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Yamaha Rightwaters Marks Six Years of Measurable Marine Conservation

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Yamaha Rightwaters™ marked its sixth anniversary on Sunday, June 8, World Oceans Day 2025. Launched in 2019, Yamaha Rightwaters continues to support programs that make significant progress in keeping waterways clean and promoting sustainability for generations to come. The construction of oyster reefs off the coast of Georgia is one of the projects Yamaha Rightwaters supports to build marine habitat and possibly sequester carbon.



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- **More than 136,427 pounds** of plastic shipping covers recycled through the Yamaha Rightwaters Recycling Program with **Nexus Circular®**

- **More than 986 tons** of debris removed from U.S. rivers and lakes through collaborations with clean up organizations including **Keep the Tennessee River Beautiful™**, **Keep the Golden Isles Beautiful** and the **Conch Republic Marine Army**
- **Approximately 228,621 metric tons** of carbon dioxide captured through the **Ducks Unlimited® Gulf Coast Initiative**

Founded on four core pillars: restoring marine habitats, supporting academic research, managing invasive species and promoting marine stewardship, Yamaha Rightwaters delivers measurable, science-driven results that benefit both the environment and the marine industry.

“At its core, the Yamaha Rightwaters sustainability initiative exists to protect the very environments where our customers use our products,” said Joshua Grier, Sustainability Program Manager, Yamaha U.S. Marine Business Unit. “Whether it’s carbon reduction, plastic recycling, or habitat restoration, these efforts are driven by a long-term vision of sustainability. We believe cleaner, healthier marine habitats aren’t just good for the environment—they’re also essential to the future of the marine industry.”

From June 2024 through June 2025, Yamaha Rightwaters’ efforts also reinforced Yamaha’s overall goals to pursue carbon neutrality. Highlights from the past 12 months include:

Scientific Research and Marine Education

In collaboration with Bonefish & Tarpon Trust® (BTT), Yamaha Rightwaters contributed to the tagging of 200 migratory tarpon as part of the Tarpon Acoustic Tagging Project. The data collected helps identify critical habitats and guides future conservation and restoration efforts. BTT also reached a major milestone in 2024, achieving its five-year goal to plant 100,000 mangroves in the Northern Bahamas. This large-scale reforestation project helps restore coastal ecosystems and supports marine biodiversity. Yamaha Rightwaters’ backing also expanded BTT’s educational programs in Belize, reaching more than 5,000 students and 400 teachers with lessons on marine science, sustainability and stewardship.

Yamaha Rightwaters also supports the International Game Fish Association® (IGFA®) through sponsorship of the IGFA Passports to Fishing Program and the IGFA Great Marlin Race. The Passports to Fishing initiative equips educators around the world with “Fishing Clinics in a Box” that promote ethical angling and conservation awareness. Since its launch in 2019, the program distributed 195 kits in 45 countries across six continents, reaching more than 41,000 children. Available in 17 languages and used by partners such as the National Park Service®, the program is a key tool for cultivating the next generation of responsible anglers.

Furthering support of academic marine research, Yamaha Rightwaters partnered with the Pflieger Institute of Environmental Research (PIER) on two major initiatives: swordfish migration studies and sustainable white seabass fishery management. Yamaha Rightwaters provided a 175-horsepower V MAX SHO® outboard engine for PIER’s research vessel, expanding its capabilities for fieldwork. To date, PIER has deployed more than 500 archival tags in white seabass and continues to track swordfish movement across the North Pacific, contributing critical data to help improve fishery management and conservation policies.

Habitat Restoration and Community Engagement

Yamaha Rightwaters remains a key sponsor of the Emerald Coast Open Lionfish Tournament®, one of the world’s largest invasive species removal efforts. In 2025, 143 tournament participants removed approximately 20,500 lionfish from Florida’s coastal waters. The annual event includes community education and Destin Restaurant Week, where chefs featured lionfish as a sustainable seafood option.

Advancing Clean Energy Innovation

In 2024, Yamaha joined the Fuel Cell and Hydrogen Energy Association (FCHEA) to strengthen its commitment to clean energy and hydrogen-based propulsion. Yamaha began exploring hydrogen technology in 2003 and continues to work with partners to develop hydrogen-powered engines. These efforts support the company’s multi-technology strategy to cut carbon emissions while maintaining performance and reliability. Yamaha also contributes to U.S. clean energy policy and views hydrogen as an important part of a more sustainable marine future.

Yamaha Rightwaters is a national sustainability program encompassing all of Yamaha Marine's conservation and water quality efforts. Program initiatives include habitat restoration, support for scientific research, mitigation of invasive species, reduction of marine debris, and environmental stewardship education. Yamaha Rightwaters reinforces Yamaha's long-standing history of natural resource conservation, support of sustainable recreational fishing and water resources, and the Angler Code of Ethics, which requires pro anglers to adhere to principles of stewardship for all marine resources.

Yamaha's U.S. Marine Business Unit, based in Kennesaw, Ga., is responsible for the sales, marketing, and distribution of Yamaha Marine products in the U.S. including Yamaha Outboards, Yamaha WaveRunners®, Yamaha Boats, G3® Boats and Skeeter® Boats. Supporting 2,400 dealers and boat builders nationwide, Yamaha is the industry leader in reliability, performance, technology and customer service.

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REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal floatation device and protective gear.

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