



YANMAR Marine International will be the presenting sponsor for three events on the 2021 Nautique Wakesurf Series

Mar 24, 2021 08:00 GMT

YANMAR Strengthens Links with Watersports Community with 2021 Wakesurf Event Sponsorship

YANMAR Marine International (YMI) has announced a new sponsorship deal with The World Wake Association (WWA), confirming its support for key international wakesurf events in the US, Japan and London during 2021.

Extending last year's inaugural contract as a global partner, YANMAR's continued collaboration with The WWA builds on the company's strategic plan to promote the potential of watersport as an enjoyable activity and

invest in the wider recreational marine industry. The alliance also supports a joint commitment to sustainability and the use of **clean and efficient power** - the key synergies behind the recognition of YANMAR as the leading diesel solution for the wake sports community.

Marine diesel engine and propulsion specialist YANMAR will be the presenting sponsor for three events on the [2021 Nautique Wakesurf Series](#), an innovative competition series organized by Nautique Boats and The WWA. The series is contested by elite surfers from around the world at seven fun and family-friendly events spanning three continents.

Showcasing its engines and leading technology to the wakesurf community through on-site demonstrations, [YMI](#) will have a strong presence at the Nautique European Wakesurf Championships at Liquid Leisure in London, on July 16th and 17th and the Japan Wakesurf Open at Lake Biwa, Japan, on July 31st and August 1st. The winners of each event in the series will be invited to the prestigious Nautique Masters Wakesurf Championship, with the grand finale at Callaway Gardens, Pine Mountain, Georgia, from August 25th to 28th, also presented by YANMAR.

Sander Gesink, Marketing Manager of YMI, said: “We are delighted to extend the successful collaboration with The WWA and sponsor three of this year’s exciting wakesurf events. It is a great opportunity for the YANMAR team to meet and mix with the athletes, fans and spectators on such a prominent stage for wakesurfing at three amazing locations. The series’ focus on celebrating the joy of wakesurfing exactly matches the YANMAR philosophy to bring the fun of watersport to more people and to help create the best marine experiences. We are looking forward to sharing the YANMAR expertise and technology, and to showcasing solutions such as our 8LV engine, the world’s first fully-integrated diesel option in wake sport boats.”

“There is a lot of synergy between YANMAR and The WWA which makes this partnership work,” added WWA President, Shannon Starling. “We are looking forward to getting back out on the water with the addition of YANMAR’s game-changing diesel technologies at three of the Nautique Wakesurf Series events. These events are the perfect platform for them to showcase their reliable, fuel-efficient diesel technologies.”

Last year, YMI and southeast US YANMAR distributor Mastry Engine Center announced a partnership with Nautique Boat Company, Inc. to introduce the

efficiency, performance, and safety benefits of a [premium YANMAR diesel package](#) to the recreational wake sports industry and superyacht tender market. The innovative package is based on the YANMAR 8LV370 marine diesel engine, including custom speed control technology, and is available on the 2021 model year Super Air Nautique G23 and G25 wake series of boats.

Committed to investing in the recreational marine industry with partnerships and initiatives, YANMAR is also the Official Marine Supplier for the 36th America's Cup. The competitive sailing affiliation is further strengthened through YANMAR's Dragon Class yacht racing team. YANMAR also partners with boat rental platform GetMyBoat, which reported a huge surge in demand and 3,900% growth in 2020 as people explore safe activities and vacations.

The 2021 Nautique Wakesurf Series, pulled exclusively by Nautique's G-Series, represents the pinnacle of wakesurf competition, providing a platform for the world's greatest watersports athletes to compete for points on the Nautique Wakesurf Series Rankings System. Fans and surfers alike will be able to follow all of the action at thewwa.com/nautiquesurfseries.

Ends

For further press information, please contact:

Rozemarijn Loffelt

Senior Marketing Specialist, Global Marketing Marine Department

YANMAR Marine International B.V.

Email: Rozemarijn_loffelt@yanmar.com

Tel: +31 (0)36 5493225

or

Jules Riegal

Saltwater Stone

Email: j.riegal@saltwater-stone.com

Tel: +44 (0)1202 669244

About YANMAR Marine International

A leading supplier of innovative engines and technology-driven marine propulsion systems, YANMAR Marine International (YMI) supplies the world's cleanest, most efficient, reliable and durable diesel engines for the recreational sector – both sailboats and powerboats – and light duty commercial applications. Its trusted range of common rail marine diesel engines encompass an output range from 40 mhp to 640 mhp, the most comprehensive offering available from any marine engine manufacturer. Committed to the development of advanced technology for the best and most sustainable solutions to meet the evolving needs of boat owners and OEMs, YMI's mission is to enhance the entire boating experience for all its customers. YMI continues to grow its network of service centers worldwide and build on its enviable reputation as a complete systems provider and marine industry ambassador with new partnerships, co-operations and investment.

Based in the Netherlands, YMI is incorporated within YANMAR's global operations, spanning seven business domains on land and at sea. With its beginnings in Osaka, Japan in 1912, YANMAR went on to become the first company to succeed in making a compact diesel engine of practical size in 1933. With industrial diesel engines as the cornerstone of the business, YANMAR has continued to expand its range of products, services and expertise to deliver total solutions as a diesel engine and equipment manufacturer, providing small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine engines, machine tools, and components.