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Yamaha Reports Strong Boat and Personal Watercraft Sales in February

Yamaha Boat sales rise 68% compared to the same time last year; WaveRunner sales post best result of 2009 season

Kennesaw, GA – Yamaha Watercraft Group, a division of Yamaha Motor Corporation, USA, today announced that it saw strong sales momentum during the month of February for its Boat and personal watercraft product lines. Sales of Yamaha's 21 and 23 foot boats increased 68% compared to February 2008 results.

"We've always been focused on giving our customers just what they want in a boat, and we've put a lot of effort into research to understand what will work best for them. We believe this focus has been key to us achieving these results," said Bryan Seti, Yamaha's national marketing manager.

Yamaha WaveRunner sales in February also showed strong momentum for the month. Although the results were slightly below last year's levels for February, they are the strongest Yamaha has seen for the 2009 season.

"With 41% current share of the personal watercraft industry, these strong results for us suggest a beacon of strength for the market overall that can hopefully stretch beyond the current month," continued Seti. "This is the first month of the 2009 selling season, which began last October, where we have seen levels close to those of last year."

Yamaha's strong sales momentum is driven in part by growing interest in the all new Yamaha FZ series, which is the quickest and fastest production personal watercraft in the industry, as well as the top selling VX series and the award winning FX line.

About Yamaha Watercraft

Yamaha Boats and WaveRunner personal watercraft are products of the Yamaha Watercraft Group, a division of Yamaha Motor Corporation, USA. Headquartered in Kennesaw, GA, the Yamaha Watercraft Group is responsible for the sales, marketing and distribution of Yamaha watercraft in the United States. For more information, please visit www.yamaha-motor.com.