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YAMAHA'S 2010 VX® SERIES RAISES BAR FOR FUEL EFFICIENT PERSONAL WATERCRAFT

The Yamaha VX Series, the industry's top-selling, most fuel efficient personal watercraft achieves a 10% improvement in fuel economy in 2010

KENNESAW, GA – September 30, 2009 – Yamaha Motor Corporation, USA announced today that its new 2010 Yamaha VX Series WaveRunners® will save consumers up to an additional 10 percent in fuel cost compared to previous VX models. Yamaha's VX WaveRunners were already the most fuel efficient watercraft on the water and have been the best-selling personal watercraft in the boating industry since 2005.

A remapping of the watercraft's sophisticated ECU allowed Yamaha engineers to reduce fuel consumption by 10 percent at both cruising speed and wide open throttle while maintaining the class-leading performance that makes the VX Series so fun to ride.

"The VX series has been the top seller in the industry because in addition to its features, comfort and performance, it delivers the best overall value in the industry," said Scott Watkins, product manager of Yamaha's WaterCraft Group. "Buyers in this segment want the lowest total cost of ownership while still having a fun and exciting time on the water. By remapping the engine, we've been able to reduce fuel consumption by 10 percent while also helping it burn cleaner with no reduction in horsepower."

In addition to this update, the Yamaha VX Series features Yamaha's exclusive Low RPM Mode™ that can reduce fuel consumption by up to 26 percent based on average annual use.

For 2010, the Yamaha VX line includes the Yamaha VX Cruiser®, the series flagship that features Cruiser® comfort; the VX Deluxe, the best-selling all-around model in the personal watercraft industry; and the VX Sport, the most affordable WaveRunner in the Yamaha line. 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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Media Contact:

Bob Gonsalves, R. Allen Group for Yamaha, 770-850-8254, bob.gonsalves@rallengroup.com

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