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FOR IMMEDIATE RELEASE

Yamaha's Helm Master® EX Brings Ultimate Boat Control and Fishability to More Boaters

Kennesaw, Ga. – June 15, 2020 – Yamaha Marine today introduced Helm Master EX, the next level of customizable, integrated boat control. Now *available in single through quad outboard applications*, Helm Master EX brings forward the benefits from the original Helm Master system, including joystick maneuverability, and improves upon them to create greater control and fishability for a wider range of boaters.

“The new and improved features of Helm Master EX make boating easier and more convenient than ever before,” said Ben Speciale, President, Yamaha Marine U.S. Business Unit. “The expansion of the system to single-outboard boat configurations is perfect for smaller center console and larger bay boats. The new joystick option, which is the same as that used on multi-outboard systems, allows boaters who desire single-outboard power to enjoy the majority of the benefits associated with multi-outboard Helm Master EX applications.”

Helm Master EX boasts enhanced joystick maneuverability with smooth, quiet, precise operation, new single-function buttons and new features like DriftPoint® Track. Effortless Yamaha Autopilot can be adjusted with the joystick and includes functions such as course and heading hold, Track Point (NAV along waypoints), and two types of pattern steer that seamlessly integrate with Speed Control and Pattern Shift. ^[L]_[SEP]In addition, joystick adjustability provides increased comfort, control and convenience and allows for fine tuning of Yamaha Autopilot and SetPoint® features without leaving current mode,

creating additional ease of use and capability. [SEP]

Incredibly fast and responsive Digital Electric Steering (DES) means Helm Master EX provides precise control with an uncluttered bilge. DES can now be added to any current and most previous Digital Electronic Control (DEC)-capable Yamaha outboard models. The system's DEC (control box) has also been redesigned for ergonomic comfort and ease of use. All functions previously on the Helm Master control now come standard on all Helm Master EX system configurations. [SEP]

Helm Master EX suits a wide variety of boat applications, fits all current Yamaha DEC outboards and back-fits outboards creating a wider range of repower flexibility. [SEP]

Also new, Helm Master EX (or its properly configured component systems) can be installed by the boat builder at the factory or by dealers when repowering customer boats at the dealership. This allows boaters flexibility in tailoring their Helm Master EX system to their specific desires. [SEP]

Yamaha's Helm Master EX PowerMatched[®]/Component Limited Warranty applies to all components within the system. Helm Master EX is available through Yamaha boat builders and dealers starting July 1, 2020. [SEP] Video footage, commentary from captains, photography and detailed information is now available on yamahamarinemedia.com.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine U.S. Business Unit, based in Kennesaw, Ga., supports its 2,400 U.S. dealers and boat builders 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.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal floatation device and protective gear.

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