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## FOR IMMEDIATE RELEASE

### **Yamaha Announces New *Maintenance Matters*™ Website and Online Training Module**

New resources complement Yamaha's ongoing maintenance education campaign

**Kennesaw, Ga.**, July 20, 2015 – Yamaha Marine Group today announced the launch of the all-new Maintenance Matters web site (<http://maintenance.yamahaoutboards.com>) as well as the addition of the Maintenance Matters training module to its world-class training curriculum at Yamaha Marine University™ Online.

“Yamaha's Maintenance Matters initiative is an ongoing educational campaign that helps boaters have an exciting and rewarding experience with their outboards,” said David Meeler, Yamaha Marine Product Information Manager. “The new website is available to consumers as a searchable electronic form of our *Maintenance Matters* publication, which was recently updated and expanded to help keep maintenance top of mind. *Maintenance Matters* also makes maintenance-related procedures, tips, and product information even more accessible and easy to understand,” he added, “whether you are a ‘do-it-yourselfer’ or prefer to have your outboard serviced by an authorized Yamaha Marine dealer.”

As with the publication, the Maintenance Matters website includes information, tips, and recommendations regarding issues that can face everyday boaters: corrosion prevention, fuel and fuel system care, electrical system and power trim and tilt system maintenance, propeller and lower unit care, interval maintenance, engine oil and lubricants information, and much more.

The new Maintenance Matters training module, available to dealers at Yamaha Marine University™ Online, also complements the company's ongoing maintenance initiative by helping Yamaha dealers better position outboard maintenance in their dealerships to better educate customers, make product selection easier, and create lasting customer satisfaction.

The *Maintenance Matters* module joins Yamaha's all-new product training for 2015: *V MAX SHO® Marine Outboard Walk-Around* (including the latest 2015 V MAX SHO 115, 175 and 150/250 X-Shaft offerings); *F150 Marine Outboard Walk-Around*; *Portable Outboards Walk-Around*; *Endless Propeller Solutions*; and the latest *Helm Master®* module, which now includes F200 and Quad applications\*. All courses are available to Yamaha Marine dealer principals and service professionals to meet growing demand.

For more information on Yamaha Marine University Online training, contact [dealertraining@yamaha-motor.com](mailto:dealertraining@yamaha-motor.com) or 1-800-854-4876.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Group, based in Kennesaw, Ga., supports its 2,000 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 Customer Satisfaction Index (CSI) Award every year since its inception. Visit [YamahaOutboards.com](http://YamahaOutboards.com).

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\*Helm Master main station is available for purchase by participating boat builders only, on select new twin, triple and quad Yamaha outboards installed on new boat packages. Helm Master second station and replacement parts only, are available for purchase by authorized dealers.