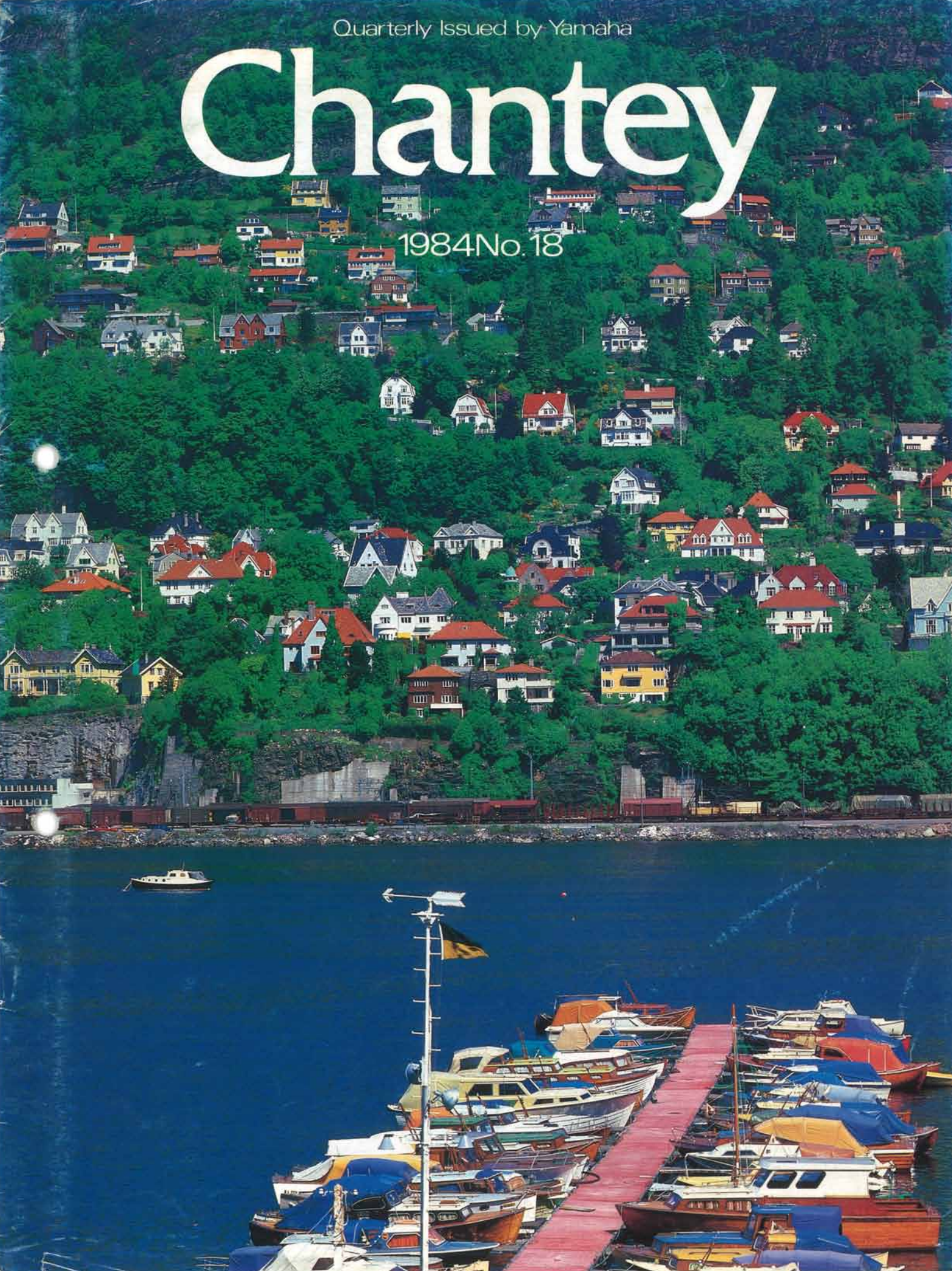
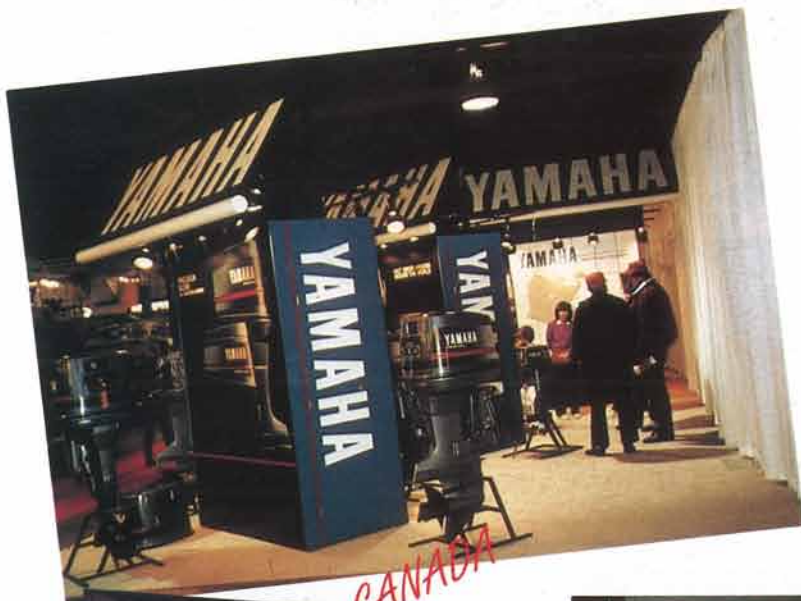


Quarterly Issued by Yamaha

Chantey

1984 No. 18





CANADA



WEST GERMANY



SINGAPORE



GREAT BRITAIN

The 1984 Yamaha outboard line-up made its public debut in Singapore during the '84 Boat Asia, the most important boat-show in Southeast Asia, held at the World Trade Center for four days from Jan. 19 through Jan. 22. The Yamaha outboard line-up including the powerful V-6 series was without doubt the highlight of the show.

GREAT BRITAIN

The world-renowned London International Boatshow was held for 11 days from Jan. 5 to Jan. 15 at the Earls Court Exhibition Center. The full line of Yamaha outboards that came out with a number of improvements in both quality and performance, was one of the special features of this boatshow.

FRANCE

New Yamaha outboards received the same kind of enthusiastic responses in the Salon Nautique International as in other boatshows. About 1,300 companies participated in the Salon held from Jan. 13 through Jan. 23 at the Défense Exhibition Center in Paris, attracting an audience of about 330,000 during the entire period.

JAPAN

The 23rd Tokyo International Boatshow took place from March 1 to March 5 at the Harumi International Trade Center under a unified show theme - "Let's extend a circle of sea-loving people." In this show a record number of companies exhibited their new products. Leading the Japanese boat industry, Yamaha put on display the grandest boat and marine engine line of all.

CANADA

The '84 Toronto International Boatshow, the largest of Canadian trade/consumer boatshows, took place from Jan. 12 to Jan. 22 at the Canadian National Exhibition Hall in Toronto. The '84 show saw the first participation of Yamaha Motor Canada which placed 17 new outboards ranging from 2hp to 220hp on display.

WEST GERMANY

The Internationale Bootsauß Telling that was held for 9 days from Jan. 21 to Jan. 29 at the Düsseldorf Exhibition Center, was the largest of its kind in Europe. About 1,400 companies from over 30 countries participated in this show. The total number of show visitors was in excess of 340,000. The full line of new Yamaha outboards which was exhibited by YAMAHA MOTOR (EUROPE) N.V. enjoyed very positive responses from these visitors.

International Boatshows for '84



The curtain rises
on the boating season!

CANADA

"'84 Toronto Exhibición Internacional de Botes", la exhibición de botes de comercio consumidor más grande del Canadá se celebró en el Salón Nacional de Exhibición en Toronto, desde el 12 hasta el 22 de enero.

ALEMANIA OCCIDENTAL

La exhibición de botes en Dusseldorf, una ciudad que se localiza en el centro de la zona industrial de la parte oeste de Alemania, fue la más grande y llena de ambiente internacional. La Exhibición Internacional de Botes se celebró desde el 21 hasta el 29 de enero en el Centro de Exhibición Dusseldorf, 1.400 compañías de 30 países expusieron su productos.

SINGAPUR

"'84 Bote-Asia", la exhibición de botes más grande en el Sudeste de Asia, se celebró en el Centro Comercial del Mundo, desde el 19 hasta el 22 de enero. Los expositores eran 117 compañías procedentes de 17 países.

GRAN BRETAÑA

La Exhibición Internacional de Botes en Londres, que tiene una gran historia de 30 años, se celebró desde el 5 hasta el 15 de enero en el Centro de Exhibición Earles Court. Los expositores eran unas 500 compañías, número casi igual al del año pasado, pero se notaba que gastaron mucho dinero en la exhibición misma.

FRANCIA

Aunque la situación económica de Francia no es buena, como siempre, solamente la exhibición de botes fue suspendida. El Salón Náutico Internacional, que se celebró desde el 13 hasta el 23 de enero en el Centro de Exhibición Defense, fue muy ostentoso y con ambiente de fiestas ... al gusto de la gente de París.

JAPÓN

El Salón Náutico internacional de Tokio se celebrará desde el 1° al 5 de marzo en el centro de comercio internacional situado en Harumi, Tokio. Este Salón, el más grande del Japón, tiene por objetivo hacer llegar a un mayor número de personas los placeres del mar y, llamar la atención de la ventaja e interés de estos placeres. Este es el 23° Salón que tiene lugar este año.



CANADA

Le "'84 Toronto International Boat Show" (Salon Nautique International 1984 de Toronto), qui est le plus grand salon nautique professionnel ouvert au public s'est tenu pendant 11 jours du 12 au 22 janvier au Canadian National Exhibition Hall de Toronto.

ALLEMAGNE DE L'OUEST

Le Salon Nautique International organisé à Düsseldorf, ville principale de la zone industrielle Ouest-Allemande, avait la plus grande importance et une atmosphère bien internationale. Ce Salon s'est tenu du 21 au 29 janvier au Centre d'Exposition de Düsseldorf et 1400 compagnies de 30 pays y ont participé.

SINGAPOUR

Le "'84 Boat Asia" qui est le plus grand salon du Bateau de l'Asie de Sud-Est s'est tenu au World Trade Center de Singapour du 19 au 22 janvier. 117 entreprises de 17 pays y ont envoyé leurs modèles.

ANGLETERRE

Le Salon Nautique International de Londres qui a maintenant 30 années d'histoire s'est tenu du 5 au 15 janvier 1984 au Centre d'Exposition d'Earls Court. Comme l'année dernière, environ 500 compagnies y ont participé. Les stands conçus par chaque compagnie paraissaient assez coûteux.

FRANCE

Bien que la conjoncture économique française demeure défavorable, le salon nautique est une exception. Le Salon Nautique International de Paris s'est tenu du 13 au 23 janvier au Centre d'Exposition de la Défense. Ce Salon, un "show" splendide, avait une ambiance de fête très appréciée des Parisiens.

JAPON

Le Salon Nautique International de Tokyo s'est tenu du 1er au 5 mars au Centre du Commerce International de Harumi, Tokyo. Ce Salon, le plus grand du Japon, a pour but de mieux faire connaître les loisirs de la mer et d'inciter un plus grand nombre de personnes à participer à ces loisirs. Ce Salon s'est ouvert cette année pour la 23ème fois.



T

he island nations that dot the beautiful waters of the Caribbean have recently been the site of two important fishery conferences. The first was the "36th Annual Gulf and Caribbean Fisheries Institute" Conference held at Port of Spain in Trinidad & Tobago from November 13th to 17th, and then a month later the "Conference on Maritime Co-operation" held in Martinique between December 19th and 22nd of last year.



1

Timely and constructive conferences

At the Trinidad & Tobago conference, sponsored by the Rosenstiel School of Marine and Atmospheric Science of Miami Univ., the U.S. Institute of Marine Affairs, and the Ministry of Agriculture, Land & Food Production, the National Fisheries Company Limited, and the Caribbean Fisheries Training and Development Institute, fisheries administrators and researchers from nine Caribbean nations gathered to discuss such topics as the present situation of fisheries in the Caribbean, recent trends in artisanal fishery, and hear discussions and reports by specialists concerning plans for future fishery development.

On the other hand, the conference in Martinique, sponsored by the Regional



2

Coastal artisanal fisheries should be given top priority

Caribbean Sea Area Fishery Conferences



Association for the Development of Maritime Cooperation in the Antillies and Guiana (ARDECOMAG) and the Freidrich Naumann Stiftung Foundation of Germany, centered around discussions on the subject of future policies for European-Caribbean co-operation for the economical and technological development of Caribbean fisheries.

Both turned out to be very timely and constructive conferences at which all of the important aspects of fishery development were discussed on the local, national and international levels with an underlying theme of "Regional Inter-Caribbean Maritime Co-operation. In particular, the majority of discussion" time at the Gulf and Caribbean Institute Fisheries conference was spent in serious discussion of the present situation of artisanal fisheries and the ways in which to best support and train local fishermen.

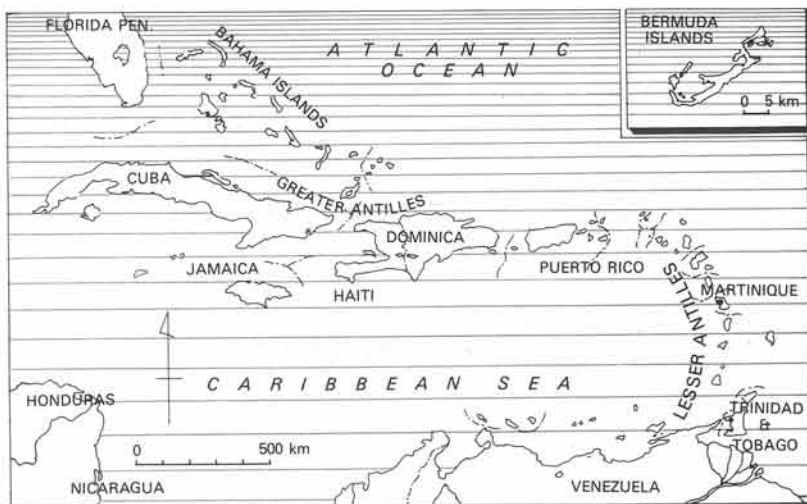
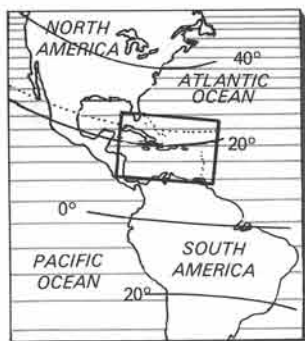
Yamaha's increased cooperation

All around the world today new approaches are being tried and new programs start in the field of fishery development. These new efforts are a result of the failure in most cases of attempts to improve economic conditions in developing countries by the sudden introduction of large scale fishery industries using large scale fishing boats. Instead, efforts are now being made to improve the value of marine production in the coastal fishing village and to introduce new development methods based on the careful study and re-evaluation of traditional artisanal fishery.

We at Yamaha feel that we must work harder than ever before to share our knowledge, technology and information regarding fishery on both the regional and international levels. Because, all over the world there are different fishing methods that have evolved as a result of needs and



- 1 A seaside resort (Martinique)
- 2 Martinique Conference
- 3&4 Trinidad and Tobago Conference



3

4

conditions of the various local cultures and the changes they have undergone over a period of many generations. Fishery technology has created a number of large "cultural spheres", such as cold-water salmon/trout fishery and tropic or subtropic tuna fishery, the basic spheres of which can be outlined on a map. In order to improve fishing technology it is necessary for the peoples of these different spheres to be involved in constant cultural exchange.

Yamaha, which has been involved in the manufacture and sale of outboards, diesel engines, and FRP fishing boats since 1960, as well as the production of fishing boats on a joint venture basis in various parts of the world, has also made it an important part of its business activities to provide information services that can be of use in the modernization of coastal fisheries. "Chantey" is one of these "information services" and there are several more as well. For example:

- **Publication of "Fishery Journal"; dealing with fishery technology, economics**

and administration in Japanese coastal fisheries.

- **Publication of "Fishery in Japan"; introducing traditional Japanese fishing techniques and marine processing industries with illustrations of both.**
- **Production of fishery films and movies; covering fishery development projects in such places as Mexico and Sri Lanka.**

Yamaha observers were able to participate in the two Caribbean fishery conferences thanks to the kind efforts of Yamaha importers, Mr. Ervin J. Lee (Trinidad) and Mr. G. Thelamon (Martinique). In addition, thanks to special permission from Chairman Doon Ramsaroop and Executive Director James B. Higman of the Gulf and Caribbean Fisheries Institute conference, Yamaha staff were granted an opportunity to show a film on Japanese fishery and to pass out the above mentioned publications, which were greatly appreciated by the members of the conference.

Yamaha's various information services



OTORGARÁN LA PREFERENCIA A LA PESCA ARTESANAL COSTERA ... CONVENCIONES DE LA INDUSTRIA PESQUERA EN EL MAR CARIBE...

Recientemente se celebraron dos convenciones de la industria pesquera en el Mar Caribe donde se encuentran esparcidos numerosos países insulares en el brillante y azul mar. Una es "El 36° Instituto Anual de la Pesca en el Golfo y el Mar Caribe" que se celebró en Port of Spain, Trinidad & Tobago, y la otra es la "Conferencia de Cooperación Marítima" que fue celebrada en Martinique desde el 19 hasta el 22 de diciembre de 1983.

Ambas convenciones, que se dieron muy oportunamente, tenían como idea predominante el espíritu de la "Cooperación Marítima Regional entre los Países Caribes", con el cual llevaron a cabo la política de estudiar y discutir al nivel local, nacional e internacional, los problemas en todos los terrenos que son necesarios para la activación de la pesca. Especialmente merece la atención: que en la convención del Instituto de la Pesca en el Golfo y el Mar Caribe, dedicaron un mayor tiempo a la comprensión de la situación actual de la pesca artesanal, los estudios del proyecto para el desarrollo futuro de la pesca, y las discusiones sobre los temas de los métodos de apoyar y entrenar a los pescadores artesanales, etc, a través de discusiones efectivas entre los participantes.

Yamaha, a partir de los años sesenta, ha venido produciendo y vendiendo los fuera-bordas, los motores a diesel y los barcos pesqueros FRP y, al mismo tiempo, empezó a prestar servicios de información, como una de las actividades importantes de la empresa, con el fin de contribuir a la modernización de la industria pesquera costera. La presente "Chantey" forma una parte de la línea de estos servicios, y se encontrarán diversas actividades más. Para la información, tales como la edición de las revistas, "Fishery Journal" (Periódico pesquero) y "Fishery in Japan" (Pesquero en Japón), la producción de películas sobre el tema de la industria pesquera, etc.

PRIORITÉ À LA PÊCHE CÔTIÈRE CONGRÈS DES INDUSTRIES DE LA PÊCHE

Récemment, ont eu lieu deux congrès intéressants les industries de la pêche, dans le site idyllique de la Mer des Caraïbes. Ces congrès, le "36ème Congrès Annuel des Poissonneries du Golfe et des Caraïbes" et la "Conférence sur la Coopération Maritime" se sont respectivement tenus à Port of Spain, Trinidad et Tobago, du 13 au 17 novembre 1983 et à la Martinique, du 19 au 22 décembre 1983.

Dans les deux cas, tous les problèmes concernant le développement des industries de la pêche ont sérieusement été étudiés des points de vue local, national et international dans l'esprit de la "Coopération Maritime Régionale Inter-Caraïbes". Tout spécialement au cours du Congrès des Poissonneries du Golfe et des Caraïbes, on a pu constater que la plupart du temps a été consacré aux problèmes tels que la signification de la pêche artisanale actuelle, les projets d'exploitation, l'aide aux pêcheurs et leur formation.

Yamaha produit et vend des moteurs hors-bord, des moteurs diesel et des bateaux de pêche FRP depuis les années 1960. Parallèlement à cette activité industrielle importante, Yamaha assure un service d'information pour la modernisation de la pêche côtière. La Revue Chantey fait partie de ce service en outre, Yamaha s'occupe de la publication des revues "Fishery Journal" et "Fishery in Japan" ainsi que de la production de films documentaires sur l'industrie de la pêche.

YAMAHA IMPORTERS & DEALERS

Syarikat Associated Marine Industries Sdn. Bhd. [A.M.I.]



East Malaysia [SARAWAK]



Managing director Johan

East Malaysia is known as a good market for outboard motors in Southeast Asia. Kuching, the capital city of the province of Sarawak which is located along the basin of the Sarawak River about 20 miles inland from the coast, is the collecting and distributing center of crude rubber, pepper and nests of petrels, a favorite Chinese delicacy.



General manager Yii

YAMAHA IMPORTERS & DEALERS



A welcoming party for dealers from East Malaysia

An ideal means of inland water transportation

The aforementioned products are brought to and shipped from Kuching by boat. The Sarawak River carries a busy traffic of incoming and outgoing boats. In this bustling environment, the outboard motor is playing a very important role as a handy, reliable workhorse and its market potential is considered to be still quite good. In addition, a number of rivers, together with their tributary streams, run through the vast plains of Sarawak, making up an important network of water-courses. Yamaha outboard motors prove to be an ideal means of water transportation because of their excellent durability and high fuel efficiency. Taxi boats are mostly powered by 40 to 175hp outboards and cargo boats by 2 to 40hp outboards.

A solid dealer network

In September, 1976 the Syarikat Associated Marine Industries Sdn. Bhd. (A.M.I.), with its headquarters located in Kuching, was founded under joint management with Yamaha Motor. The first Yamaha products they handled were economical kerosene models. Since then, these outboards have built up a solid market all

over this province, especially in the Nonok area. The per-annum sales of these outboards are about 200 units. At present the demand for Yamaha enduro models is much greater. These outboards are fast extending their market because of their outstanding durability and reliability in extremely hard operations. The V-6 and V-4 series models have also a bright future as

an increasing number of taxi boat drivers wish to have big-power models with the aim of increasing their work efficiency to a maximum. As for the sale of Yamaha FRP boats, they are achieving the fairly good results of business including the delivery of an SC-1200 (cruiser) patrol boat to the government.



The neatly arranged parts stockhouse



Mr. Yii, general manager, is very busy making sales promotion plans



The female staff of the accounting section

In this area the outboard sales competition is getting more intense all the time. The company's business policy is characterized by consistent cooperation with the 30 affiliated dealers who make up a solid nationwide sales network, while competitors con-

tinue to stick to their direct sales system. Intelligent advice and timely incentives have been of great help to all affiliated dealers, thus contributing to the sales promotion of Yamaha outboards in various parts of this country.

Superior leaders

Mr. Ahmad Johan, Managing director of the company, and Mr. Michael Yii, general manager, are taking the initiative in promoting the sales of Yamaha products.

Managing director Johan is a retired army officer and all the employees call their boss "Captain", because of his superior leadership and fine personality. In the autumn of 1983 Mr. Johan awarded 7 selected dealers a big prize for their excellent sales results during the year. They were invited to make a tour of Japan!

General manager Yii is known as an openhearted man with excellent business talent. Leading and instructing about 20 employees belonging to the general affairs, accounting and sales departments under his charge, he is always kept busy, doing everything in a businesslike way.

Yamaha importadores y comerciantes ...Syarikat Associated Marine Industries Sch. Bhd. (A.M.I.) MALASIA

Malasia es, como Indonesia, uno de los países en que se vende más motores fuera de borda. Por lo tanto, hay una competencia muy reñida entre las compañías.

A.M.I. Cia Ltda, su oficina principal localizada en Kuching, no ha cambiado su modo de vender manejando a los comerciantes mientras sus competidores adoptan venta directa.

Sr. Ahmad Johan, su director gerente estimula actividades en más de 30 compañías de tratantes siempre dando incentivos elaborados a ellos, y presta mucha atención a desarrollar los tratantes preparando los planes que caigan más a cada ello. En otoño de 1983, hizo un "Viaje a Japón", vino acompañado de 7 tratantes excelentes en recompensa de sus servicios.

Importateurs et concessionnaires Yamaha Syarikat Associated Marine Industries Sch. Bhd (A.M.I.) Malaisie

Avec l'Indonésie, la Malaisie est l'un des deux pays de l'Asie du Sud-Est où les hors-bord sont vendus en très grand nombre. De ce fait, la concurrence est très vive entre les différents constructeurs.

La Société A.M.I., dont le siège social se trouve à Kuchin, a dû persister dans le système de "concessionnaire", dans la mesure où son concurrent développe un système de vente directe. Le Directeur Général Ahmad Johan, tout en formant une trentaine de concessionnaires affiliés, et ce, avec beaucoup de soins, participe activement à la vente, et prépare des projets de distribution respectant les caractéristiques de chaque concessionnaire. A l'automne 1983, il est venu au Japon accompagné des sept meilleurs concessionnaires, pour les récompenser de leurs efforts prodigués depuis longtemps.

Leaders of artisanal fishermen

The Canary Current (cold) and an equatorial countercurrent (warm) meet in the sea area off Guinea in Western Africa, bringing in an abundance of fish resources, which makes the area one of the best fishing grounds in the world, attracting a great number of foreign trawl fishing boats. Their main catches are members of the squid, octopus and sea bream families.

With the extreme importance of this fishing ground in mind, the Guinean Government has been enthusiastic about promoting its own artisanal fisheries since 1978. The point of this project is to establish a solid system of fishery cooperatives. Up to this point, about 8,000 fishermen have already been organized into five regional fishery cooperatives. For the furtherance of this project the Ministry of Fishery Cooperatives has recently dispatched three of its staff members,

Messrs. Alfa Ousmane Barry, Mamaduba Bangoura and Abubacar Oulare, to Japan under a Japan-Guinea fisheries cooperation agreement. These gentlemen are entrusted with the mission of learning as much as possible about Japanese



fishing gear and methods. As a part of their schedule they took a five-day outboard service training course at the Yamaha Training Center.

This will be of great use to these men who are to be the leaders of artisanal fishermen in Guinea.

LOS LÍDERES PARA LOS PESCADORES ARTESANALES

El gobierno guineo ha venido concentrando todas sus energías en la fomentación de los pescadores artesanales a partir del año 1978, poniendo una gran importancia en promover la industria pesquera por sus propios esfuerzos. El pun-

to más importante de esta política de promoción que comprende fortalecer y extender las cooperativas pesqueras, y a este respecto han organizado las cooperativas en cinco regiones, donde se encuentran aproximadamente 8,000 pescadores artesanales incluidos en las organizaciones.

Los tres señores, el señor Alfa Ousmane Barry, el señor Mamaduba Bangoura y el señor Abubacar Oulare, visitaron Japón como representantes del Ministerio de las Cooperativas Pesqueras de Guinea. El objetivo de su visita fue entrenarse en la técnica de la industria pesquera japonesa, en varios sitios de Japón, en relación con el contrato de la cooperación pesquera que fue concertado últimamente entre el gobierno guineo y el japonés.

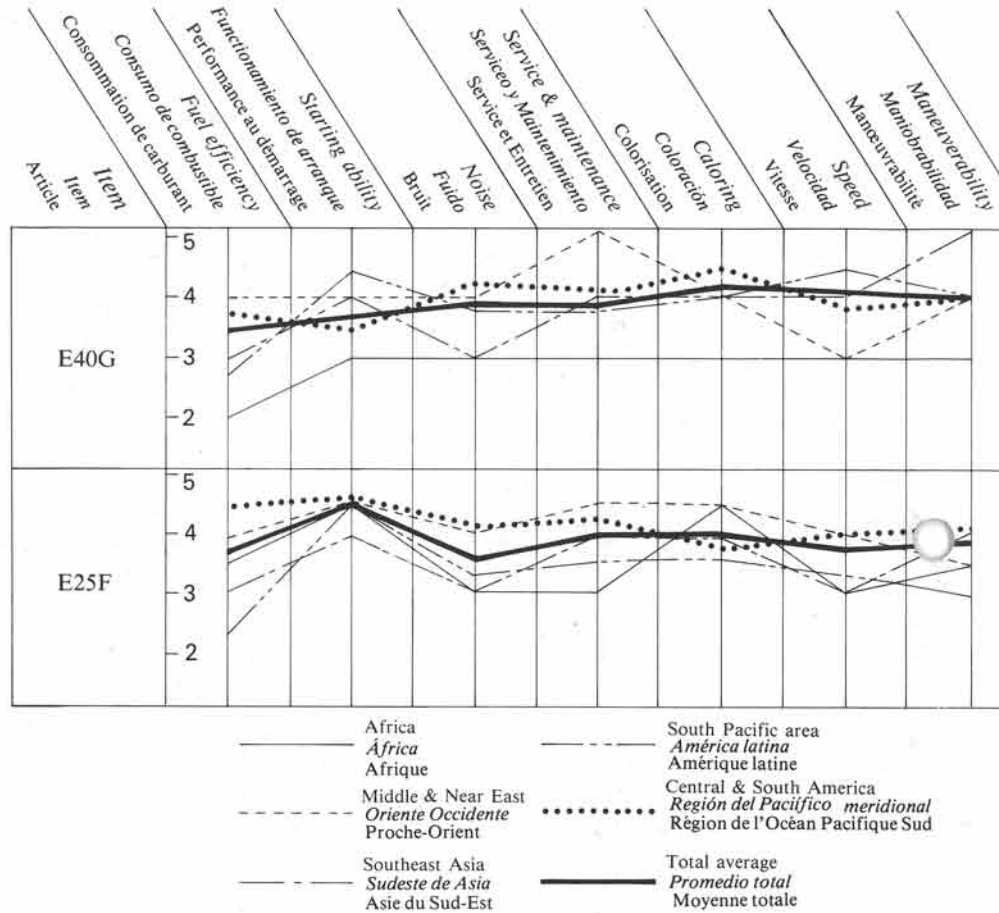
DES LEADERS DE LA PÊCHE ARTISANALE

Le Gouvernement de la Guinée soutient une politique d'encouragement à la pêche individuelle. Depuis 1978, il met l'accent sur la pêche artisanale. Au coeur de cette politique d'encouragement se trouve un renforcement du développement des coopératives de pêche. A l'heure actuelle, près de 8000 pêcheurs de 5 régions sont organisés en coopératives.

Messieurs Alfa Ousmane Barry, Mamaduba Bangoura et Abubacar Oulare sont venus au Japon à l'initiative du Ministère des Coopératives des Industries de la Pêche. Dans le cadre d'un récent contrat de collaboration conclus entre les gouvernements guinéen et japonais, la mission de ces trois visiteurs a été d'étudier les techniques de pêche partout au Japon.

SERVICE & MAINTENANCE

Rating of Enduro Models



Enduro Series is rated high

A great number of Yamaha importers have submitted their replies to a questionnaire on Enduro Series (8 to 75ph) rating which was recently conducted by the Overseas Department of the Marine Division.

The questionnaire consists of two different parts as follows:

* Part 1 - Rating of general product features, new devices and mechanisms, CDI system, prices, etc.

* Part 2 - Rating of actual durability

Introduced in this issue are the results of Part 1. The models that have been taken for rating are the E25F and the E40G. Items from 1 to 7 are rated by means of a 5-step rating system as follows:

- * Excellent (5 points)
- * Good (4 points)
- * Average (3 points)
- * Unsatisfactory slightly (2 points)
- * Unsatisfactory extremely (1 point)

As for each of the items from 8 to 10, the results have been obtained based on in-

dividual importers' comments.

By all accounts, these enduro models are rated high by Yamaha importers concerned, bringing a number of essential points to light as follows:

- * **Starting ability is rated especially high.**
- * **CDI system is considered as an acceptable equipment.**
- * **New devices and mechanisms are receiving totally good responses.**
- * **In general, importers prefer "low price" to "high durability" when choosing between the two.**
- * **The rating of fuel efficiency differs from one market to another.**

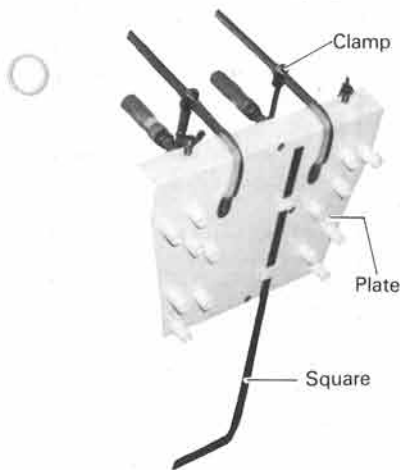
The staff of Yamaha concerned are carefully studying and analyzing all the results giving specific emphasis to the above points so that the Enduro Series would be improved in both quality and performance, thus meeting the diverse needs of different customers in various parts of the world.

They wish to extend the deepest gratitude to all Yamaha importers for such valuable information.



New devices & mechanisms Equipos y mecanismos nuevos Nouveaux équipements et mécanisme	Système CDI Sistema CDI CDI system	Prix Precio Price
<p> No answer No contestan Sans réponse</p> <p> Average Promedio Moyenne</p> <p> Satisfactory Satisfechos Satisfaits</p>	<p> Acceptable Aceptan Acceptent</p> <p> Unacceptable No aceptan N'acceptent pas</p> <p> No answer No contestan Sans réponse</p>	<p> Prefer "durability" to "price" Aceptan a condición que la durabilidad sea ameliorada. Acceptant à condition que la durabilité soit améliorée.</p> <p> Prefer "price" to anything else No aceptan la aumentación del precio. N'acceptent pas l'augmentation du prix.</p> <p> No answer No contestan Sans réponse</p>

Transom drilling plate



This is a newly developed service tool which consists of one square and one plate. The plate and square are used to obtain an optimum transom height from the bottom of a boat, together with the correct positions of fixing bolts. This tool can be used on the 20 to 220hp models.

New O/M parts catalogs (for the European market)



Two new parts catalogs are obtainable from Yamaha Motor. One includes the lists of replacement parts for all the models ranging from 2 to 90hp and the other for the 115 to 220 hp models (V4 and V6). The lists of optional parts are also collectively introduced in each catalog. Due to the above compilation method every consultation will become much easier than ever before.

Evaluación de serie enduro de los importadores

Departamento de Tecnología y Negocios de YAMAHA, efectuamos una encuesta sobre la calidad de la Serie Enduro (desde 8 hasta 75 caballos) a los importadores y arreglamos sus resultados. Expresamos agradecimientos cordiales a las compañías que habían colaborado con nosotros.

Drill templet

Como se puede fijar a mejor altura del montante desde el fondo del barco utilizando el cuadro anexo, se abre un agujero para poner los pernos exacta y facilmente. Con un juego como éste, uno puede aplicar esta técnica a los botes de 20 hasta 220 caballos y se adapta mucho a los trabajos de los modelos V4 y V6.

Nuevo catálogo de piezas

Se redactó un nuevo catálogo de piezas de YAMAHA motores fuera de borda para el mercado europeo. Antes, el catálogo estaba dividido en cada modelo, pero para la conveniencia de los usuarios, ha sido confeccionado en 2 tomos: (1) 2 — 90 caballos, (2) 115 — 200 caballos (V4 y V6). Todas las piezas opcionales están incluidas en un todo que facilita mucho.

Appréciations portées par les importateurs sur la série Enduro

A propos de la série Enduro (de 8 à 75 CV), le service commercial et technique du siège de Yamaha avait fait une enquête auprès des importateurs de tous les pays pour connaître leurs appréciations sur la qualité de cette série, et récemment elle en a résumé le resultat. Grâce à cette enquête, Yamaha est parvenu à décider d'une orientation précise; Yamaha témoigne sa profonde reconnaissance aux compagnies qui ont prêté leur concours à cette enquête.

Gabarit de foret

A l'aide d'une équerre annexe, on calcule la hauteur optimale de la traverse à partir du fond de la cale. On effectue avec exactitude la pose des boulons; il est ensuite très facile de les enlever. Grâce à ce système, on peut appliquer jusqu'à 20 à 220 chevaux. Les performances des modèles V4 et V6 sont d'un grand secours.

Nouveau Catalogue de pièces détachées

Yamaha a révisé le catalogue des pièces détachées de ses moteurs hors-bord, destiné au marché européen. Dans l'ancienne édition, le catalogue était divisé en autant de volumes qu'il y avait de modèles. Alors que dans la nouvelle, il ne comporte que deux volumes, (1) 2 — 90CV, (2) 115 — 200CV (quatre-cylindres et six-cylindres), pour la commodité des utilisateurs. De plus la réunion de toutes les pièces optionnelles en un même lieu a bien facilité la consultation.

NEWS ROUNDUP

Now the small boat can catch large-sized tuna!



The fishermen's income is increased by catching large-sized tuna



Mr. Haji Ismail (right), headman of Rehri Vill, is the first Pakistani buyer of a Yamaha outboard. Mr. Abdul Majidkhan (left) is the manager of IBC's Karachi branch

begun to increase by leaps and bounds, including even catches of large-sized tuna migrating in these waters. Secondly, due to the increased catch amount these fishermen have become aware of the importance of fishery mechanization.

The outboards adopted in the current fishery mechanization project are Yamaha kerosene models ranging from 8hp to 25hp. These models include primarily the popular E25K, E15AK, E8BK and E25CMK models.

International Business Center, Yamaha's Pakistani importer with its headquarters located in Lahore, is taking charge of repairing and servicing these outboards.

Yamaha FRP boats are also being produced by this company with technical instruction offered by Yamaha.



A fishing base

The coastal districts of Balchistan, Pakistan are seeing an unexpected "shipbuilding" boom. A number of local ship carpenters are being busily engaged in remodeling 5 to 6m type diesel-powered wooden boats into outboard-powered boats. The stern of each boat is partly cut off to become an outboard type transom. This boom has resulted from a current governmental fishery mechanization project involving 1,260 outboards delivered without compensation from Japan to Pakistan as part of a fisheries cooperation agreement reached between the two countries.

The number of fishermen in the Provinces of Balchistan and Sind is estimated at 20,000. In the past these fishermen were engaged in small-scale coastal fisheries using long shaft type diesel-powered boats. The adoption of outboard-powered boats, however, has greatly extended the range of their fishing operations. In the pre-outboard days their fishing grounds were limited to the waters within 3 miles of shore, but outboard-powered boats now allow them to cover even open sea areas 30 to 50 miles off the shore.

As this new type of fishing goes into effect, first of all, the catch of their gillnet fisheries has

The 50CE has done its job!

Yamaha 50CE outboards which were used by the crew of Water Ski Shows, Inc. of the United States in the 1983 water ski show held in Hassloch, West Germany, showed themselves to be superior in performance with outstanding durability.



Impressed by the excellent product features of these Yamaha outboards, Mr. Gary Thompson, show director, has recently written to the sales manager of Yamaha Motor (Europe) N.V. as follows:

"The Yamahas looked fantastic on the boats, always ran very well, and proved quite dependable all season long. We also appreciate the support we received from Peter Pister and his mechanics at Brauns.

I trust Yamaha Motor realized and appreciated the value of the exposure of the engines to all of those audiences who saw our show. For instance, we jumped our boats over a 5' 6" ramp approximately 600 times with almost no breakage. That was a great test of strength for the Yamahas and it was viewed by hundreds of thousands of people."



President Londoño (extreme left) with a commemorative shield from Yamaha Motor



A W-25BF for trolling use (built to Colombian specifications)

always bright. But Mr. Londoño and his staff are not pessimistic about the future. They are continuing their revitalization program with renewed confidence in Yamaha.

The 10th anniversary of business relations with Yamaha

Yamaha's Colombian importer, Eduardo Londoño e Hijos Sucs. Ltda. (Eduardono) has recently celebrated the 10th anniversary of the beginning of its business relation with Yamaha Motor. The company has its headquarters in Meriden and three branch offices in Bogotá and two other cities. Since 1973, the company has handled all sales and imports of Yamaha products such as outboards and portable generators.

In close cooperation with 80 affiliated dealers the company has consistently carried out a solid business policy giving specific emphasis to the improvement of after-sale service under the leadership of Mr. Londoño, president of the company. In addition, a few years ago the company began local production of Yamaha FRP boats, mainly 18 to 27-foot workboats, with technical assistance being provided by Yamaha Motor. F13 & STR14/17 pleasure boats are also included in their list of production items. The economic situation of this country is not

A good idea!



The service staff of Yamaha's Kuwaiti importer, Kuwait Developments & Trading Co. have devised a very convenient service device for outboards. It is a new type water tank which can be shifted from one place to another by means of four small wheel rollers fitted to the tank bottom. A carry handle is also fitted to it.

Thanks to this new device, outboard service work has become

much easier, especially for big-power V4 or V6 models.

Heavy rains hit culture ponds raising prawns

A record-breaking rainfall from December of 1982 to October of 1983 caused flood disaster all over Ecuador. The culture ponds in various parts of the country were also effected, causing lots of cultured prawns to be washed away. What a calamity for culturists! But for others it was truly a windfall. The prawns which flowed into flooded farmlands were free catch for the villagers. Everyone became an instant "fisherman"! Outboard-powered boats ran around these flooded farmlands casting nets to mass-catch these prawns. The whole village filled with excitement over this unexpected boon.....



The Manta area is the largest outboard market

This news was received from Mr. Yoshimi Kurata who runs a Yamaha shop called "Talleres Yamaha" in Guayaquil. For six years prior to opening his business in Ecuador, Mr. Kurata worked as outboard service engineer for Yamaha Caracas, taking charge of extensive outboard service activities in various parts of Central and South America. His outstanding skill and knowledge of outboard/motorcycle repair and service proved to be of great use in all aspects of his business.



Mr. Kurata (third from the left) and his staff

Fishing Gear Newly developed graphite reels



Daiwa Seiko Incorporated, which is Japan's largest manufacturer of game fishing gear, has recently developed a new series of graphite spinning reels to meet diverse customer needs.

The series, called Daiwa SG

Auto Cast (Patent pend.), consists of four different-sized models with major parts; spool, rotor and body made of graphite composite material. Each model is a one-finger line pick-up type and has the silent anti-reverse, push button spools and Auto Cast mechanism in its corrosion-free, super-lightweight graphite body. Rear drag efficiency is increased and ball bearing smoothness is improved. The Auto Cast mechanism is common to the two other series of Daiwa spinning reels, SKA and ASA.

Ahora estan pescando Grandes atunes

Recientemente el gobierno japonés suministró gratis aproximadamente 1,200 fuera-bordas Yamaha al gobierno paquistaní.

El Paquistán, cuentan con casi 200,000 pescadores artesanales en las dos provincias, Baldristan y Sind, y los que introdujeron estos fuera-bordas para extender la pesca hasta el mar abierto han obtenido éxito al aumentar la cantidad de pesca.

El 50CE ha hecho bien. Pareció fantástico.

La compañía estadounidense, Water Ski Show, Inc. usó los motores marinos fuera borda Yamaha 50CE en la feria 'Water Ski Show 1983' que se celebró en Holiday Park de la ciudad de Hassloch, Alemania, y encontraron que estos tenían excelente rendimiento y alta durabilidad, y nunca causaron ningún problema durante toda la temporada. Esta compañía también requiere que les abastezcan los motores Yamaha para la próxima temporada del año 1984, también.

El décimo aniversario

El importador colombiano Eduardo Londoño e Hijos Sucs. Ltda. (Eduardoño), celebró su décimo aniversario de negocios con Yamaha. En la fotografía el presidente John Londoño se alegra con el escudo memorial en las manos que fue regalado por Yamaha, y lo rodean sus empleados.

Una paqueña idea trae gran eficiencia

Los empleados encargados de servicio de Kuwait Developments & Trading Co., el importador kuwaití, inventaron un depósito de agua equipado con cuatro ruedas en el suelo. Con esta invención, el trabajo para la prueba del motor fuera-borda se hizo más fácil porque ya pueden llevar el depósito hasta la grada solamente empujándolo, aunque esté lleno de agua.

La lluvia continua hizo los estanques rebosar y se salieron fuera los langostinos.

Hemos recibido últimamente la noticia del siguiente asunto del señor Yoshimi Kurata, que dirige el concesionario de Yamaha, Talleres Yamaha, en Ecuador.

En Ecuador tuvieron un récord de la época de la lluvia continua, que duró desde diciembre del año 1982 hasta octubre del 1983, por la cual sufrieron las inundaciones en varios lugares del país. Sin embargo, lo que fue interesante es que el agua de los estanques rebosó en varios lugares y, desgraciadamente, salieron fuera los langostinos cultivados. Muchos habitantes lanzaron la red a estos langostinos, y algunos afortunados se hicieron, lateralmente, de un golpe, millonarios gracias a la lluvia continua!

"Graphite" con auto-tirada de la era espacial

En 1984, Daiwa intenta que la gente que verdaderamente disfruten con la pesca no negará las ventajas de este nuevo diseño de carretel. La compañía ha desarrollado su línea de carreteles de "graphite" para satisfacer la demanda de cualquier persona que esté interesada.

Peche aux thons

Récemment, le gouvernement japonais a offert 1200 hors-bord Yamaha au gouvernement pakistanais. Les provinces du Balchistan et du Sind comptent près de 20000 pêcheurs; l'importation de hors-bord, leur permettra de pêcher au large, et ainsi, d'augmenter leur prise.

Très bonne performance du 50CE

La "Water Ski Shows Inc." (USA) a utilisé des hors-bord Yamaha 50CE pour le "Show 1983 de Ski Nautique" qui a eu lieu au "Holiday Park" de la ville de Hassloch en Allemagne. Les hors-bord ayant passé la saison sans présenter aucun problème et ayant réalisé de très bonnes performances, l'organisateur manifeste l'intention de réutiliser des hors-bord Yamaha pour la saison 1984.

Commémoration de 10 années de Collaboration

L'importateur colombien "Eduardo Londoño e Hijos Sucs Ltda." (Eduardoño) a récemment célébré ses 10 ans de collaboration avec Yamaha.

La photo montre le Directeur John Londoño entouré de ses employés, avec le cadeau commémoratif offert par Yamaha.

Comment une Petite Idée devient Grande Maniabilité

Le personnel de l'importateur koweïtien "Kuwait Developments and Trading Co." a imaginé une citerne montée sur quatre roues. Lorsque l'on effectue un test de hors-bord, on remplit la citerne d'eau, on l'amène jusqu'au chantier, le travail est ainsi considérablement facilité.

Une pluie diluvienne fait déborder les bassins d'élevage

Yoshimi Kurata, qui dirige la "Talleres Yamaha" en Equateur, nous a rapporté l'anecdote suivante. Pendant la période allant du mois de décembre 1982 au mois d'octobre 1983, est tombée une pluie défiant tous les records. Cette pluie a causé des inondations dans toutes les régions de l'Equateur et a fait déborder les bassins d'élevage de crevettes. On rapporte que toute la population, voyant cela, a jeté les filets, réalisant une prise absolument exceptionnelle.

Graphite et Lancer Automatique

En 1984, Daiwa décide que ceux qui aiment vraiment la pêche ne devaient pas être privés des avantages que présente cette nouvelle conception du moulinet; elle a donc augmenté sa production de moulinets graphite afin que nul n'en soit privé.

NEWS ROUNDUP

A bumper catch of sardine!

In the past few years the catch of sardine has increased phenomenally in Japanese waters. Since 1976, the annual catch has been in excess of 1 mil. tons with a peak of over 3 mil. tons reached in 1981.

In general, the sardine family is characterized by its drastic fluctuations in the rate of reproduction. In the mid-sixties the annual catch did not even reach 100,000 tons. This resulted in an extreme shortage of supply, causing this fish family to be called by another name - a phantom fish. Sardine is caught by surrounding net, set net or boat seine.

Pictured below is a large-scale set net operation. About 60 tons of sardine are caught.



Active participation in international cooperation projects

The Overseas Fishery Cooperation Foundation has recently done the honor of presenting Yamaha Motor with a certificate of commendation and a memento. This Foundation is the governing body for Japanese fishery experts dispatched overseas. At the request of the JICA (Japan International Cooperation Agency) the Foundation also cooperates in the



Certificate of commendation

training of overseas fishery trainees.

The Foundation has commended Yamaha Motor for its continued contributions to the promotion of international fishery cooperation projects through inviting overseas trainees to participate in technical seminars about FRP boats and outboards in the Training Center, and by dispatching a number of technical instructors overseas.

LEDASA holds O/M dealers meeting

Forty-two representatives from throughout Spain attended the annual dealers meeting of Yamaha's Spanish O/M importer LEDASA at the Hotel Cuzco in Madrid at the end of last year.

In spite of the difficult economic conditions effecting Spain as well as everywhere else, there was a positive and even optimistic mood to this very successful meeting at which the participants agreed on new business policies for '84 aimed at overcoming the present problems facing the industry and at assuring at least the same level of sales achieved in '83. On display in the Hotel lobby during the course of the conference were a full line of new Yamaha outboards, Yamaha diesel and gasoline generators, and a competition model motorboat for junior boys aged 12 to 15 that will be promoted in this coming season's Federacion de Motonautica events.



42 representatives from the various provinces of Spain.

Yamaha Dominates Its Class In Australian Water Ski Classic

The Yamaha 220HP V-6 made a spectacular racing debut at the end of last year in the 23rd Annual Bridge to

Bridge Water Ski Race.

Completing the 67 mile course between the Brooklyn Bridge and Windsor Bridge on the Hawkesbury River just west of Sydney in a class record time was the team of driver Jeff Stubbs, observer Ian Newby and skiers David Males and Bruce Stubbs. The team averaged an amazing 72 miles per hour to finish in a class record 55 minutes, which was a full three minutes ahead of the runner-up in the popular Stock 235HP class. The boat they used was an 18 ft. Tennessee named "Fruit Swerve" and it finished 15th overall in a field of 390 entries. A surprising fact about Yamaha's stunning victory was that the new motor was mounted on "Fruit Swerve" a mere two weeks before the race, giving time for only 21 hours of test running.



La buena pesca de sardinas

En las aguas pesqueras cercanas a las costas del Japón, están entusiasmados en los últimos años por la abundante pesca de sardinas. A partir del año 1976, la cantidad de pesca capturada ha sido más de un millón de toneladas por año, y en el año 1981, registraron tres millones de toneladas de pesca. En la fotografía se ve la escena de la pesca de la gran red fija.

Participación en las operaciones cooperativas internacionales.

Recientemente, Yamaha Motor Co., Ltd. fue le otorgado el certificado de mérito y un recuerdo de agradecimiento por la Fundación de la Cooperación Ultramar de Pesca. Es porque fueron apreciados sus últimos hechos de participar en las operaciones cooperativas de ultramar de la industria pesquera, tales como despachar a los encargados y también recibir a los cursillistas en las instituciones de la compañía para entrenar en la técnica de los barcos FRP y de los motores marinos fuera borda.

Ledasa celebró una reunión de concesionarios de motores fuera borda.

42 representantes de toda España asistieron a la reunión anual de concesionarios del importador español LEDASA de Yamah, en el hotel Cuzco de Madrid, a finales del año pasado. A pesar de las dificultades económicas

por las que atraviesa España, como ocurre en otros lugares, fue un exitoso y positivo encuentro lleno de optimismo en que los participantes llegaron a un acuerdo sobre la nueva política de negocios para 1984, e intentaron sobreponerse a los problemas por los que la industria pasa actualmente.

Yamaha dominó en su categoría en esquí acuático clásico Australiano.

El Yamaha 220 HP V-6, ha hecho un espectacular estreno a finales del año pasado en la 23ª carrera puente a puente de esquí acuático anual. Completando la carrera de 67 millas de recorrido entre el puente de Brooklyn y el puente de Windsor sobre el río Hawkes Bury, al oeste de Sydney, en un tiempo récord en su clase. Era el piloto del equipo, Jeff Stubbs, el observador, Ian Newby y los esquiadores, David Males y Bruce Stubbs.

Prise Exceptionnelle de Sardines

Cela fait quelques années que lieux de pêche proches du Japon pullulent de sardines. Depuis 1976, les prises dépassent les 100 tonnes par an et en 1981, le record de 300 tonnes a été atteint. La photo montre la prise à l'un des grands filets fixes.

Participation à un Service de Coopération Internationale

Il y a peu de temps, les moteurs Yamaha recevaient un certificat de mérite et un prix en remerciement de la part d'une fondation étrangère pour la Coopération des Industries de Pêche. En effet, ces dernières années, Yamaha a accepté des stagiaires dans ses établissements pour des stages techniques concernant les bateaux FRP ainsi que les hord-bord. En outre, Yamaha a envoyé à l'étranger des chargés de missions dont le travail a été d'évaluer les résultats obtenus dans les coopératives des industries de la pêche.

Réunion des concessionnaires de hors bord organisée par le dása

42 Représentants venus de toute l'Espagne, ont participé à la réunion annuelle des concessionnaires organisée par LEDASA, l'importateur espagnol de hord-bord YAMAHA. Cette réunion s'est tenu à l'hôtel CUZCO à Madrid, à la fin de l'année dernière. Malgré les difficultés économiques qui touchent l'Espagne, et bien d'autres pays, l'ambiance de cette réunion très fructueuse était positive et même optimiste. La politique d'affaires adoptée pour l'année 1984 est de surmonter les problèmes actuels touchant l'Industrie.

Yamaha premier dans sa catégorie au championnat de ski nautique australien

Le V6-220 CV YAMAHA a fait un début tout à fait spectaculaire au 23ème championnat annuel de ski nautique "pont à pont" qui s'est tenu à la fin de l'année dernière. L'Equipe du pilote Jeff Stubbs, de l'observateur Jan Newby et des skieurs, David Males et Bruce Stubbs a parcouru les 67 miles (108 km) de la course, sur la rivière Hawkes bury, entre les ponts Brooklyn Bridge et Windsor Bridge situés à l'ouest de Sydney, en un temps Record.

SALES PROMOTION

Let's think a display method out

In each boatshow a product display method can be a crucial factor in influencing the would-be customer's buying psychology and habits. With this in mind, we at Yamaha Motor are striving to achieve the best ideal boatshow display method in close cooperation with all overseas Yamaha importers concerned.

Introduced here are boatshow display plans which we wish to propose for use by Yamaha importers of Spain, Greece and Singapore. As you see, they indicate the originality of individual Yamaha importers who are enthusiastic about enhancing product images as much as possible and making products easy to understand. We are always ready to provide any kind of assistance in improving your product display method for a boatshow.

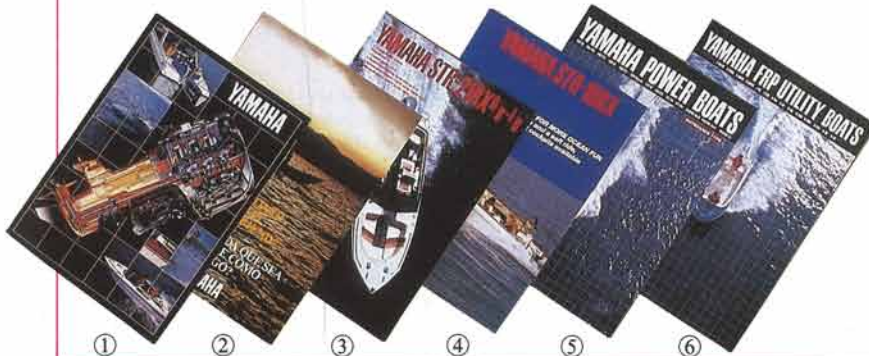
Colaboración de diseños para exhibición de botes

Cuando V ds. los importadores de diferentes lugares planeen exposición es de botes, YAMAHA está preparada para enviar personal especializado que puede colaborar y ayudar a dirigir como diseñar una sala de exhibición o hacer arreglos diversos.

Conseils pour la mise en place d'un salon nautique

Aux importateurs de tout pays qui auraient à concevoir un plan de participation à un salon nautique, le siège de Yamaha est prêt à envoyer une équipe pour prêter son concours et prodiguer des conseils sur les techniques de la mise en place et de l'administration.

AD. Department
Yamaha Motor Company



Obtainable from Yamaha

- ① Yamaha pleasure model full line catalog for general market (English/Spanish)
- ② Yamaha work O/M full line catalog for general market (English/Spanish, English/French and English/Arabic)
- ③ Yamaha power boat catalog — STR-21RX O/B, I/O (English)
- ④ Yamaha power boat catalog — STR-19TR-19RX (English)
- ⑤ Yamaha power boat full line catalog — Outboard type boats (English)
- ⑥ Yamaha FRP utility boats full line catalog (English)

Discover a fresh charm in your marine life!



Sea Food

La bouillabaisse



La bouillabaisse is a famous French stew which originated in the homes of the Mediterranean provinces of France. It is easy to prepare dish which uses fresh fish and shellfish as its main ingredients. First, garlic, onions and poireau (a kind of Welsh onion) are stir-fried with olive oil while adding mashed tomatoes, salt, pepper, bay leaf and thyme. This is then put into a pot along with chopped fish and shellfish in the shell and simmered until it is ready to eat. Saffron is often added as an extra flavoring to complete this delicious dish.

Bouillabaisse

Bouillabaisse, la cazuela francesa, es originaria de la cocina casera de un pueblo pesquero mediterráneo. Tiene una peculiar característica en su manera sencilla de cocinar, haciendo valer el sabor de los pescados y mariscos frescos.

La Bouillabaisse

La bouillabaisse est un plat français d'origine familiale que l'on sert dans les villes en bordure de la Méditerranée. Sa recette très simple, profite des produits frais de la mer.

Chantey Lounge