

Yamaha Motor Finance Corporation Announces Partnership with Fluid Motion Boats

CYPRESS, Calif.--([BUSINESS WIRE](#))-- Fluid Motion, LLC, in partnership with Yamaha Motor Finance Corporation, U.S.A. (Yamaha Financial Services), is thrilled to announce a new multi-year exclusive financing agreement. Beginning February 1, 2026, Yamaha Financial Services will become the exclusive provider of dealer inventory finance and the preferred provider of retail finance for Fluid Motion, LLC in the U.S.A. and Canada. By leveraging robust finance programs and protection products, Yamaha Financial Services is dedicated to providing the best dealer and customer experience in the industry.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260106634513/en/>



John Livingston, President of Fluid Motion, states this collaboration opens new avenues for both organizations to thrive. “This partnership creates opportunities for Ranger Tugs, Cutwater, and Solara, as well as for our dealer network and our customers. Yamaha Financial Services brings proven financial solutions and competitive programs that give buyers greater flexibility, creating a stronger foundation for dealer success and long-term customer satisfaction.”

Vice President, Jeff Messmer added that the partnership aligns closely with Fluid Motion’s core values. “At Fluid Motion, we pour our hearts into building boats that bring people together on the water, and Yamaha Financial Services shares our commitment to helping more people enjoy that experience. Partnering with a company that values the on-water lifestyle as much as we do, ensures our customers and dealers receive the same level of care throughout the buying process that we put into every boat we build.”

“Fluid Motion represents high quality, reputable boat brands within the marine industry and, through the new agreement with Yamaha Financial Services, those brands have the potential to reach a wider audience of customers,” said Mark Tracy, Vice President,

Yamaha U.S. Marine Business Unit. “This is a powerful alliance that will enhance both brands, and we look forward to working with Fluid Motion.”

“We are excited to announce this new partnership with Fluid Motion,” said Brett Miller, Senior Vice President of Commercial Finance at Yamaha Financial Services. “This alliance unlocks new possibilities to drive incremental sales and increase brand loyalty for both organizations. We look forward to providing our full captive advantage to Fluid Motion, their dealer base, and their retail customers to drive additional value in the boat buying process.”

Fluid Motion, LLC is the manufacturer of Ranger Tugs, Cutwater Boats, and Solara Boats, three of the most recognized and trusted brands in the cruising and trailerable boat market. Known for their versatile layouts, efficient performance, owner-friendly features, and contemporary styling, each brand reflects the company’s commitment to quality and innovation. Every boat is designed and built in-house with a focus on craftsmanship and delivering an exceptional on-water experience. Supported by nationwide dealer network and enthusiastic owner communities, Fluid Motion continues to lead the industry in creating boats that bring people together on the water.

Yamaha Motor Finance Corporation, U.S.A., dba Yamaha Financial Services, is an affiliate of Yamaha Motor Corporation, U.S.A. offering financing solutions to support Yamaha Dealers and loyal Yamaha Customers nationwide.

Yamaha Motor Finance Canada Ltd., dba Yamaha Financial Services, is an affiliate of Yamaha Motor Canada, Ltd., offering financing solutions to support Yamaha dealers and loyal Yamaha customers nationwide.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine U.S. Business Unit, based in Kennesaw, GA., supports its 2,100+ U.S. dealers and boat builders with marketing, training and parts for Yamaha’s full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA®’s C.S.I. Customer Satisfaction Index award every year since its inception.

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