



Thursday Miami Boat Show Recap: Yamaha WaterCraft Recognized for Best Marketing in the Marine Industry and Receives Boating Magazine's Boat the Year Award

Miami, FL – February 14, 2019 – As the Miami International Boat Show gets underway, Yamaha WaterCraft was recognized with major awards on the show's first day including a Marine Marketers of America (MMA) Award and the Boat of the Year award presented at Yamaha's booth by the editors of Boating Magazine.

At the Marine Marketers of America annual award ceremony, Yamaha Watercraft won for the marine industry's Best Print and Digital Newsletter for its "Generation EX" campaign. The Generation EX newsletter was written to appeal to a whole new segment of younger personal watercraft owners looking for the ease of use, fun and affordability of Yamaha's EX series WaveRunner.

According to Yamaha Watercraft's Digital Marketing and Communications Manager Andrew Cullen, "It's an honor to see the accomplishments of our team recognized by the industry, and it fuels our ongoing desire to create more compelling campaigns and experiences for customers with our brand and products."

Also on Thursday, Boating Magazine presented the trophy for their Boat of the Year to Yamaha WaterCraft General Manager Bryan Seti at a ceremony at the Yamaha booth in front of the winning boat, the Yamaha 210 FSH.

Boat of the Year is the most prestigious media honor in the recreational boating industry, based on the opinion of Boating magazine editors who test more than 120 different makes and models of boats annually, and bring more than 100 years of combined professional boat-testing experience to the table.

Boating Editor-In-Chief Kevin Falvey said, "Yamaha's affordable, jet-powered center-console for boaters seeking a multi-mission vessel resulted in a well-designed boat that proved versatile, finely crafted and laden with innovation."

"To receive this prestigious award from Boating magazine commemorates all the hard work from our product team that went into creating this boat, and we're thrilled to be able to share the fruits of their efforts with our FSH customers," said Bryan Seti, general manager of Yamaha's WaterCraft Group.