conditions," said Dale Barnes, Yamaha Marine Group marketing division manager. "These promotions are a great value for customers buying new boats or repowering their current boat." The first promotion, "Repower Now," offers two consumer options. The first is a credit, based on M.S.R.P., to the customer based on eligible outboard horsepower. The credit is available at no extra cost to the customer and can be used toward the purchase of Yamaha rigging components and/or dealer installation labor services available at the authorized participating full-line Yamaha Outboard Dealer that sold the outboard. The second option is called "Zero Zero" financing. On approved credit, customers will be eligible for no finance charges and no payments until January 1, 2010* when they purchase eligible Yamaha outboard motors. This option is only applicable for eligible outboards sold for repower on a used boat by authorized participating dealers. All eligible outboards must be sold, PDI (Pre-Delivery Inspection) completed, delivered and warranty registered by the dealer on YMBS between January 1, 2009 – March 31, 2009. Standard rates and terms apply after the promotional period. The second promotion, "Two Ways to Save," offers either a 36-month Yamaha Extended Service (Y.E.S.) contract for eligible outboards or a consumer credit based on M.S.R.P. toward the purchase of goods and/or services available at the authorized participating Yamaha Outboard Dealer that sold the outboard. The 'Two Ways to Save' promotion is for eligible outboards sold between January 1, 2009 – March 31, 2009. Yamaha Marine Group, based in Kennesaw, Ga., supports its 2,200 U.S. dealers and OEM partners 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.

* Finance Option: On approved Yamaha Card purchases for eligible Yamaha outboard motors will receive no Finance Charges and no payments until January 1, 2010. Standard Rate 12.99%, 16.99%, 18.99% or 22.99% APR. For Accounts not current, the Promotion is cancelled, and the Default Rate 24.99% APR and Minimum Monthly Payments apply. Minimum Finance Charge \$1. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Yamaha card. Call 1-888-367-4310 or review cardholder agreement for information. 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.

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