

YAMAHA OUTBOARDS'

POWER & PERFORMANCE

SALES EVENT

OFFER VALID FROM:
01/04/24 - 03/31/24

FOR A LIMITED TIME, PURCHASE AN ELIGIBLE NEW YAMAHA OUTBOARD AND GET:



30 HP - 450 HP

UP TO

7 YEARS

OF WARRANTY PROTECTION

Up to seven years of Yamaha Limited Warranty Coverage, with the additional protection of a Yamaha Extended Service (Y.E.S.) plan.

2.5 HP - 25 HP

UP TO

\$200

IN DEALER CREDIT

Up to \$200 in dealer credit toward the purchase of additional goods/services from your authorized participating Yamaha Outboard Dealer.

Promotion Instruction Manual



YamahaOutboards.com

Reliability Starts Here.®



YAMAHA

Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

Promotion Highlights

WHAT:

- Retail Consumer Benefit model eligibility is for new (unused, and not previously warranty registered) select, eligible 2.5 - 450 hp four-stroke Yamaha outboards as contained in Chart on page 6 only. New Outboard Models introduced after January 1, 2024 are not eligible. Eligible models must also have been manufactured since January 2017. Any outboards manufactured prior to January 2017 are not eligible.
- Consumer Benefit offered for eligible outboards is a choice of ONLY ONE of the following two Promotion benefit options:
 - **Promotion Y.E.S. Benefit Option One:** 30 - 450 hp models is a 24-month Yamaha Extended Service (Y.E.S.) contract at no extra cost to the purchasing consumer for eligible new outboards. (Choice offered to Florida Residents is a 24-month Yamaha Limited Warranty). NO BENEFIT SUBSTITUTIONS.
 - AND-
 - **Promotion Consumer Benefit:** Consumers who purchase an eligible new 115-450 hp four stroke outboard and also purchase and activate a Siren 3 Pro will receive: (i) a \$1,000 Consumer Credit toward the purchase of goods and/or services based on MSRP at the authorized participating Yamaha Outboard Dealer that sold the outboard, at no extra cost to the consumer; and (ii) half (1/2) off the new Siren 3 Pro subscription price using promo code: **BoatShow50**, subject to the following: (a) the Siren 3 Pro must be installed on the boat with the registered and eligible new outboard unit; (b) to purchase a Siren 3 Pro Main Device subscription, consumer must visit <https://sirenmarine.com/subscriptions> and purchase an annual, seasonal or monthly cellular (Main Device) subscription. To receive the half (1/2) off Siren 3 Pro subscription discount, consumer must create a Siren Marine customer account, select an annual, season or monthly (Main Device) subscription and enter the **BoatShow50** promo code during the checkout process. Discounts are based on published prices in effect at time of activation; (c) Siren 3 Pro subscriptions must be activated by June 30, 2024; (d) purchases of new boats with eligible outboards with already pre-installed with a Siren 3 Pro Main Device are eligible; (e) **BoatShow50** promo code is not applicable for any subsequent subscription renewal; and (f) limited to one (1) Siren 3 Pro and one (1) subscription per consumer.
 - OR-
 - **Promotion Consumer Credit Benefit Option Two:** 2.5 - 25 hp models a consumer credit based on MSRP toward the purchase of goods and/or services available at the authorized participating Yamaha Outboard Dealer that sold the outboard at no extra cost to the purchasing consumer. NO BENEFIT SUBSTITUTIONS. Value of Consumer Credit Benefit is based on outboard horsepower of select eligible models.

Dealers are responsible for a portion of Promotion Y.E.S. Benefit Option One and Promotion Consumer Credit Benefit Option Two costs based on outboard horsepower and method of registration. Refer to MSRP and Dealership Cost Charts on page 7 of this manual.

WHEN: Consumer Benefit Option One or Two are available for new, select eligible outboards sold between January 4, 2024 to March 31, 2024*.

- *Dealer may utilize the Consumer Benefit Option One, Additional Promotion Consumer Benefit, or Promotion Consumer Credit Benefit Option Two of this Promotion, when the eligible outboard is sold from January 4, 2024 - March 31, 2024 and the PDI (Pre Delivery Inspection) is completed and the outboard is delivered and warranty registered by the dealer on Yamaha Marine Business System (YMBS), in accordance with applicable registration option chosen by dealer:
 - (i) Dealer may utilize the **Standard Registration Option** of this Promotion when the eligible outboard is sold from January 4, 2024 to March 31, 2024; the PDI is completed; and the outboard is delivered to consumer and warranty registered by the dealer on YMBS from January 4, 2024 to March 31, 2024.
 - (ii) Dealer may utilize the **Pre-Registration Option with Extension** of this Promotion when the eligible outboard is sold from January 1, 2024 to March 31, 2024; the dealer completes the pre-warranty registration on YMBS between the dates of January 4, 2024 to March 31, 2024; the dealer selects the applicable Primary Identification Number (PID) from list of new eligible outboards; the PDI is completed; and the outboard is delivered to consumer and warranty registered by dealer on YMBS from January 4, 2024 to May 31, 2024
 - (iii) Dealer may utilize the **Extended Registration Option** of this Promotion when the eligible outboard is sold from January 4, 2024 - March 31, 2024; the dealer completes an Extended Registration Application in the Promotion Extended Registration section of YMBS between the dates of January 4, 2024 - March 31, 2024; the PDI is completed; and the outboard is delivered to consumer and warranty registered by dealer on YMBS from January 4, 2024 to May 31, 2024.
- In order to receive the benefits outlined above corresponding to the purchase and activation of a dealer installed Siren 3 Pro, consumer must activate a Siren 3 Pro subscription found at <https://sirenmarine.com/collections/subscriptions> by June 30, 2024.
- Any outboard sold before or after these dates is not eligible.

(continued on next page)

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual.



Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

Promotion Highlights (cont'd.)

WHERE:

- Only applicable from authorized participating Yamaha Outboard Dealers in the U.S.A. sold to purchasing consumer residing in the U.S.A.

HOW:

- To be authorized to participate and offer this Promotion, an authorized dealer principal must verify acceptance on behalf of the dealership to all terms, conditions and procedures defined in this Promotion Instruction Manual. Complete details explaining how to become an authorized participating dealer either on an annualized basis, or for this specific retail Promotion only are explained on page 9 of this manual.
- This Promotion is limited to available eligible stock in dealer inventory that is sold, delivered, PDI (Pre-Delivery Inspection) completed and warranty registered by dealer on YMBS during the applicable dates in accordance with Yamaha's Promotion and warranty registration requirements. The PDI must be completed by dealer prior to warranty registration and delivery to customer. No model substitutions, benefit substitutions, rain checks or extensions will be allowed. NO EXCEPTIONS.
- Authorized participating dealers will be required to answer unique Promotion questions to verify a dealer principal has approved the outboard to be submitted for Promotion consideration and agrees to all Promotion terms, conditions and procedures as they warranty register each eligible outboard on YMBS.
- Any outboards that are warranty registered to any dealer and/or distributor, including but not limited to an authorized Yamaha dealer, are not eligible for this Promotion. Any outboards that are warranty registered to employees of authorized Yamaha dealers are not eligible for this Promotion, unless the dealer employee sale is first reviewed and approved in writing by Yamaha.
- Commercial, rental, camp, resort, guide, Promotional/demo and government agency use units are not eligible. Units sold or provided by Yamaha for competition, tournament, Promotion or sponsorship use are not eligible.

This Promotion features three (3) Registration Options dealers can choose to utilize:

The **Standard Registration Option** of this Promotion is available for eligible outboards the dealer has sold and completed the PDI, delivered and warranty registered during the dates of January 4, 2024 - March 31, 2024. The PDI must be completed by dealer prior to warranty registration and delivery to consumer. To utilize this Standard Registration Option, authorized participating dealers will be required to answer unique Promotion questions to verify a dealer principal has approved the outboard to be submitted for Promotion consideration and agrees to all Yamaha Outboards' "Power & Performance" Sales Event Promotion terms, conditions and procedures as they warranty register each eligible outboard on YMBS.

The **Pre-Registration Option with Extension** of this Promotion is available for eligible outboards the dealer has sold from January 1, 2024 to March 31, 2024. The dealer must complete a pre-warranty registration on YMBS between January 1, 2024 to March 31, 2024 and select the applicable PID from the list of new eligible outboards. The PDI must be completed by dealer prior to warranty registration and delivery to consumer, no later than May 31, 2024. To utilize this Pre-Registration Option with Extension, authorized participating dealers will be required to answer unique Promotion questions to verify a dealer principal has approved the outboard to be submitted for Promotion consideration and agrees to all Yamaha Outboards' "Power & Performance" Sales Event Promotion terms, conditions and procedures as they complete the pre-warranty registration each eligible outboard on YMBS.

The **Extended Registration Option** of this Promotion is available for this Promotion eligible outboards the dealer has sold during the dates January 4, 2024 - March 31, 2024. In order to apply for the Extended Registration Option from January 4, 2024 - March 31, 2024, dealer must access the Promotion Extended Registration Application screen on YMBS and complete the online Promotion extension application section for each eligible outboard requesting an extension to warranty register and deliver the eligible outboard to the retail consumer. The dealer must have completed the PDI, delivered and warranty registered the eligible outboard no later than May 31, 2024, in accordance with all Promotion and warranty registration terms, conditions and procedures. Promotion eligibility also requires the outboard warranty registered must match the model sold and the purchasing consumer's name and address submitted on the Promotion Extended Registration Application. Incomplete applications will not be eligible.

- All Promotion benefits must be provided to the purchasing consumer at no additional cost.
- Dealers are also required to identify either the Promotion Y.E.S. Benefit or the full Promotion Consumer Credit Benefit as a line item on the consumer Bill of Sale.
- Yamaha reserves the right to request a copy of the Bill of Sale and/or any other documents for any transaction submitted for Promotion consideration.
- This Promotion cannot be used in conjunction with any other offer made by Yamaha. Some exceptions may apply.
- This offer is not transferable. Yamaha reserves the right to change or cancel this Promotion at any time.

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual.

Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

Procedures for utilizing the Standard & Pre-Registration Option with Extension

- The last day a sale of an eligible outboard for Consumer Benefit will be considered for this Promotion is March 31, 2024.
- If an authorized participating dealer has completed a sale on or before March 31, 2024, the dealer can choose between a Standard or Pre-Registration Option with Extension by following these additional steps to submit an outboard for the Standard Option or Pre-Registration Option with Extension:
- To be authorized to participate and offer this Promotion, an authorized dealer principal must verify acceptance on behalf of the dealership to all terms, conditions and procedures defined in this Dealer Instruction Manual. Complete details explaining how to become an authorized participating dealer either on an annualized basis, or for this specific retail Promotion only are explained on page 9 of this manual.
 - All eligible outboards warranty registered will be considered for Promotion eligibility as soon as your dealer number is listed in YMBS as an authorized participating dealer that has completed one of the Yamaha Outboards' "Power & Performance" Sales Event Promotion Dealer Participation Agreement options defined on page 9 of this manual.
 - To register an outboard for this Promotion, dealer must access YMBS and enter the Warranty Registration section for New Yamaha Outboards.
 - Upon entering the Warranty Registration section, dealer will be asked to enter the outboard Primary Identification Number. The system will then ask you to confirm agreement to the Pre-Delivery Inspection (PDI) notice. Next, the system will automatically verify if your dealer number has been authorized to participate in this Promotion during the standard registration period.
NO EXCEPTIONS.
 - If your dealer number IS LISTED in the system as a participating dealer, the system will automatically skip to the next step of registration. If your dealer number is NOT LISTED on the authorized dealer list for this Promotion, then access to the Promotion registration section will be denied to your dealership until you have completed one of the Yamaha Outboards' "Power & Performance" Sales Event Promotion Dealer Participation Agreement options defined on page 9 of this manual.
 - Next, the system will define the Consumer Benefit Options available including the retail value of the Consumer Benefits, along with the required dealer portion of the Promotion benefits cost. You will be required to select which Consumer Benefit you choose to offer your customer, or to confirm if your decision is to decline offering a Consumer Benefit for this specific outboard.
 - Next, the system will ask you to verify that a dealer principal has reviewed and approved to submit this eligible outboard for this Promotion and agreed to all Promotion terms, conditions and procedures as identified on the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual and Participation Agreement. If you answer NO to the question "has a dealer principal reviewed and approved to submit this eligible outboard for this Promotion," then the system will inform you that this Promotion registration request has been denied based on dealer decline of Promotion terms, conditions and procedures. If you answer YES, the system will then continue with the warranty registration process.
 - If the Dealer requests the Promotion Consumer Y.E.S. Benefit to be issued for an eligible new 30 - 450 hp four-stroke model; Yamaha will deliver a Y.E.S. Certificate to the registered owner upon final verification by Yamaha that the outboard registered has met all terms, conditions and procedures. Please allow 6-8 weeks for delivery of certificate to the registered owner. Florida customers will not receive a Y.E.S. contract in the mail. Please contact the Y.E.S. Department with any questions regarding the delivery of Y.E.S. Certificates, 1-800-559-0325. Once the Promotion benefit has been issued, the dealer portion for the Promotion Y.E.S. Benefit cost as defined on the appropriate Registration Option Chart listed on page 8 will be reduced from the dealer's co-op accrual account for any outboard approved for this Promotion. If dealer does not have sufficient co-op accrual funds available, the dealer's cost portion of the Y.E.S. Benefit will be charged to the dealer's parts account.
 - Do NOT order a Yamaha Extended Service (Y.E.S.) contract on YMBS for any outboard you warranty register that is eligible for this Promotion if you have selected the Y.E.S. Benefit as the Retail Consumer Benefit choice. The Promotion Y.E.S. contract will be processed directly by Yamaha upon validation that the sale has met all Promotion terms, conditions and procedures. Any Y.E.S. contracts ordered by the dealer will be billed directly to the dealer's parts account at published dealer cost.
 - If the Dealer requests the Promotion Consumer Credit Benefit to be issued for an eligible new 2.5 - 25 hp four-stroke model; Yamaha will issue a credit for Yamaha's portion of the Consumer Credit Benefit as defined on the appropriate Registration Option Chart listed on page 8, to the dealer's parts account, upon final verification that the outboard registered has met all Promotion terms, conditions and procedures. **NO EXCEPTIONS.**
 - When finalizing the warranty registration, be certain you have chosen the correct Benefit Option for your consumer. A \$100 processing fee will be charged to the dealer's parts account if corrections must be made after the benefit has been processed.
 - A status report of outboards submitted for Promotion consideration will be posted online via YMBS in the Sales tab > Retail Promotions sub-tab. The status report provides information regarding the sale, specifically whether or not the serial number has been validated and the Consumer Benefit has been processed. This status report will be updated on a daily basis and will be accessible 24/7 during the Promotion dates.

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual.



Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

Procedures for utilizing the Extended Registration Option

The last day a sale of an eligible outboard for Consumer Benefit will be considered for this Promotion is March 31, 2024. If an authorized participating dealer has completed a sale on or before March 31, 2024, but is not able to complete the PDI, delivery and warranty registration of the outboard on or before March 31, 2024, then the dealer must follow these additional steps to submit an outboard for Promotion Extended Registration consideration:

- To register an eligible outboard for the Extended Registration Option of this Promotion, a dealer must have already completed and delivered the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual Dealer Participation Agreement as defined on page 9 of this manual.
- To submit an Extended Registration Application for consideration, access the Promotion Extended Registration Application section located within YMBS in the Sales tab > Retail Promotions sub-tab. This Extended Registration Application section will be accessible to authorized participating dealers from January 4, 2024 - March 31, 2024.
- Once you have accessed the Promotion Extended Registration Application section, you will be asked to enter specific information regarding the sale of the eligible outboard, including Yamaha outboard model type, purchasing consumer's name and address, and other important information regarding the sale.
- To be considered, all information must be entered completely and accurately by dealer into the Promotion Registration Application section no later than March 31, 2024. This Promotion Extended Registration Application section will be removed from YMBS on April 1, 2024.
- Any eligible outboard model submitted for Extended Registration consideration that is warranty registered after May 31, 2024 will not be eligible for the Extended Registration Option of this Promotion and thus will not receive any of the benefits of this Promotion.
- Should dealer fail to complete the Extended Registration Application, the outboard will not qualify for the Promotion and dealer shall be responsible for any representations made to consumer. Any outboard warranty registered that does not match the model or purchasing consumer's name and address information as listed on the Promotion Extended Registration Application will not be eligible for this Promotion.
- After completing the Extended Registration Application, you will receive a reference number for every eligible outboard submitted. Later, when you warranty register the eligible outboard on YMBS, a pop-up screen will appear listing all Extended Registration Applications you submitted. Please select the reference number that corresponds to the consumer name and the system will automatically populate most of the information required to complete the registration.
- If the Dealer requests the Promotion Consumer Benefit to be issued for an eligible new 2.5 - 25 hp four-stroke model; Yamaha will issue a credit for Yamaha's portion of the Consumer Credit Benefit as defined on the appropriate Registration Option Chart listed on page 8, to the dealer's parts account, upon final verification that the outboard registered has met all Promotion terms, conditions and procedures.
- If the Dealer requests the Promotion Consumer Y.E.S. Benefit to be issued for an eligible new 30 - 450 hp four-stroke model; Yamaha will deliver a Y.E.S. Certificate to the registered owner upon final verification by Yamaha that the outboard registered has met all terms, conditions and procedures for the Promotion. Please allow 6-8 weeks for delivery of certificate to the registered owner. Florida customers will not receive a Y.E.S. contract in the mail. Please contact the Y.E.S. Department with any questions regarding the delivery of Y.E.S. Certificates, 1-800-559-0325. Once the Promotion Y.E.S. Benefit has been issued, the dealer portion for the Promotion Y.E.S. Benefit cost, as defined on the Extended Registration Option chart on page 8, will be reduced from the dealer's co-op accrual account for any outboard registered for consideration and approved for this Promotion. If dealer does not have sufficient co-op accrual funds available, the dealer's cost portion of the Y.E.S. Benefit will be charged to the dealer's parts account.
- Do NOT order a Yamaha Extended Service (Y.E.S.) contract on YMBS for any outboard you warranty register that is eligible for this Promotion. The Promotion Y.E.S. contract will be processed directly by Yamaha upon validation that the sale has met all Promotion terms, conditions and procedures. Any Y.E.S. contracts ordered by dealer will be billed directly to the dealer's parts account at published dealer cost.
- During the dates of January 4, 2024 - March 31, 2024, authorized participating dealers will be able to access an online report that will list all outboards they have submitted for Promotion Extended Registration Application. This online Extended Registration Application Report will be located on YMBS in the Sales tab > Retail Promotions sub-tab. Additionally, status of all outboards, including those submitted for Promotion Extended Registration consideration, can be found on the Promotion tracking system on YMBS > Sales > Retail Promotions > Promo Tracking.

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual.

Yamaha Outboards’ “Power & Performance” Sales Event Promotion Instruction Manual

Additional Recommendations

Review all information for accuracy

- To avoid problems and delays, please carefully review all information submitted for this Promotion to be sure it is complete and accurate.
- If an outboard is incorrectly registered to the wrong owner and/or a Promotion benefit is either issued or registered in error and a correction must take place, the dealer will be charged a \$100 administrative fee per outboard to your dealer’s parts account. In addition, the total amount of any Promotion benefits previously issued toward an outboard in question may be charged back to the dealer’s parts account if it is determined that the sale of the outboard in question did not comply with all Promotion terms, conditions and procedures.
- Any costs, expenses or fees incurred by Yamaha will be charged to the dealer’s parts account if Yamaha has to settle a dispute with a consumer who was not eligible for this Promotion because the dealer failed to comply with the Promotion terms, conditions and procedures as defined in the Yamaha Outboards’ “Power & Performance” Sales Event Promotion Instruction Manual and Participation Agreement.
- For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards’ “Power & Performance” Sales Event Promotion Instruction Manual and Participation Agreement.

Register all units properly (failure to do so may also result in loss of Promotion benefits and/or fraud investigation)

- Do not submit any outboard for Promotion consideration sold and warranty registered to either a dealership or dealership employee, unless the dealership or dealership employee sale is submitted to Yamaha by the dealer for Yamaha’s prior written approval.
- Do not order or request a Y.E.S. contract for any outboard submitted for Promotion consideration if you have chosen the Y.E.S. Benefit Option One. Yamaha will issue the Promotional Y.E.S. contract for any outboard submitted for Promotion consideration once eligibility has been verified, and all terms, conditions, and procedures have been met.
- Dealers must not warranty register any outboard until a true sale has been recorded and an outboard formally delivered to the retail buyer. Any outboard warranty registered by a dealer before a sale and delivery has been properly completed, as a way to qualify an outboard for this Promotion, will be grounds for fraud investigation.
- Any outboard warranty registered by a participating dealer to a fictitious name, or for a sale that did not truly transpire, will be grounds for fraud investigation.
- Fraudulent claims will be prosecuted to the fullest extent of the law.
- Yamaha reserves the right to audit dealer’s records, including but not limited to, requesting a copy of the Bill of Sale, a properly and accurately completed PDI (Pre-Delivery Inspection) form or any other documents, as applicable to this Promotion.

The Status Report

A status report of outboards submitted for Promotion consideration will be posted online via YMBS in the Sales tab > Retail Promotions > “Power & Performance” Sales Event Promo Tracking. The status tracking report provides information regarding the sale, specifically whether or not the serial number has been validated and the Consumer Benefit has been processed. Consumer Benefits cannot be processed until the outboard is successfully registered in accordance with all Promotion terms, conditions and procedures. This status report will be updated on a daily basis and will be accessible 24/7 online via YMBS during the Promotion dates. To make corrections, please call the Yamaha Promotions Processing Center.

Who to contact if you have questions:

If you have any questions regarding this Yamaha Outboards Promotion, please contact either your Yamaha District Marketing Manager, or the Yamaha Promotions Processing Center at:

YAMAHA PROMOTIONS PROCESSING CENTER
YamahaOutboardPromos@MacKenzieCorp.com

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards’ “Power & Performance” Sales Event Promotion Instruction Manual.



Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

Eligible Yamaha Outboard Models

The Yamaha Outboards listed on the Model Eligibility Chart below are the ONLY outboards eligible for this Yamaha Outboards Promotion subject to meeting the complete terms, conditions and procedures of this Promotion.

ELIGIBLE OUTBOARDS FOR "Power & Performance" SALES EVENT PROMOTION

FOUR-STROKE MODELS

HP	Eligible Models	HP	Eligible Models	HP	Eligible Models	HP	Eligible Models	HP	Eligible Models
450	XF450NSA	250	VF250LA	175	F175XA	50	T50LB	20	F20LWPHB
450	XF450NSA2	250	VF250LB	175	F175XCA	50	F50LB	20	F20SMHB
450	XF450NSA4	250	VF250XB	175	VF175LA	40	F40LA	20	F20LMHB
450	XF450NSA7	250	F250XCB	175	VF175XA	40	F40LEHA	20	F20SWB
425	XF425NSA2	250	LF250XCB	175	F175LCA	40	F40JEHA	20	F20LWB
425	XF425NSB	250	F250NCB	175	LF175XCA	40	F40JEA	15	F15SMHA
425	XF425NSB2	250	F250XSB	150	F150XB	30	F30LA	15	F15LMHA
425	XF425NSB7	250	LF250XSB	150	LF150XB	30	F30LEHA	15	F15SEHA
300	F300NCA	250	F250NCA	150	F150LB	25	F25SMHC	15	F15LEHA
300	F300XA	250	F250NSB	150	F150JB	25	F25LMHC	15	F15LPHA
300	LF300XA	250	F250NSB2	150	VF150XA	25	F25SWHC	9.9	F9.9SMHB
300	F300XCB	250	F250UCA	150	F150LCA	25	F25LWHC	9.9	F9.9LMHB
300	LF300XCB	250	F250UCB	150	F150XCA	25	F25SWC	9.9	F9.9LEB
300	F300XCB2	250	LF250UCB	150	LF150XCA	25	F25LWC	9.9	F9.9SMHB2
300	LF300XCB2	250	LF250UCA	150	VF150LA	25	F25LC	9.9	T9.9XPB2
300	F300NCB	225	F225XB	115	F115XB	25	F25LWTC	9.9	T9.9LPB
300	F300NCB2	225	VF225LA	115	LF115XB	25	T25LWTC	9.9	T9.9XPB
300	F300XSB	225	VF225LB	115	F115LB	25	T25XWTC	9.9	T9.9XPHB
300	F300XSB2	225	F225NCB	115	F115JB	25	F25SWTHC	9.9	T9.9LPHB
300	LF300XSB	200	F200XCA	115	VF115LA	25	F25LWTHC	9.9	T9.9LWHB
300	LF300XSB2	200	LF200XCA	115	VF115XA	25	F25SC	9.9	T9.9XWHB
300	F300NCA2	200	F200XB	90	VF90LA	25	F25SWTC	8	F8SMHB
300	F300NSB	200	LF200XB	90	VF90XA	25	F25SWHC3	8	F8LMHB
300	F300NSB2	200	F200LB	90	F90LB	25	F25LWHC3	6	F6LMHA
300	F300NSB7	200	VF200LA	90	F90XB	25	F25SWTHC2	6	F6SMHA
300	F300USB	200	VF200XA	90	F90JB	25	F25LWTHC2	4	F4LMHA
300	F300UCB	200	F200LCA	75	F75LB	25	T25XWTC2	4	F4SMHA
300	LF300UCB	200	LF200LCA	70	F70LA	20	F20SWHB	2.5	F2.5LMHB
250	F250XB	200	VF200LB	60	T60LB	20	F20LWHB	2.5	F2.5SMHB
250	LF250XB	200	VF200XB	60	F60LB	20	F20SWPB		
250	VF250XA	175	F175LA	60	F60JB	20	F20LWPB		

Ineligible Outboards for this Promotion

Any Outboard NOT listed in the Eligibility Chart above is not eligible. Some of the outboards that are NOT eligible for this Promotion include but are not limited to:

- All two-stroke outboards.
- Any new outboard models introduced to the public after January 1, 2024.
- All outboards manufactured prior to January 2017.
- Commercial, rental, camp, resort, guide, Promotional/demo and government agency use outboards are not eligible.
- Outboards sold or provided by Yamaha for competition, tournament, Promotion or sponsorship use.
- Any outboard submitted for an offer other than the Yamaha Outboards' "Power & Performance" Sales Event Promotion offer.
- Any outboard sale that does not comply with all of the Promotion terms, conditions and procedures as defined on the Yamaha Outboards "Power & Performance" Sales Event Promotion Instruction Manual and Participation Agreement.

Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

M.S.R.P. and Dealership Cost Charts for Promotion Consumer Benefits

The charts below identify the consumer value (based on MSRP) for each Promotion Y.E.S. Benefit or Promotion Consumer Credit Benefit offered. In addition, the charts also identify the portion of the Promotion benefits paid by Yamaha and the portion of each Promotion benefit to be paid by the authorized participating dealer.

STANDARD & PRE-REGISTERED OPTION WITH EXTENSION

STANDARD & PRE-REGISTERED 2 Year Y.E.S. Promotion Benefit MSRP Value and Dealer Cost							
Eligible Outboard Type	HP	Two-Year Y.E.S. MSRP	Two-Year Y.E.S. Published Dealer Cost	Two-Year Y.E.S. Promo Benefit Option Dealer Participation Cost	Consumer Credit Promo MSRP With Purchase and Installation of Siren 3 Pro	Portion Paid by Yamaha	Portion Paid by Dealer
Four-Stroke V8	450	\$7,700	\$4,082	\$1,225	\$1,000	\$650	\$350
Four-Stroke V8	425	\$7,700	\$4,082	\$1,225	\$1,000	\$650	\$350
Four-Stroke V6	300	\$2,530	\$1,540	\$462	\$1,000	\$650	\$350
Four-Stroke V6	250	\$2,530	\$1,540	\$462	\$1,000	\$650	\$350
Four-Stroke I4 or V6	200 - 225	\$1,980	\$1,210	\$363	\$1,000	\$650	\$350
Four-Stroke I4	150 - 175	\$1,238	\$726	\$218	\$1,000	\$650	\$350
Four-Stroke I4	115	\$880	\$484	\$145	\$1,000	\$650	\$350
Four-Stroke mid-range	60 - 90	\$798	\$413	\$124	N/A	—	—
Four-Stroke mid-range	30 - 50	\$495	\$248	\$74	N/A	—	—

STANDARD & PRE-REGISTERED Consumer Credit Promotion Benefit MSRP Value & Dealer Cost				
Eligible Outboard Type	HP	Consumer Credit Promo Benefit Option MSRP	Portion of Consumer Credit Promo Benefit Option Paid by Yamaha	Portion of Consumer Credit Promo Benefit Option Paid by Dealer
Four-Stroke portable	2.5 - 6	\$125	\$81	\$44
Four-Stroke portable	8	\$150	\$98	\$53
Four-Stroke portable	9.9 - 15	\$150	\$98	\$53
Four-Stroke portable	20-25	\$200	\$130	\$70

EXTENDED REGISTRATION

Units that are sold between January 4, 2024 - March 31, 2024 and PDI completed, delivered and warranty registered by May 31, 2024.

EXTENDED REGISTRATION 2 Year Y.E.S. Promotion Benefit MSRP Value and Dealer Cost							
Eligible Outboard Type	HP	Two-Year Y.E.S. MSRP	Two-Year Y.E.S. Published Dealer Cost	Two-Year Y.E.S. Promo Benefit Option Dealer Participation Cost	Consumer Credit Promo MSRP With Purchase and Installation of Siren 3 Pro	Portion Paid by Yamaha	Portion Paid by Dealer
Four-Stroke V8	450	\$7,700	\$4,082	\$1,633	\$1,000	\$600	\$400
Four-Stroke V8	425	\$7,700	\$4,082	\$1,633	\$1,000	\$600	\$400
Four-Stroke V8	300	\$2,530	\$1,540	\$616	\$1,000	\$600	\$400
Four-Stroke V6	250	\$2,530	\$1,540	\$616	\$1,000	\$600	\$400
Four-Stroke V6	200 - 225	\$1,980	\$1,210	\$484	\$1,000	\$600	\$400
Four-Stroke I4 or V6	150 - 175	\$1,238	\$726	\$290	\$1,000	\$600	\$400
Four-Stroke I4	115	\$880	\$484	\$194	\$1,000	\$600	\$400
Four-Stroke I4	60 - 90	\$798	\$413	\$165	N/A	—	—
Four-Stroke I4	30 - 50	\$495	\$248	\$99	N/A	—	—

EXTENDED REGISTRATION Consumer Credit Promotion Benefit MSRP Value & Dealer Cost				
Eligible Outboard Type	HP	Consumer Credit Promo Benefit Option MSRP	Portion of Consumer Credit Promo Benefit Option Paid by Yamaha	Portion of Consumer Credit Promo Benefit Option Paid by Dealer
Four-Stroke portable	2.5 - 6	\$125	\$75	\$50
Four-Stroke portable	8	\$150	\$90	\$60
Four-Stroke portable	9.9 - 15	\$150	\$90	\$60
Four-Stroke portable	20-25	\$200	\$120	\$80



Yamaha Outboard's "Power & Performance" Sales Event Promotion Instruction Manual

3rd Year Y.E.S. Upgrade Available for 30 to 300 hp outboard models only

As an additional optional profit opportunity, authorized Yamaha Outboard Dealers participating in the "Power & Performance" Sales Event Promotion can offer an additional one year of Y.E.S. coverage for eligible new 30-300 hp outboard models only to their customers (who chose the two-year Promotion Y.E.S. Benefit for the Promotion) during applicable dates providing consumer with a three-year Y.E.S.. Dealers can purchase this extra third year of Y.E.S. coverage at a discount during the warranty registration process.

Below is a price list that includes Dealer cost and MSRP of the third year Y.E.S. promo upgrade. Please follow the prompts during the warranty registration process to buy the additional year of Y.E.S. coverage. If you have any questions, please contact your District Marketing Manager or call the Yamaha Y.E.S. Department at 1-800-559-0325.

Use the Online Dealer Participation Agreement located on YMBS to sign up for the "Power & Performance" Sales Event Retail Promotion if you have not done so already.

3rd Year Y.E.S. Promotion Benefit Option Upgrade turns the Two-Year Promotional Y.E.S. Benefit option into a Three-Year Y.E.S.

Eligible Models	Upgrade MSRP	Upgrade Dealer Cost*
300 HP V6	\$1,650	\$1,029
250 HP V6	\$1,650	\$1,029
200 - 225 HP	\$1,375	\$809
150 - 175 HP	\$880	\$459
115 HP	\$738	\$369
60 - 90 HP	\$575	\$289
30 - 50 HP	\$330	\$165

*Dealers are responsible for Y.E.S. Upgrade Dealer costs. Dealer cost to upgrade the two-year promo Y.E.S. to a three-year Y.E.S. is in addition to the Yamaha Outboard's "Power & Performance" Sales Event Promotion two-year Y.E.S. dealer participation cost and will be charged to your dealer's parts account. By offering this additional Upgrade Promotion, dealer agrees to be bound by all terms, conditions and procedures as defined in the Yamaha Outboard's "Power & Performance" Sales Event Promotion Participation Agreement and complete Promotion Instruction Manual.

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual.

Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual

Dealer Participation Agreement

To be authorized to participate and offer this Yamaha Outboards' "Power & Performance" Sales Event Promotion, an authorized dealer principal must verify acceptance on behalf of the dealership to all Promotion terms, conditions and procedures. There are two options to acknowledge and agree to the Promotion terms, conditions and procedures as follows:

OPTION 1:

Complete the Program Year 2024 Yamaha Outboards Annual Promotion Dealer Participation Agreement

To be authorized to participate and offer Program Year 2024 (July 1, 2023 - June 30, 2024) Yamaha Outboard Promotion(s), an authorized dealer principal must verify acceptance on behalf of the dealer and agree to adhere to all terms, conditions and procedures defined on the Program Year 2024 Yamaha Outboards Annual Promotion Dealer Participation Agreement and on each Program Year 2024 Yamaha Outboard Promotion Dealership Instruction Manual.

Dealer principal can complete the **Program Year 2024 Yamaha Outboards Annual Promotion Dealer Participation Agreement** via YMBS. The Form section is located within **YMBS in the Sales Tab >Retail Promotions >Annual Promotion Signup**.

If a dealer principal for your dealership has already completed the Program Year 2024 Yamaha Outboards Annual Promotion Dealer Participation Agreement, then your dealership is ready to submit and process sales for Program Year 2024 Promotion consideration!

OPTION 2:

If for any reason, dealer principal does **NOT** want to complete the Program Year 2024 Yamaha Outboards Annual Promotion Dealer Participation Agreement, but **DOES** want to participate and offer the Yamaha Outboards' "Power & Performance" Promotion; Dealer principal can complete the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual and Dealer Participation Agreement via YMBS, and participate in and offer this Promotion only. The Form section is located within **YMBS in the Sales Tab>Retail Promotions>List All Promotions>Power & Performance>Online Participation Form**.

Important note: To participate and offer the Yamaha Outboards' "Power & Performance" Sales Event Promotion, dealer principal must complete one of the two Promotion Dealer participation options listed above.

Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this Promotion, please refer to the Yamaha Outboards' "Power & Performance" Sales Event Promotion Instruction Manual.



YAMAHA OUTBOARDS'

POWER & PERFORMANCE

SALES EVENT

OFFER VALID FROM:
01/04/24 - 03/31/24



FOR A LIMITED TIME, PURCHASE AN ELIGIBLE NEW YAMAHA OUTBOARD AND GET:

30 HP - 450 HP

UP TO

7 YEARS

OF WARRANTY PROTECTION

Up to seven years of Yamaha Limited Warranty Coverage, with the additional protection of a Yamaha Extended Service (Y.E.S.) plan.

2.5 HP - 25 HP

UP TO **\$200**
IN DEALER CREDIT

Up to \$200 in dealer credit toward the purchase of additional goods/services from your authorized participating Yamaha Outboard Dealer.

5 YEARS OF TOTAL WARRANTY PROTECTION

Eligible Outboards Only	3-Year Limited Warranty + 2-Year Y.E.S.
250-300 HP	Free! \$2,530 value
200-225 HP	Free! \$1,980 value
150-175 HP	Free! \$1,238 value
115 HP	Free! \$880 value
60-90 HP	Free! \$798 value
30-50 HP	Free! \$495 value

7 YEARS OF TOTAL WARRANTY PROTECTION

Eligible Outboards Only	5-Year Limited Warranty + 2-Year Y.E.S.
425-450 HP	Free! \$7,700 value

DEALER CREDIT TOWARD PURCHASE OF GOODS/SERVICES

Eligible Outboards Only	Dealership Credit
20-25 HP	\$200 based on MSRP
8-15 HP	\$150 based on MSRP
2.5-6 HP	\$125 based on MSRP



BONUS:

With the purchase of an eligible and new 115-450 hp outboard and the purchase, installation and activation of a SIREN 3 Pro package* get:

\$1,000 IN DEALER CREDIT

1/2 OFF ANY NEW SIREN SUBSCRIPTION

See your authorized participating Yamaha Outboard Dealer today for details! Other restrictions and conditions may apply.

***PROGRAM TERMS AND CONDITIONS:** Consumer benefit for purchasing a new (unused, not previously warranty registered) select eligible Yamaha four stroke outboard is based on horsepower as follows: 30-450 hp is a 24-month Yamaha Extended Service contract (choice offered in Florida is an additional 24-month Yamaha Limited Warranty); or 2.5 hp to 25 hp is a credit toward the purchase of goods and/or services, based on MSRP, at the authorized participating dealer that sold the outboard, at no extra cost to consumer. Consumers who purchase an eligible new 115-450 hp four stroke outboard and also purchase and activate a Siren 3 Pro will receive: (i) a \$1,000 credit toward purchase of goods and/or services, based on MSRP, at the authorized participating dealer that sold the outboard, at no extra cost to the consumer; and (ii) half (1/2) off the new Siren 3 Pro subscription price using promo code: BoatShow50, subject to the following: (a) the Siren 3 Pro must be installed on the boat with the registered and eligible outboard unit; (b) consumer must visit <https://sirenmarine.com/subscriptions> and purchase an annual, seasonal or monthly cellular (Main Device) subscription and enter the BoatShow50 promo code during the checkout process for the half (1/2) off discount (discounts are based on published prices in effect at time of activation); (c) Siren 3 Pro subscriptions must be activated by June 30, 2024; (d) a purchase of a new boat with an eligible outboard(s) already pre-installed with a Siren 3 Pro Main Device are eligible; (e) BoatShow50 promo code is not applicable for any subsequent subscription renewal; and (f) limited to one (1) Siren 3 Pro and one (1) subscription per consumer. To be eligible, outboards must also have been manufactured since January 2017. New outboard models introduced after January 1, 2024 are not eligible. Promotion is only applicable from authorized participating Yamaha Outboard dealers in the U.S.A. sold to purchasing consumers residing in the U.S.A. Promotion is limited to available stock in dealer inventory that is sold January 4, 2024 – March 31, 2024, and PDI completed, delivered and warranty registered on YMBS by the dealer in accordance with Yamaha's promotion and warranty registration requirements. No model substitutions, benefit substitutions, extensions or rain checks will be allowed. Outboards sold or provided for commercial, camp, resort, guide, rental, promotional/demo, government agency, competition, tournament or sponsorship use are not eligible. This promotion cannot be used in conjunction with any other Yamaha offer. Some exceptions may apply. See authorized participating Yamaha dealer for complete details. Yamaha reserves the right to change or cancel this promotion at any time.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal flotation device and protective gear. © 2024 Yamaha Motor Corporation, U.S.A. All rights reserved.