

# Better Boating

## New Technology Is Helping Boaters Stay Afloat

(NAPSA)—With their concern fueled by higher gas prices, a growing number of consumers are reconsidering their vacation plans.

While many have predicted that a lot of recreational activities would slow down due to the spike in gas prices, there may be exceptions. For instance, several studies from MSNBC to the National Marine Manufacturers Association show that folks are not slowing down on leisure fun. In fact, the National Sporting Goods Association reports that boating is up 9 percent this year.

However, many boat and personal watercraft owners are modifying their boating styles. More time anchored at the favorite family swimming hole or happy hours at the dock means they are more likely to fill up for a weekend on the lake rather than high-speed cruising.

Manufacturers recognize the challenge of keeping consumers happy and actively boating while gas prices inch higher. Luckily, new technology and creative engineering are introducing some great new features to help boaters save money at the pump.

For example, a new fuel-efficiency tool making waves in the boating industry is Yamaha's exclusive Low RPM Mode. Low RPM Mode is activated wirelessly using a handheld remote transmitter. Once activated, the WaveRunner automatically adjusts the maximum RPM across all throttle positions. Low RPM Mode is said to save Yamaha WaveRunner owners up to 26 percent in fuel costs based on average annual use.



**Innovative technology may mean that recreational boaters can still enjoy their time on the water, even in the face of higher gas prices.**

This fuel savings is in addition to engine technologies that optimize Yamaha engines to operate at peak performance using regular unleaded fuel rather than more expensive, higher-octane blends. Comparisons show that these technologies may save boaters \$25 or more each time they refill the tank.

"It's clear that fuel consumption is an important factor in determining how people enjoy their time on the water," said Bryan Seti, national marketing manager, Yamaha Watercraft. "We've always been focused on creating cleaner, more efficient engines, and our Low RPM Mode helps our owners save money and still enjoy the fun and excitement of riding a Yamaha WaveRunner."

Gas prices may not move lower anytime soon, but that does not mean consumers have to cut out all their fun. Innovations such as Yamaha's Low RPM Mode can make it possible to save money and gas without sacrificing time on the water.