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YAMAHA UNVEILS 2010 WAVERUNNER® LINE FEATURING NEXT GENERATION VX® SERIES

**The industry's top-selling line of personal watercraft sees enhanced comfort,
handling, and fun in 2010**

FREEPORT, Bahamas – August 24, 2009 – Yamaha Motor Corporation, USA today introduced its 2010 line of WaveRunner® personal watercraft at the company's annual dealer meeting highlighted by the debut of Yamaha's next generation VX® Series, which has been the best selling PWC in the industry since its inception.

The all new 2010 VX® models feature more spacious seating for driver and passengers and an expanded swim platform area. In addition, the VX® Series receives improvements below the waterline that deliver a more fun, drier ride than competitive models that cost thousands more. For 2010, the award-winning VX® Series includes the VX Cruiser®, VX® Deluxe, and the VX® Sport.

All-New Design: More Comfort, Striking New Styling

The VX Series integrates the look and feel of Yamaha luxury watercraft by creating a roomier cockpit for the operator. To do that, the seat length of the VX has been increased to provide more legroom for taller riders with the driver's compartment being expanded by 4". The overall effect is not only more comfortable for the operator, but it also gives the VX Series a striking new profile that mirrors Yamaha's more expensive FX® line. Completing the cockpit are new mirrors that have been repositioned for improved visibility, a larger glove box; and a larger, more convenient reverse lever.

For passengers, the seat of the three-person VX Series has been redesigned with a larger bolster for more comfort when riding with two or three people. In addition, the padded surface of the VX reboarding platform has been increased for added comfort and versatility.

New Refinements: More Fun, Drier Ride

One of the key reasons for the VX Series' success is its exhilarating ride. Now, the best ride in the Value category is even better with refinements that include a new ride plate,



repositioned new sponsors and a revised weight distribution that combine to provide a much sportier feel. These changes strengthen the handling character of the new VX Series, making it more nimble on the water and more fun to drive than ever before.

“We created the VX Series to offer the entry level buyer a fun, fuel efficient and feature rich WaveRunner at an affordable price,” said Scott Watkins, product manager for Yamaha’s WaterCraft Group. “Since then, it has completely changed the personal watercraft industry, bringing new buyers into the lifestyle and raising the bar for entry level watercraft. With the launch of the new VX Series today, we are further raising that bar offering new levels of comfort, space, ergonomics and a fun ride that is unlike any other personal watercraft.”

The 2010 WaveRunner® line also includes the high-performance FZ® Series and the luxury-performance FX® Series. New for 2010, the two-person FZR receives a retractable reboarding ladder. Yamaha’s legendary SuperJet™, the best selling stand up ever, returns as well.

To see the entire 2010 line up of Yamaha WaveRunners, 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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