

Press Release
Take off to the MAX
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Yamaha launches "Take off to the MAX" promotion

Yamaha have announced a landmark promotion designed to give customers the very best opportunity to hit the water on a brand new WaveRunner in time for this summer. On Friday 27, August, Yamaha will launch the "Take off to the Max" promotion with discounts of up to \$3,200 on selected models within the 2009 and 2010 model ranges. This is the largest promotion ever run by Yamaha's WaveRunner division and one that is sure to be met with great excitement from the public.

This unprecedented level of discount however, has a dual purpose. Yamaha is offering these unbelievable deals to encourage Australian buyers to purchase from authorised Yamaha dealerships. Yamaha has seen a significant amount of suffering from PWC customers who have purchased grey import skis (craft privately imported from overseas) and then been severely disappointed and financial encumbered when things go wrong. Yamaha Motor Australia's authorised dealerships are the only retailers who are set up with the equipment, knowledge and factory backing to offer the full range of service and support all Australian WaveRunner owners need to have access to.



With these amazing deals there's never been a better time to hit the water on a new WaveRunner.

Yamaha does not have a world wide warranty policy and customers who purchase outside Yamaha's official channels are obliged to return to the grey import ski provider for assistance if problems occur. Yamaha has no legal responsibility for skis purchased outside of its Australian supply chain.

There have been instances where “grey importers” have sold extended warranty policies with the skis, or included them as part of the deal. This has caught out the unwary customer who has tried to utilise this policy, through the Yamaha dealer network. Unfortunately these warranties are not factory backed and customers have been disappointed as well as financial disadvantaged when the policies are rejected.



The peace of mind from having full Yamaha factory support and warranty will keep the time you spend on your watercraft stress free.

Furthermore Yamaha has no way of contacting WaveRunner customers who have purchased outside the supply chain, as they have no record of their details. This is crucial to be able to alert customers of any product recall, without which could severely compromise the safety of rider and passengers.

On other occasions unscrupulous grey import businesses have "masqueraded" as genuine Yamaha dealers and are not able to deliver the full benefits of buying from a Yamaha dealer. Only dealers represented on the Yamaha Motor Australia web site and whose buildings display the trademark tuning fork logo are authorised to sell WaveRunners in Australia and New Zealand.

"As the value of the Australian Dollar remains strong it has encouraged opportunistic businesses and individuals to purchase skis from overseas markets and import them privately, instead of through Yamaha's official supply chain. But with these exceptional prices, and with so many benefits associated, there is now no need to "risk" purchasing from anywhere except directly from the Yamaha dealer network" states Iain MacLeod, Yamaha's National Sales & Marketing Manager for WaveRunners. He continues by stating the benefits of purchasing through and authorised Yamaha dealer:

- Sales of craft designed for the Australian & New Zealand markets and meet the Australian & NZ government laws & regulations;
- An ANZ Yamaha factory warranty;

- Service with genuine spare parts, the latest Yamaha tools & software, and performed by factory trained technicians. Includes the use of Yamalube lubricants, which are essential for the longevity of the engine and components;
- Free factory technical up-dates;
- Free Yamaha DNA anti-theft protection (recognised nationally by the Police);
- Unique access to Yamaha Motor Finance;
- Access to Yamaha Motor Insurance - 'tailor made' for our WaveRunner customers;
- Over 50 dealers nationally for service and support.

"No grey import business has the ability to offer what Yamaha can to the customer" MacLeod states, "And we are in business for the long term and not just to make a "quick buck" and disappear when times get tough".

The full WaveRunner line up will be on display at the following boatshows:

Brisbane, QLD	Thursday August 26 - Sunday 29, 2010.
Darwin, NT	Saturday September 4 - Sunday 5, 2010.
Mandurah, WA	Friday October 8 - Sunday 10, 2010.

Details of this offer can be found on the Yamaha web site and is only available from authorised Yamaha WaveRunner dealers.

For further information visit:

<http://www.yamaha-motor.com.au/promotions/waverunner/take-off>