

Yamaha Wins Top Display Award at Melbourne Show

Judges at the Melbourne Boat Show presented Yamaha with the prestigious “Best Stand Overall” award at the 2009 show.

And to deliver even more punch to the awards, Yamaha dealer Geelong Boating Centre received the award for the best “Open Display”.

The Yamaha display featured both outboard engines and a comprehensive line up of Yamaha WaveRunner water vehicles. In a visually striking display, the Yamaha corporate stand was well lit, open and inviting for the public to wander amongst the Yamaha products.



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“Our objective at the boat shows is multi faceted,” said Brett Hampson, National Sales and Marketing Manager at Yamaha. “We exhibit to provide a direct link with consumers, many of whom are existing Yamaha customers who have technical questions about their Yamaha outboard engine or WaveRunner.”

“We also provide a valuable dealer support role where Yamaha dealers at the boat show bring their customers to the Yamaha stand for expert advice on engine selection or other technical matters.”

“And with our Yamaha Motor Finance staff attending, many boaters were able to buy their new boat with finance approved at the show. We had a boat show special running and this encouraged people to buy now and get boating sooner.”

With the Yamaha product range being so extensive, the range of Yamaha products on display is representative. Displayed were two-stroke, four-stroke and the VMAX outboards, with the top of the line F350 and new release F40 and F25 models being prominent. Yamaha also displayed a selection of boating accessories.

Geelong Boating Centre mounted a unique display with a nautical or ocean theme. Setting the display apart from the rest was an array of thousands of balloons arranged to depict the sea, anchors, sea creatures and chain.

The display itself featured a full range of Yamaha powered Ocean Master fibreglass boats. Geelong Boating Centre enjoyed one of their best boat shows ever.

Yamaha outboards are available through an Australia-wide network of authorised Yamaha outboard dealers. All Yamaha 4-stroke outboards are supported with a full 4-year manufacturer’s warranty and all 2-stroke outboards are backed by a 3-year warranty – standard conditions apply.

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