

Press Release
Yamaha Welcomes Short Marine
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Yamaha Motor Australia is extremely pleased to welcome Short Marine to Yamaha's premium network of dealers. Located at The Spit in Middle Harbour Sydney, the business is owned and run by Sam and Ryan Short who are sons of the late Andrew Short. The team at Short marine live and breathe boating and have big plans to take their marina based Yamaha outboard business to the next level, offering sales, service and warranty work for retail and commercial customers operating in Sydney's iconic harbour.

The Short brothers first opened their marine business at Fergusons Marina, The Spit in 2012, offering travel lift services, selling used boats and building a first-class service department.

"We'd been looking at expanding for 12-18 months and decided that obtaining a reputable outboard brand would be the perfect place to start." Sam Short said.

"Being heavily involved in the service department over a four year period gave us an excellent perspective of the local market. Through this experience we identified that there was a great opportunity to sell and service Yamaha outboards in Sydney harbour."

This led to initial discussions between Yamaha and the Short Marine team, with an official fleet dealer partnership beginning in November 2016.

Short Marine have hit the ground running with Sam and Ryan building on their own solid business foundations, as well as their excellent family reputation in the marine industry, and have already sold an impressive number of new Yamaha outboards from 4hp to 250hp on new boats and repowered rigs.

Sam and Ryan plan to expand their business offering to the large commercial fleet sector operating on Sydney harbour by providing a premium mobile service that caters for all re-powers, mechanical repairs, servicing, shipwright work and antifouling.

“Yamaha have always set the benchmark when it comes to reliability, durability and fuel efficiency and are leading the industry with the release of exciting new products and innovation. So to be able to combine that with a dedicated complete service offering is a big win for commercial fleets in Sydney Harbour” Sam said.

The brothers have always had intentions to re-invigorate the Short Marine brand, focusing on high quality service and providing superior products that marine customers know and respect.

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For more information about Yamaha's class leading range of Outboard Motors visit

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