

Yamaha Watercraft Test Drive

Category: Marketing Innovation

Yamaha Test Drive

Situation Analysis: Across the board fewer and fewer potential boat buyers are signing up to become leads. But leads are super valuable to dealers and OEMs so Yamaha was looking for a way to compel website visitors to sign up as a “lead” through softer means than “Have a Dealer contact me.” (ie. Have a dealer call me everyday)

Goal: This project had to add value to the potential lead so Yamaha created a Test Drive system to help connect interested, prospective customers with dealers near them who can help get them on the water and testing a product with their family.



EMAIL SIGN-UP

CONTACT

PARTS & ACCESSORIES

WAVERUNNERS

YAMAHA MOTOR USA



YOUR NEAREST DEALER:
BROWARD MOTORSPORTS OF PALM BEACH, WEST PALM BEA...
[CHANGE DEALER >](#)

ALL BOATS ▾

DESIGN

TEST DRIVE

OFFERS



YAMAHA on the water

TEST DRIVE

ABOUT TEST DRIVE

Yamaha Boats and WaveRunners are the best in their class and the top selling in the industry. There are many reasons why, and we want you to experience them for yourself. Locate a Yamaha dealer near you who can help you find the right model for your needs and arrange for a product demo on the water.

Select the product(s) you'd like to demo:

[FIND DEALER](#)

Results

- The number of leads in the past 12 months has doubled, whereas leads for the industry are declining
- Yamaha dealers nationwide received more than 3000 Test Drive requests from local customers in their market
- Yamaha receives data on highly interested buyers
- This system was created utilizing existing resources and technology; no additional budget was required