

# Announcing the Yamaha Outboards App for iPhone®.

“Thank you for building this app for the convenience of the Yamaha nation!”

–Corey Pierce,  
AUM College Fishing Team



Create a more satisfying experience for outboard owners and drive more traffic for Yamaha Outboards dealers. *There's an app for that!* **Yamaha is excited to release its first-ever mobile application—the Yamaha Outboards App for iPhone® and iPod Touch®.**

**The Yamaha Outboards App is designed to be a tool for both consumers and dealers. It allows users to:**

- Register Yamaha Outboard(s) by PID to retrieve information about warranty and receive reminders when it's about to expire.
- View outboard maintenance schedules.
- Access local Yamaha Outboards dealership information based on current location. Call, email or visit a dealer website directly from app.
- Review the latest Yamaha Performance Bulletins and share them via email.
- Get the latest Yamaha Outboards news, including new product announcements.
- Connect with Yamaha through our social media channels.
- View answers to Frequently Asked Questions.
- Track their break-in progress (for new outboards), to ensure maximum performance and longevity.

Analytics show that approximately 70 percent of the mobile traffic to our websites comes from the iPhone Operating System; so we thought we'd start there. Based on the app's performance, we will consider developing a version for Android™. The app will be announced to consumers via email, social media channels and press releases later today.

If you have an iPhone, please download the Yamaha Outboards App to see what it's all about. Then, encourage your Yamaha Outboard owners to jump on board. We hope the app will prove to be a valuable part of your sales process and a key consumer relationship-building tool.

**[VIDEO: See why industry experts are calling this a “must-have app for any Yamaha Outboard owner”.](#)**

**[Download the Yamaha Outboards App, FREE from the iTunes® App Store.](#)**

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