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YAMAHA ANNOUNCES 2010 BOATS WITH NEW 24-FOOT PLATFORM, NEW EXCLUSIVE FEATURES

Yamaha 242 and 240 Series boats are the largest, most feature rich boats that Yamaha has ever produced.

FREEPORT, Bahamas – August 24, 2009 – Yamaha Motor Corporation, USA today unveiled its 2010 line of boats at the company's annual dealer meeting highlighted by the introduction of the new 242 and 240 Series boats that are the largest, most feature rich boats Yamaha has ever produced.

Yamaha's 242 and 240 Series boats, which replace Yamaha's 232 and 230 Series models, are designed to compete with boats priced \$20,000 more by offering the largest displacement power package ever put in a Yamaha boat; an all-new, expansive bow design with revolutionary new seating options, new GPS controlled instrumentation, and a new stern lounge and swim platform design.

All New 242 Series Redefines Luxury Performance

The new flagships of the Yamaha boat line, the Yamaha 242 Series includes the 242 Limited and the 242 Limited S. The 242 Limited S is the watersports edition of the series that includes a premium aluminum tower with integrated LED cockpit lighting and two sound system speakers. Standard features include:

- All new innovative bow design. Wider, longer seating area with rumble seat backrests and multi-position bow seating configurations.
- Twin Yamaha High Output 1.8-liter engines that are the largest engines ever in a Yamaha boat, delivering incredible acceleration.
- Yamaha's exclusive No Wake Mode™ - now with three positions - that allows the driver to set the engines at optimum no wake speed with the simple push of a button.
- Innovative stern lounge area that sits just inches from the water's surface with table mount, padded seating, shower and stereo remote.
- Full-featured helm with fly by wire, fuel flow meter and GPS controlled instrumentation.



- Premium stereo with direct iPod® plug-in connectivity equipped with 6 waterproof speakers, a handheld remote and an MP3 input.
- Cruise Assist™, Yamaha's exclusive feature that allows the driver to hold engine speed constant, ideal for long range rides and for maintaining a consistent speed while towing.

"We spoke with owners of our boats at length to determine what we could do with a future platform to provide a better boating experience for them," said Scott Watkins, product manager for Yamaha's WaterCraft Group. "From this feedback, we created a new, larger platform, with more bow seating configurations than ever before, and a stern area that sits just inches from the water. These are among the most important areas for our boat owners, but we went a step further and introduced a host of new technologies and features, such as real time fuel flow, GPS controlled instrumentation, and Cruise Assist, to make this boat stand out even further from anything else on the water today."

The 240 Series includes the SX240 and the AR240, the watersports edition with an integrated aluminum tower. Returning to the Yamaha boat line is the high performance 212 Series and the value-minded 210 Series. To see the entire 2010 line up of Yamaha Boats, visit www.yamaha-motor.com.

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.

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