

Quarterly Issued by Yamaha

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GETTING IN GEAR FOR

In the USA, during the period from Aug. 9th to 31st, a series of four successive dealers meetings were held in the cities of Portland, Oregon; Buford, Georgia; Lake Ozark, Missouri; and Baltimore, Maryland. Coming at the end of a tremendously successful first year of business in the new U.S. market, these meetings were conducted in a very positive and energetic atmosphere. The main topics that were discussed with regards to business plans for the upcoming '85 season were:

1. the introduction of the new 2-year warranty policy; and
2. the introduction of the new 9.9HP 4-stroke model



U S A

President Watanabe (above) and Mr. Ham Hamberger (above right) (Yamaha Motor Corporation, USA)



The Sydney International Boat Show, known as the largest show of its kind in the southern hemisphere, was held in Sydney this year from August 3rd to 8th. In spite of the fact that the scale of the show seemed to be a bit smaller than last year's, it proved to be an extremely meaningful one for Yamaha. This was because Yamaha's display of 150 units was the largest of any outboard motor brand and it proved also to be the display that drew the most attention from the visitors to the show, resulting in a very large number of inquiries and orders. The success of the show has given all Yamaha importers and dealers a great deal of confidence for the upcoming season.



A U S T R A L I A



A European importers meeting was held at Hotel Vinke Veen on the outskirts of Amsterdam, Netherlands over a two day period from September 11th to 12th. Despite the economic recession in the European market, Yamaha has been successful in maintaining its market share. At this meeting discus-

THE '85 SEASON



E U R O P E

sions centered around new developments to meet the ever-changing market demands and to satisfy new requirements imposed by license and environmental protection regulations, and the marketing strategy for carrying out these changes.

During the period from 1983 to 1984 we delivered to you a number of new models including the 3-cylinder and V6 models. We are very pleased that these models, especially the 3-cylinder models were received so well on the market, and that through them we were able to make a contribution to your business. We also think it can be said that the fine showings these new outboards have made in 70C races everywhere is, without a doubt, indicative of the bright tone of the market.

The combination of these fine-performing engines and strong sales activities have resulted not only in outstanding sales that far exceeded our initial expectations in the new markets of the USA, Australia and New Zealand, but also have helped to create a stable sales level in the European market in a relatively hard situation, and brought on signs of recovery in other markets around the world as well. We are glad to say that our outboard motor factory is now busy in full production, and we owe it all to your continuous cooperation.

As you know, at Yamaha we are always striving to read the trends of the market and use what we learn in the development of new products with high market value, and as the latest manifestation of these efforts we are proud to introduce a newly developed 4-stroke model that we will be sending you for the '85 season.

In every market, meetings for salesmen, dealers meetings, importers meetings and boat shows are already being held as part of the continuing efforts to build ever closer relations between the people who sell and the people who buy our products in the marketplace. In these efforts, too, we are grateful for your constant cooperation.

LISTO PARA ARRANCAR EL AÑO 1985

Este año les hemos suministrado los modelos de tres cilindros y V6. En particular, nos alegramos de que la serie 3-cilindros haya recibido una crítica muy favorable y contribuido a sus negocios. Los buenos resultados dados por el 70 C en las carreras en varios lugares demuestran una intensa actividad en 1984.

Estos nuevos modelos tanto como las fuertes redes de venta han permitido que nuestro debut haya sido más prometedor de lo que esperábamos en los nuevos mercados de Norteamérica, Australia y Nueva Zelanda, además el sostenimiento de unas ventas estables en Europa a pesar de la difícil situación económica. Hemos constatado igualmente una ligera recuperación en los otros mercados. Ocupados ahora en la producción del fuera borda, les agradecemos su cooperación.

Estamos decididos a hacer el máximo esfuerzo para sacar nuevos productos de gran valor que satisfagan mejor las exigencias del mercado. Les presentaremos el fuera borda provisto del motor de cuatro tiempos que hemos desarrollado con mucha confianza para el año 1985.

Ya hemos comenzado las reuniones de vendedores, negociantes e importadores tanto como las exposiciones de botes en varios lugares, a fin de establecer un vínculo estrecho entre los vendedores y los usuarios. les rogamos una cooperación continuada de Uds.

Prêt à démarrer pour l'année 1985

Nous vous avons fourni, cette année, des 3-cylindres et des V6 comme nouveau modèle. Et nous nous réjouissons que la série 3-cylindres, en particulier, ait connu un grand succès pour contribuer à vos affaires. Les bons résultats obtenus par 70e à plusieurs courses prouvent une intense activité en 1984.

Ces nouveaux modèles et les chaînes de distribution puissantes ont permis, non seulement nos débutants plus prometteurs que nous ne pensions sur les nouveaux marchés de l'Amérique du Nord, de l'Australie et de la Nouvelle Zélande, mais aussi le maintien de la vente stable en Europe malgré la difficulté de la situation économique.

Nous avons constaté également une légère reprise sur les autres marchés. Occupés maintenant à la production de hors-bords, nous vous remercions de vos efforts.

Nous avons l'intention de nous efforcer davantage de développer des articles de valeur répondant mieux aux demandes. Et nous vous présentons le hors-bord muni du moteur à 4 temps que nous avons développé avec assurance pour l'année 1985.

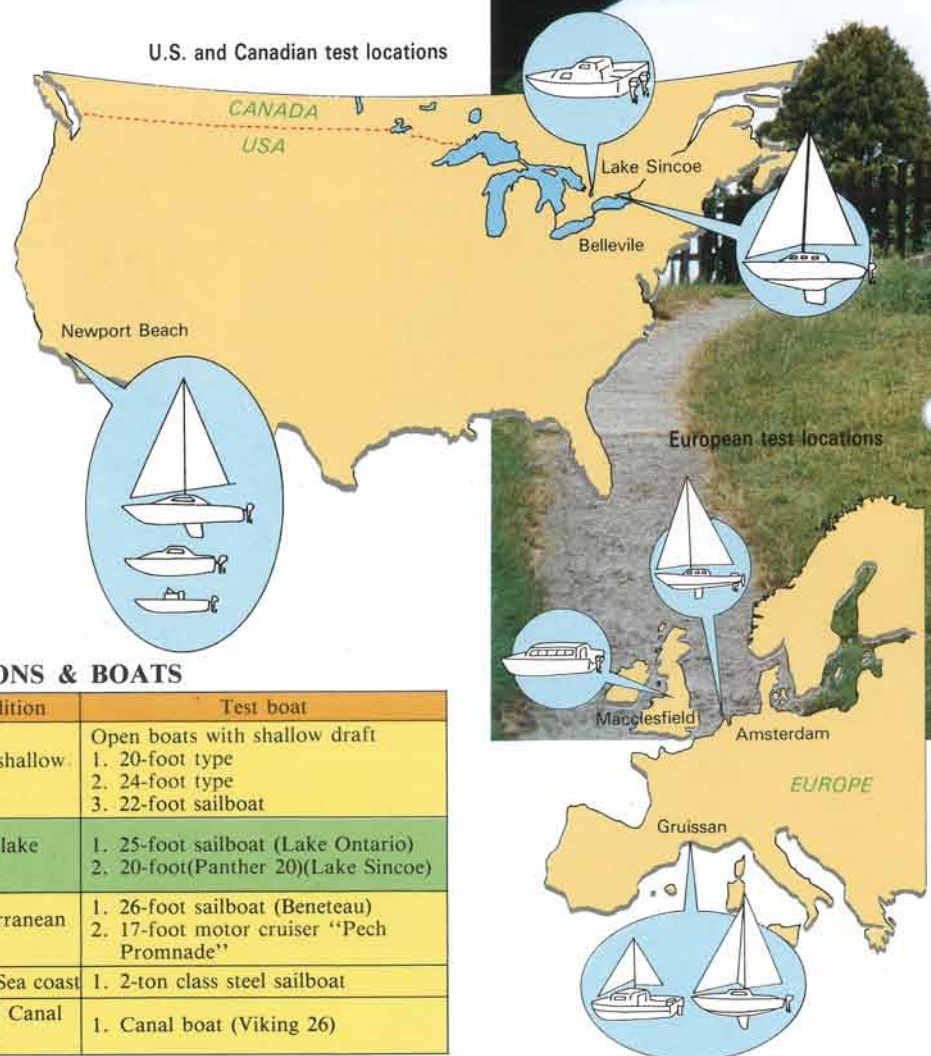
Nous avons déjà commencé à tenir des meetings de représentants, de négociants ou d'importateurs ainsi que des spectacles de bateaux dans différents endroits, afin d'établir un lien étroit entre les vendeurs et les utilisateurs.

Nous vous prions de nous accorder encore plus de coopération.

YAMAHA UNVEILS A NEW-CONCEPT 4-STROKE OUTBOARD

Local evaluation take place in the U. S., Canada of the '85 Yamaha F9.9A

The Yamaha F9.9A, which will make its debut as an '85 model, is a 4-stroke type which has been developed based on an entirely new concept. This new outboard is designed to provide the highest possible performance when used as an auxiliary engine for sailboats, or as a main engine for pontoon boats, houseboats and canal-cruising boats or as an auxiliary engine for an inboard or in-out motor type boat. In developing this new-concept motor Yamaha spent a great deal of care in the design of the engine and a number of special features.



TEST LOCATIONS & BOATS

Market area	Location	Condition	Test boat
U.S.A.	Newport Beach, Calif.	Calm, shallow water	Open boats with shallow draft 1. 20-foot type 2. 24-foot type 3. 22-foot sailboat
Canada	Belleville, Ontario Province/ Lake Simcoe	Rough lake surface	1. 25-foot sailboat (Lake Ontario) 2. 20-foot(Panther 20)(Lake Simcoe)
Europe	South France	Mediterranean resort	1. 26-foot sailboat (Beneteau) 2. 17-foot motor cruiser "Pech Promnade"
	Amsterdam, Holland	North Sea coast	1. 2-ton class steel sailboat
	Macclesfield, Great Britain	Central Canal district	1. Canal boat (Viking 26)

tests and Europe prior to the release



A canal in Central England. Seen over there is a lock gate.

Over a period of about one month from June 22nd to July 20th, prior to entering the final stages of development and production of the Yamaha F9.9A, tests were conducted in the U.S., Canada and Europe to determine local response to the product. The purpose of the tests was to get users in the different markets to actually test the F9.9A in their own environment and to thus verify its performance and handling, and, at the same time, to search out any

remaining problems and details to be worked out before entering production.

Catering for a definite market need

Here are the elements the Yamaha staff, worked to verify in these recent tests:

(1) To test the motors under the actual

conditions in which they will be used; The Yamaha staff chose localities in which the F9.9A is most likely to find a market, and there the Yamaha staff tested the engines on the most commonly used boats themselves, while also asking experienced local users and dealers to test the motors on their own boats.

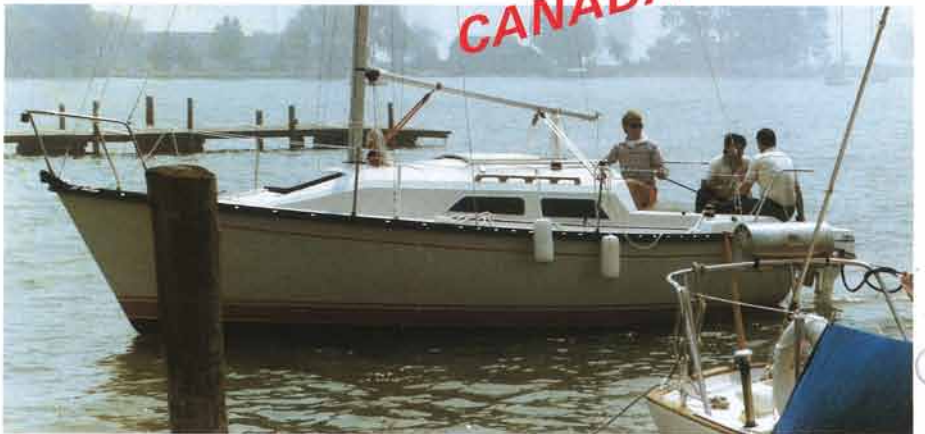
(2) The Yamaha staff, the importer, dealers and users met together to exchange

opinions frankly on the new motor. The Yamaha staff chose 5 localities in which to conduct the abovementioned tests in an attempt to get the most faithful results possible.

And, in addition to the complete testing of the performance and features of the F9.9A they also tested a number of competitive models in the same way. In this way the staff were able to get an objective evaluation of the F9.9A's performance and marketability.

In conclusion, the responses showed that the F9.9A fulfilled Yamaha's expectations with regards to the development goals of high thrust performance and excellent handling. The new motor received special praise with regards to a number of product features not found on models by other manufacturers. The responses from users who tried the F9.9A in different localities regarding desired improvements also pointed conclusively to the fact that this new model fills a definite need in the market, and is therefore certain to be a strong seller.

In order to conduct the recent tests the Yamaha staff stayed about one week in each locality. During this period they were able to successfully complete these tests only because of the tremendous cooperation and assistance they received from the local importers and dealers. The staff therefore wish to take this opportunity to express their extreme gratefulness once again.



YAMAHA UNVEILS A NEW-CONCEPT 4-STROKE OUTBOARD



GREAT BRITAIN



FRANCE



Modelo del 85 de Yamaha F9.9A. Antes de la venta, realización de pruebas de evaluación en los Estados Unidos, Canadá y Europa.

El Yamaha F9.9A que hace su aparición como modelo del 85 ha desarrollado un fuera borda de motor de 4 paladas basándose en unos conceptos nuevos. Es decir, veleros con motor auxiliar, casas flotantes, botes pontón, motores principales dentro del bote para uso en canales o con motor auxiliar en el interior de conducción exterior, etc.

Enfocamos como meta un determinado uso y a partir de ahí con el fuera borda por el que hemos perseguido el objetivo de desplegarles las mejores calidad y función, adoptamos audazmente un nuevo concepto y con minucioso cuidado desarrollamos el motor y las características poniendo todo nuestro esfuerzo.

Pues bien, adelantándonos al inicio de la producción del F9.9A en Yamaha, en Estados Unidos, Canadá y Europa realizamos pruebas de evaluación de calidad de los productos en estos mismos lugares durante un mes aproximadamente desde el 22 de junio al 20 de julio. Los objetivos principales de estas pruebas son: ensayar su funcionamiento junto con los usuarios en el terreno y bajo el ambiente y las condiciones en que se va a usar realmente en estos mercados, comprobando la calidad y probando el rendimiento y manejabilidad del F9.9A al mismo tiempo que extraemos detalladamente los puntos problemáticos e investigamos las medidas a tomar.

Como resultado de las pruebas en el terreno realizadas esta vez, la calidad y manejabilidad del F9.9A están bien estimadas correspondiendo al plan de desarrollo, especialmente las características de los modelos de venta, que no tienen los modelos de competición han ganado una gran reputación. En cuanto a los puntos de mejora que se demandan, se han podido prever las medidas a tomar, el F9.9A ha sido confirmado de nuevo como un alto modelo comerciable con bastantes claras y latentes posibilidades de demandas en el futuro.

Modèle 85 Yamaha F9,9A

Essais d'évaluation effectués avant la mise en vente sur les lieux aux Etats Unis, au Canada et en Europe

Yamaha F9,9A que nous allons lancer au marché en tant que modèle 85 est un hors-bord à moteur à 4 temps, exploité d'après un concept nouveau. Pour les usages spécifiques de tout genre, ce hors-bord pourra réaliser ses meilleurs rendement et fonctionnement à titre de bateau auxiliaire d'un voilier; bateau principal d'un bateau-ponton, d'une péniche ou d'une barque pour croisière de canal; bateau auxiliaire d'un inboard ou d'un inboard out drive, etc.

Pour ce faire, nous avons adopté un nouveau concept pour le plus attentivement possible exploiter le moteur et tous les aspects caractéristiques de ce modèle.

Avant la mise en production de F9,9A, Yamaha a effectué des essais d'évaluation de sa valeur commerciale sur les lieux aux marchés américain, canadien et européen pendant un mois environ, du 22 juin au 20 juillet.

Le but principal de ces essais a consisté —à constater la valeur commerciale de F9,9A et à vérifier sa qualité et sa maniabilité dans le milieu réel d'utilisation de chaque marché, avec la participation d'utilisateurs; —à prélever des points problématiques en détail pour étudier des mesures nécessaires.

En conclusion, il est résulté de ces essais qu'on estimait F9,9A aussi haut que le projet de développement avait prévu pour sa qualité et sa maniabilité. Notamment, les caractéristiques commerciales inexistantes aux modèles concurrents ont gagné une très bonne appréciation. Nous avons su trouver la solution pour répondre à la demande des utilisateurs de chaque lieu.

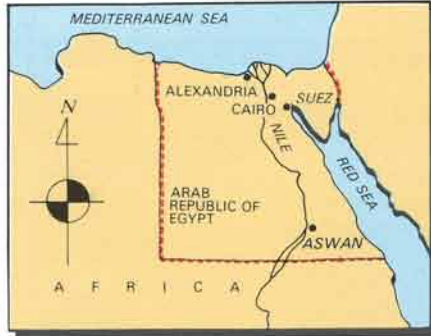
Ainsi, nous sommes arrivés à constater de nouveau que le modèle F9,9A était capable de répondre aux demandes existantes et virtuelles assez importantes.

YAMAHA IMPORTERS & DEALERS

A pioneer in engineering and trade, "Pentra"

— Egypt —

With the contribution of such factors as oil production, since the latter half of the 70's Egypt's economy has continued to grow at a rate of about 8% a year. In spite of this fact, the balance of trade deficit remains high and there is a continuing lack of foreign capital. However, in the second half of 1983 the government of Egypt launched an aggressive economic improvement policy. As a result, there has been a sudden growth in outboard motor importing as of October of last year.



The Pentra Company is a Yamaha Importer with sole rights to a huge market that covers a million square kilometers and contains a population of 48 million people. However, for Pentra's owner, Mr. Moustafa M. Aboutaleb, this market is not at all too large to handle.

A true Arab values nothing higher than



Mr. Moustafa M. Aboutaleb
Managing Director

Cairo: View on the Nile (Courtesy: Embassy of the Arab Republic of Egypt)



Head office in Alexandria

“pride”, and he is always ready to speak frankly about his strong points and accomplishments to others. So, when we told Mr. Aboutaleb that we wished to introduce his company in this section of “Chantey”, he accepted our request wholeheartedly, and kindly furnished us with the following photographs and a report of the present conditions in his market:

The Pentra Company was established in 1976. It became the sole agent in this market for Yamaha outboards, selling primarily Enduro Kerosene models. These





Alexandria: Saad Zaghloul Square (Courtesy: Embassy of the Arab Republic of Egypt)



Mr. Hassan Abdel Basset



Mr. Magdy Hamdy

include the E15FK, E25FK, and E40GK. Pentra's market can be divided into three basic areas. Each of these three areas has its own sales office from which sales activities are conducted in ways that best suit that particular area's environment.

1. The Mediterranean Coast: This area has its head office in Alexandria. This market traditionally centers around the demand for fishing boat motors, but there are also strong expectations in developing a market among pleasure boaters.

2. The Red Sea Coast: This market is controlled from the branch office in Suez. Mr. Hassan Abdel Basset is the Sales Manager in charge of this market, which includes the Red Sea coast and the Sinai Desert area.

3. The Upper Nile: Including the Lake Nasser and Upper Nile area, this market is controlled from the branch office in Aswan. Mr. Magdy Hamdy is Sales

Manager of this area, which at present is the most active in the Egyptian market.

In addition to its 3 sales offices, 3 work shops, 3 showrooms and 2 guest houses, Pentra also maintains close ties with 10 well-established retail companies. Out of his desire to further strengthen his company's sales network, Mr. Aboutaleb made a visit to Japan this October to discuss business plans for the future with the Yamaha staff.

Pentra has further shown its commitment to the future by appointing Mr. Mohamed Aboutaleb as a technical consultant who will serve as the company's brain in a variety of technical fields such as boat building and repair.

Pentra's owner, Mr. Aboutaleb, received his degree in Business Administration from Bloomfield College in the USA in 1974. "Since then, I am proud to say that after 9 years of hard work I have succeeded in raising Pentra to the number 1 position in the Egyptian maritime business". He goes on to say that; "As number 1 we must constantly work to hold our position at the top. There is no pride in being number 2." This is Mr. Aboutaleb's philosophy of business.

Pionero de la ingeniería y el comercio "Pentra"

La Pentra es una compañía importadora de Yamaha que monopoliza un gigantesco mercado de una superficie de un millón de km² y una población de veinte millones de personas aproximadamente. Pero para el señor Moustafa M. Aboutaleb, propietario de esta compañía, es un mercado que de ninguna manera es demasiado amplio.

Para un buen árabe "el orgullo" es más importante que nada. Frente a otros se enorgullece francamente de los propios méritos.

Cuando la revista Chantey comunicó su deseo de hacer su presentación en estas páginas, el señor Aboutaleb aceptó cordialmente y dio a conocer las condiciones más recientes de su compañía adjuntando algunas fotografías.

PIONNIER DE L'ENGINEERING ET DU COMMERCE: "PENRA"

La société PENTRA est un importateur Yamaha qui monopolise un très vaste marché englobant la superficie de 1,000,000 km² et la population de 20 millions environ. Cependant, pour le patron de PENTRA Monsieur Moustafa M. Aboutaleb, c'est un marché qui mérite un bon travail et qui n'est donc jamais trop vaste.

Un bon Arabe estime avant tout "l'honneur". Il s'honore très franchement de sa propre qualité justifiée. Quand nous avons communiqué à Monsieur Aboutaleb notre désir de le présenter dans cette rubrique de la revue Chantey, il a accepté avec plaisir notre proposition et il nous a adressé ses nouvelles avec quelques photos.

SERVICE & MAINTENANCE

*Hello,
I'm Your
Yamaha
Serviceman*

A Visit to Buck's Outboard Repair, Sacramento, California, USA



The office, parts storehouse and workshop are all contained in this one large building. Behind the building is a boat storage area.

Following Los Angeles and Orange, Sacramento has the third largest number of registered boats of any city in California. At Sacramento, the American River and the Sacramento River join together in the northern part of the city and, from there, flow through town in a gently winding course with beautiful pastoral scenery on both banks, offering the sightseer and pleasure boater almost endless opportunities for boating enjoyment.

Recently we visited Buck's Outboard Repair, a company with a successful 35-year history in Sacramento as an outboard motor dealer which bases its reputation on its service. We interviewed the owner, Mr. Buck Hirota, and here are some of the things he had to say:

Hirota: "Service and personal attention for the customers" is our main policy. Our business hours on weekdays are supposed to be 9AM to 4PM, but we often find ourselves working from 8AM to as late as 9PM.

Yamaha: How many kinds of parts do you keep in actual stock?

Hirota: We probably have 7000 different items in outboard motor parts alone. We are even considering, now, using a small computer to help us with our parts control. The total sales of our shop are made up roughly of 50% service (including parts).

Yamaha: That's a terribly large stock of Yamalube 2 you have on your stockroom shelves, isn't it.



Mr. Buck Hirota

Hirota: That is about a half year's stock. We believe that we have a responsibility to encourage our customers to follow the recommendations of the engine manufacturers as closely as possible, so that they can enjoy long hours of carefree boating. One important part of this practice is to encourage the customers to use the proper oil specified by the manufacturer.

Yamaha: We, the makers, are always working on ways to improve our products. Can you tell us something about how these improvements effect your business?

Hirota: I agree that constant "revision (improvement)" is necessary in order to give the customer the best possible product. However, with every one of these "improvements" we need to receive prompt and regular service bulletins, in order to keep up with the changes in service technology. We, the dealers, always feel that there is not enough effort made to maintain interchangeability of parts when model revisions are made. As a result we





An example of a seized piston hanging on the wall of Buck's workshop. Beside it is written; "Do you use 1/2 pint of oil for every gallon of gas" (16:1 mixture ratio)

have to constantly increase our stock of parts. That is one of the reasons we are thinking now of using a computer in parts control.

Yamaha: Are there any stories in the history of your shop that our readers might be interested in?

Hirota: One would be that sample of a seized piston hanging on the wall of our workshop. Thirty-five years ago, whenever I saw a customer about to go for a ride in his boat, I made it a point to ask him; "Do you use 1/2 pint of oil for every gallon of gas"



This is a stand for a small-horsepower outboard which was made from the packing materials for a large-horsepower engine.

Today, of course, there is no need to remind people of such a common sense thing. But, with each new generation of engines there is always something that the customer has to be careful to keep in mind. That is why we feel that we must always be resolute in our efforts to instruct the customers in the proper care of their engines.

to 7th. With the cooperation of Taller Yamaha, which controls service activities in Ecuador, the local dealers, and Yamaha Motor, the campaign reached the three districts of Esmeraldas, Manta and Machala.

This campaign, which was received enthusiastically in each of the districts, helped to further implant the image of Yamaha as a maker that is always making efforts to give the customer quality service, and this image will certainly work to ensure Yamaha's future success in the sales market as well.



A Service Seminar and Service Campaign (Ecuador)

In Ecuador, where Yamaha outboards hold over 70% of the market share, the Yamaha brandname is unsurpassed in reputation. One of the reasons behind this outstanding market strength is the everyday service efforts and the continuous parts supply operation. This year, in an effort to re-confirm the importance of these basic activities, Yamaha's importer in Ecuador, Almacenes Juan Eljuri Co. Ltd., held a large scale service seminar and service campaign.

Eljuri company's new branch office in Guayaquil, from May 29th to 31st. Twenty-three mechanics from local dealerships participated in the seminar, which included two days of instruction on the V6 engine and one day on kerosene models.

Service Campaign

In conjunction with the seminar, Eljuri also held a service campaign from July 1st

Service Seminar

With Yamaha's Marine Sales Department representative, Mr. Kuno, as instructor, a three-day seminar was held at the El-



SERVICE & MAINTENANCE

Trainees from abroad



Mr. W.W. Lee (right)



Mr. S.M. Thomas (center)

Two service managers from Yamaha dealers on the Caribbean islands of Trinidad & Tobago and St. Kitts have recently visited the training center of Yamaha's Head Office for training in outboard motor servicing.

Mr. Wayne William Lee (Elee Agencies Ltd., Trinidad & Tobago)

Mr. Lee, who is the son of Elee's president, visited Japan for about a month from May 15th to June 13th. During his stay he participated in the service manager's course, concentrating mainly on technical training for the V6 engine, with additional studies in subjects like "The importance of service activities" and "The basic responsibilities of the service manager". Mr. Lee showed a diligent and positive attitude with regard to all his studies, and he showed a special interest in seminars on the subjects of laying out a workshop for a dealership, how to plan and execute a three-year service plan, and re-examining which models are best to import in one's particular country.

Mr. Sylvester Montgomery Thomas (St. Kitts Nevis Anguilla Trading and Development Co. Ltd.)

Mr. S. M. Thomas participated in the general outboard motor service course from July 17 to 24th, receiving instruction in actual assembly and dismantling techniques using an E25F engine, and attending seminars on the functions of standard engine parts.

During his stay in Japan he also received instruction in automobile repair from Toyota Motor Co. Even though both of his courses were completed in a short period of time, Mr. Thomas studied intently and he is now confident in the new knowledge he will be taking back with him to his job.

Notas de una visita a Reparaciones de Fuerabordas Buck (Ciudad de Sacramento, estado de California, Estados Unidos)

Sacramento es el tercer lugar donde hay más botes registrados después de Los Angeles y Orange. El Río Americano y el Río Sacramento se unen en el extremo norte del terreno urbano y pasa formando curvas sosegadamente por la ciudad. A las dos orillas se extiende un paisaje campestre de tupido verde que ofrece una rica oportunidad para los botes de turistas y de recreo.

Esta vez hemos visitado Reparaciones de Fuerabordas Buck, cuyo negocio consiste en el servicio y que ha triunfado trabajando en la línea del negocio de los representantes de motores fuera borda durante 35 años.

Tratamos de realizar una entrevista de breves preguntas y respuestas con el dueño, el señor Buck Hirota.

Cursillos de servicios y campaña de servicios (Ecuador)

En Ecuador, los motores fuera de borda de Yamaha ocupan más del 70% del mercado y allí su fama es colosal.

Con el objetivo de que se reconozcan una vez más las plenas actividades diarias y la importancia de un fluido servicio de repuestos como base de las ventas de los motores fuera de borda que sostienen esta excelente situación, los Almacenes Juan Eljuri Co., Ltd, importadores de Yamaha han realizado este año cursillos de servicios de fuera bordas y campañas de servicios a gran escala.

Cursillistas del extranjero

Desde las islas Trinidad y St. Kitts, distribuidores de Yamaha en el Mar Caribe, han venido dos administradores de servicios para hacer un cursillo de motores fuera borda en el Centro de Entrenamiento de la central de Yamaha.

Señor Wayne William Lee (Elee Agencies Ltd. Trinidad)

El señor W. W. Lee, hijo del jefe de las compañías Elee, asistió al curso de administradores de servicios que duró aproximadamente un mes, desde el 15 de mayo hasta el 13 de junio. Estudió los puntos siguientes:

- (1) Entrenamiento técnico centrándose en el V6.*
- (2) La necesidad de servicios de los motores fuera de borda.*
- (3) Fundamentos de Administración de servicios de los motores fuera de borda y cálculos del contenido de negocio.*

Señor Sylvester Montgomery Thomas (St. Kitts Nevis Anguilla Trading and Development Co., Ltd.)

El señor S. M. Thomas asistió al curso general de servicios de fuera bordas desde el 17 al 24 de julio. Estudió los siguientes puntos:

- (1) Ejercicios prácticos de desmonte y montaje teniendo como material de enseñanza el motor E 40 G.*
- (2) Conferencia acerca de los nombres y funciones de las partes comunes del fuera borda.*

Visite à Buck's Outboard Repair (Sacramento, Etat de Californie, U.S.A.)

Sacramento est la troisième ville californienne après Los Angeles et Orange pour le nombre de bateaux enregistrés. Les deux rivières the American River et the Sacramento River se rejoignent à l'extrême nord de la ville pour traverser celle-ci; les rives couvertes de verdure donnent lieu à de superbes paysages de campagne et les rivières offrent des occasions extrêmement riches aux touristes et aux amateurs de bateaux de plaisance.

Nous avons rendu visite cette fois-ci à Buck's Outboard Repair, dont le service a connu une réussite incomparable durant toute sa carrière de 35 ans en tant que concessionnaire des hors-bord.

Ci-dessous notre interview avec le patron, Monsieur Buck Hirota.

Stages de service et campagnes de service (Equateur)

Les hors-bord Yamaha occupent plus de 70% du marché équatorien et la marque Yamaha est extrêmement bien connue dans ce pays.

Dans le but de reconsidérer les aspects d'importance primaire à la base de l'excellent déroulement commercial, c'est-à-dire les activités de service quotidiennes et la fourniture régulière des parties composantes, l'importateur Yamaha Almacenes Juan Eljuri Co., Ltd. a organisé cette année sur une vaste échelle des stages de service pour les hors-bord et des campagnes de service.

Stagiers venus au Japon

Deux managers-service sont venus au Centre de formation de Yamaha, envoyés par les concessionnaires Yamaha des îles de la mer des Caraïbes, Trinidad et Saint Kitts.

Monsieur Wayne William Lee (Elee Agencies Ltd./Trinidad)

Monsieur W.W. Lee, fils du directeur de Elee Agencies Ltd., a suivi pendant un mois environ, du 15 mai au 13 juin, le cours de formation de manager-service, pour étudier:

- (1) le contenu de l'entraînement technique portant notamment sur V6;*
- (2) la nécessité du Service pour les hors-bord;*
- (3) le rôle et le travail du manager-service hors-bord.*

Monsieur Sylvester Montgomery Thomas (St. Kitts Nevis Anguilla Trading and Development Co., Ltd.)

Monsieur S.M. Thomas a suivi le stage général du service horsbord du 17 au 24 juillet pour

- (1) des travaux pratiques: démontage et montage du moteur E 40 G.*
- (2) des cours généraux portant sur la fonction de chaque partie composante d'un hors-bord.*

NEWS ROUNDUP

Melanesia's culture and industry exposition flourishes



Yamaha kerosene outboard



Yamaha FRP boat (W-19S)

This year, over a three-day period, an unprecedented 80,000 people visited the Culture and Industry Exposition which is held once a year at Port Moresby, P.N.G.

Yamaha's importer, Ela Motors Co. submitted an exhibition of Yamaha outboards, including the V6 series, and a variety of other related products to the stand of the Department of Primary Industry. The result was that almost all the spectator interest was focused on the Yamaha outboards, leaving the

other makers almost unnoticed.

The gentleman in the photograph with the glasses is Micheal Somare, the Prime Minister of P.N.G. Prime Minister Somare, himself a Yamaha fan and owner of some Yamaha motors, showed

special interest in the kerosene model outboards and the Yamaha FRP boat (W-19S modified model) fitted with gill-net fishing equipment that were on display at this year's expo., taking time to give them a careful inspection.

Yamaha 70C, wins SE Class World Championship Boat Race

(FINLAND, JULY 1984)

On July 14th and 15th in Imatra, Finland, Per von Bondsdorf won the SE 850cc Class World Championship in a boat equipped with a Yamaha 70C outboard. Other Yamaha 70Cs also showed their strength by finishing 3rd, 6th and 7th.

At the completion of the four heats of the championship, Bondsdorf was tied for first in



points with Sami Salomaa, but the victory was given to Bondsdorf based on the fastest heat time.

Bondsdorf's boat is a special-design tunnel-hull type built in Molgaard, Denmark, and his propeller is a custom designed model by Gert Lowisin of Sweden.

WORLD CHAMPIONSHIP RACES IN IMATRA, FINLAND—RESULTS

	Country	Mark	Points
1. Per von Bondsdorf	Sweden	(Yamaha 70)	1100 points.
2. Sami Salomaa	Finland	(Johnson 75)	1100 "
3. Patrik Kronegård	Sweden	(Yamaha 70)	675 "
4. Juhani Kanerva	Finland	(Evinrude 75)	540 "
5. Claus Jensen	Denmark	(Johnson 75)	465 "
6. Leif Ahlberg	Sweden	(Yamaha 70)	394 "
7. Carl-Johan Holmström	Finland	(Yamaha 70)	261 "
8. Johan Blomberg	Sweden	(Evinrude 75)	197 "
9. Jan Housgaard	Denmark	(Johnson 75)	176 "
10. Giorgio Mondelli	Italy	(Selva 65)	129 "

CONTRIBUTIONS WANTED

The next time you or one of your customers bring in a particularly big catch, why don't you write to the editors of Chantey, and don't forget to include a photo of your catch. For each one we use in Chantey we will send you a commemorative gift.

Send us a letter which tells the name of the fish and its size (or weight), where it was caught (coastal waters, river, lake, marsh, etc.), date, and the name of the angler. In your photo of the catch it is best to include the satisfied face of the angler, too.

Presuma de su pesca en la revista Chantey

La próxima vez usted o uno de sus amigos puede pescar una pieza especialmente grande. ¿Por qué no escribe a la redacción de Chantey sin

olvidarse de incluir una foto de su pesca? Por cada una que publiquemos en nuestra revista le enviaremos un regalo de recuerdo.

Díganos en su carta el nombre de la especie del pez, las medidas, dónde lo ha pescado (aguas costeras, río, lago, pantano etc), fecha y nombre del pescador. En su foto con la pesca es mejor incluir también la cara de satisfacción del pescador.

Présentez vos prises dans la revue Chantey.

La prochaine fois que vous-même ou un de vos clients réussissez à pêcher un poisson particulièrement énorme, pourquoi pas écrire aux rédacteurs de Chantey? Et n'oubliez pas de nous adresser une photo de votre poisson. Si votre poisson apparaît dans Chantey, nous vous enverrons un cadeau commémoratif.

Ecrivez-nous en précisant le nom et la taille (ou le poids) du poisson, le lieu (côte, rivière, lac, marais, etc.), la date et le nom du pêcheur. Ce serait encore mieux si votre photo de la pêche montrait également le visage satisfait du pêcheur.

Boast about your catch in the pages of Chantey



La cultura de la Melanesia. Rica Industria. Prosperidad.

El show de Port Moresby que se celebra una vez al año en Papúa Nueva Guinea, es una gran reunión de la cultura y la industria.

Este año se contaron alrededor de 80.000 personas que entraron durante los tres días de celebración.

La compañía Ela Motors, importadora de los fuera borda de Yamaha, exhibió un gran número de productos que incluyen la serie V6 como la de motores fuera borda y otros productos en el Dept. of Primary Industry Stand. En cuanto a los motores fuera borda, se demostró categóricamente su popularidad frente a otras marcas.

Yamaha 70 C, raza de botes campeones del mundo clase SE. Victoria en finlandia (Julio de 1984)

En la carrera de SE 850cc para la elección del más fuerte del año a nivel mundial celebrada en Imatra, Finlandia el 14 y 15 de julio, Per von Bondsdorf, que participó con la Yamaha 70 C salió victorioso. Además, la Yamaha 70 C ganó también los premios 3º, 6º y 7º demostrando sus cualidades.

En la carrera se obtuvieron cuatro éxitos y Bondsdorf alcanzó la misma puntuación que Sami Salomaa pero en "el tiempo más rápido de calentamiento" ganó el primer puesto.

Grande réussite de l'exposition culturelle et industrielle en Mélanésie

La grande exposition "Port Moresby Show" qui a lieu une fois par an au Territoire de Papoua en Nouvelle-Guinée consiste en une présentation de la culture et l'industrie de ce pays. Elle a compté cette année, pendant ses trois journées d'ouverture, quelque 80 mille visiteurs.

L'importateur des hors-bord Yamaha ELA MOTORS Ltd. a exposé au stand du département de l'industrie primaire de nombreux produits maritimes et toute une série de hors-bord Yamaha, y compris la série V6. Pour ce qui concerne les hors-bord, Yamaha a joui d'une popularité absolument incomparable par rapport aux autres marques.

Yamaha 70c, Grand Prix au Championnat du Monde des Courses de bateaux classe SE. (Finlande, juillet 1984)

Au Championnat du Monde qui a eu lieu le 14 et le 15 juillet derniers à Imatra en Finlande, Per von Bondsdorf portant un Yamaha 70c. a remporté le Grand Prix. Yamaha 70c s'est également classé troisième, sixième et septième.

4 éliminatoires ont eu lieu et Bondsdorf avait gagné le même point que Sami Salmaa, Mais le record de vitesse a permis à celui-là de remporter le Grand Prix.

NEWS ROUNDUP

Showing strong interest in FRP boat manufacturing

CHINA NORTHERN INDUSTRIES CORPORATION

This June, the China Northern Industries, Corp., under technical assistance agreement with Yamaha Motor, began production of Yamaha motorcycles (80cc) at the state-owned Jianshe Machine Tool Factory. In July, the General Manager of the Corporation's Machinery Dept. II, Mr. Li Dianloug, and his staff, visited Yamaha's Head Office to discuss a number of topics including production plans for the coming year with the Yamaha staff.

At the time of these meetings, Mr. Li informed Yamaha that, upon the completion of a glass fiber manufacturing facili-



Mr. Li (center) and his associates

ty at one of their affiliated companies, the Corporation was very interested in beginning the production of FRP boats. In connection with this prospect, Mr. Li and his staff were given an inspection tour of Yamaha's FRP boat factories at Arai and Gamagori, and Yamaha's marina at Hamana Lake, to get a good overall picture of FRP boat manufacturing as well as the ways in which FRP boats are used in Japan.

An FRP boat for rice field irrigation

Siam Yamaha, one of the dominant importers in Southeast Asia, is recently involved in the promotion of a cute little FRP boat in its agricultural regions. In the type of flooded rice paddy agriculture that is dominant throughout Asia, it is necessary to pump water from waterways into the paddy fields. Traditionally this pump is fitted to a small wooden boat that is pulled along the waterway to the field where it is needed. The idea came up that these boats could be made much better from light, long-lasting FRP,

Traditional wooden boat



New FRP type boat

and now the people at Siam Yamaha are in the process of making this idea a reality. The photographs show a traditional wooden boat and a new FRP boat designed for the same purpose by Yamaha, as a test model.

Siam Yamaha is a company that has been importing Yamaha motorcycles and outboard motors for some time, and now they are becoming more and more interested in developing new marine business centered around FRP technology.

Expanding into race activities

HEGNA YAMAHA A.S. (NORWAY)



In Norway, till this season 70% of the O/M market has been under 9 HP. New tendency/trend shows that there is an increasing demand for the speed or sporty boats, which will increase the HP average in Europe like it did years ago in the U.S., in spite of high fuel prices.

In order to meet this new trend, Hegna Yamaha has started to create a new image for Yamaha O/M by getting involved in offshore/sport boat racing.

Yamaha has been the leading brand in Norway for the last nine years.

Corporacion de fabricas del norte de china muestran deseos por la produccion del bote FRP

La Corporación de Fábricas del Norte de China (China North Industries Corp.) ha acordado una alianza técnica con Yamaha y la Factoría de Herramientas Jianshe, propiedad del Estado ha iniciado el 12 de junio de este año la producción del motor Yamaha (80cc). Pero en julio del año pasado, el señor Li Dianlong, administrador general del Departamento de Maquinaria II de la Corporación, vino a Japón junto con un grupo de representantes y realizó varias deliberaciones con el personal de Yamaha con el objeto de investigar los planes y presupuestos de producción del motor del próximo año. En esta ocasión el señor Li mostró claramente su deseo de desarrollar la producción del bote FRP ya que su factoría posee la capacidad de fabricación de fibra de vidrio. Visitó las fábricas de botes Yamaha de Arai y Gamagori y la Marina administradora directa de Yamaha de Hamanako. Observó detenidamente la línea de producción de los botes FRP y la situación de la difusión de la cadena de producción de los botes FRP.

Bote FRP para uso en los arrozales

La compañía Siam Yamaha de Tailandia, uno de los muchos países importadores del Sudeste Asiático, está ejercitándose en el plan de difusión del pequeño y lindo bote FRP en las zonas agrícolas del país.

En el cultivo de arrozales propio de Asia, el agua necesaria para el crecimiento de las plantas de arroz se debe traer desde los canales de irrigación con bombas y verter dentro de los arrozales. Las bombas se embarcan en pequeños botes de madera que se mueven a través de los caminos del agua. Sin embargo nació la idea de adoptar este ligero y resistente bote de fabricación FRP y se está llevando a cabo actualmente este plan.

La fotografía es el modelo usual de bote de madera y el bote de fabricación FRP que últimamente se está probando a fabricar en Yamaha. Esta misma compañía es importadora de motocicletas Yamaha y fuera bordas Yamaha pero también está mostrando interés en desarrollar el comercio marino teniendo como eje la técnica FRP.

Hegna Yamaha A.S. (Noruega). Puesta en marcha de las actividades de difusión de las carreras

En Noruega, hasta esta estación, el 70% del mercado de fuera bordas ha estado bajo 9 caballos de fuerza. El curso que toma la nueva tendencia muestra que hay un incremento de la demanda de botes deportivos OG de velocidad lo cual incrementará el promedio de caballos de fuerza en Europa como ha sucedido hace años en Estados Unidos a pesar de la subida de precios del combustible.

A fin de coincidir con esta nueva tendencia Hegna Yamaha ha empezado a crear una nueva imagen de Yamaha en motores fuera borda consiguiendo su introducción en las carreras de botes de deportes costeros. Yamaha ha estado a la cabeza de las marcas en Noruega desde hace 9 años.

Aiming at self-sufficiency in fish supply

Symposium on Fisheries Development

NIGERIA, WEST AFRICA

Dirigiendose a la autarquía en el suministro de pez
Simposio sobre el desarrollo de la pesca Nigeria, Africa Occidental

En visant à l'autarcie à l'approvisionnement de poissons
Symposium sur le développement de la pêche Nigéria, Afrique occidentale

On August 30, Symposium on Fisheries Development took place in Lagos, the capital city of Nigeria. This symposium was sponsored by Yamaha's Nigerian boat and outboard importer Almarine (A Division of John Holt Ltd.) with an attendance of about 160 representatives from the government, institutes and other fishery interested organizations, including Mr. Alhaji D.D. Apana, Director, Federal Department of Fisheries.

Discussions centered on how to increase the fishery

productivity in Nigeria where the government and people are joining their efforts to achieve self-sufficiency in fish supply. The Almarine sponsored symposium is sure to help promote a consensus along the line of the national policy. Mr. Tokuzo Fukamachi of Yamaha Motor attended the symposium as an observer.



SALES PROMOTION

Coopérative Chinoise des industries du Nord désireuse de produire les bateaux FRP

Un contrat de coopération technique a été signé entre la Coopérative Chinoise des industries du Nord et Yamaha pour la mise en production en juin dernier des moto-bicyclettes (80 c.c.) Yamaha aux Usines Nationales des Machines Outils de Jianshe. Au mois de juillet dernier, le directeur général du Département Machinerie II de cette dernière usine, Monsieur Li Dianlog a effectué un voyage au Japon avec un groupe de représentants pour avoir des discussions avec Yamaha, dans le but d'étudier en détail le projet de production de moto-bicyclettes pour l'an prochain.

Dans cette occasion, Monsieur Li a mentionné le désir de se mettre à l'exploitation des bateaux FRP, étant donné que les Usines Nationales de Jianshe disposent d'une section fabricante de fibres de verre. Aussi, Monsieur Li a rendu visite aux usines Yamaha de bateau à Arai et à Gama-Gôri, ainsi qu'à "Marina" au lac Hamana-Ko, centre de bateaux de plaisance géré directement par Yamaha, pour voir de près la ligne de production des bateaux FRP et l'usage généralisé de ce type de bateaux de petit format.

Bateaux FRP pour l'irrigation des rizières

Un des plus importants importateurs de l'Asie du Sud-Est Siam Yamaha Co., Ltd. a le projet de diffuser les petits bateaux FRP très mignons à la zone agricole en Thaïlande. Dans la riziculture, qui constitue un paysage caractéristique de l'Asie, il faut pomper au canal d'irrigation une quantité nécessaire d'eau pour verser ensuite dans la rizière. On met en général la pompe dans une petite barque en bois, qu'on déplace le long des canaux. L'idée est née et en train de se concrétiser d'adopter pour ce travail des bateaux en FRP, à la fois légers et résistants. Les photos montrent d'un côté une barque en bois et d'autre un modèle d'essai en FRP réalisé par Yamaha.

Siam Yamaha Co., Ltd. importe actuellement surtout les moto-bicyclettes Yamaha et les hors-bord Yamaha. Il s'intéresse également au développement des affaires maritimes sur la base technique FRP.

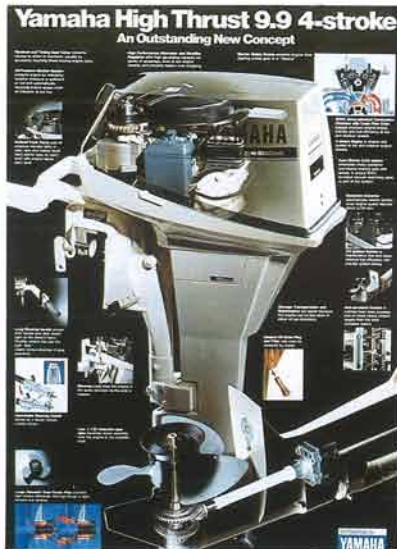
Hegna Yamaha A.S. (Norvège) se met à la diffusion des courses de bateaux.

En Norvège, jusqu'à cette saison, 70% du marché des hors-bord était occupé par les moins de 9 chevaux. La nouvelle tendance correspond à une demande croissante de bateaux de grande vitesse ou de sport, ce qui augmentera la valeur moyenne européenne du cheval-vapeur.

C'est effectivement ce qui s'était produit aux Etats-Unis il y a quelques années malgré l'augmentation du prix de l'essence. Dans le but de s'adapter à cette nouvelle tendance, Hegna Yamaha commence à créer une nouvelle image des hors-bord Yamaha à l'aide des courses de bateaux de sport.

Yamaha avait été d'ailleurs la première marque des hors-bord introduite en Norvège il y a 9 ans.

Obtainable from Yamaha



Yamaha F9.9A model poster



Yamaha pleasure model full line catalog for the markets of North America, Australia and New Zealand (English)



Yamaha pleasure model full line leaflet for the market of North America, Australia and New Zealand (English)



Yamaha model full line catalog for general market (English)



Yamaha F9.9A model commercial video-cassette

VE NE MAGAZINE GIVES THE YAMAHA 40(3-cyl.) ITS HIGHEST PRAISE

"Vene", one of Europe's most authoritative marine industry magazines, recently tested the various makers' 1984 outboard models. The results of these performance tests and commentary explaining the results and comparing the various models were published in the magazine's May issue. Of particular interest was the 3-cylinder category in which "Vene" said of the new Yamaha 40; "Its performance curve is extremely good; it seems to represent the optimum performance one can ask for from an outboard motor." Here is an English translation of the section of that article pertaining to the Yamaha 40:

Translation "Vene Ver-tailee" (Outboardmotor 30/40HP comparison)

We tested the awaited Yamaha three-cylinder 40 motor. It had the biggest displacement and thus, our highest expectations, too. The results were very good.

The curves were so ideal and corresponded to the outboard-motor demands so optimally that at first we couldn't believe these results were possible. We eliminated any suspicion by repeating the measurements. The performance diagram is almost horizontal on the normal use revolution area. It promises a very good loading ability and an easy choice of propeller. The PB-curve is slanting as well and nearly straight.

The specific fuel consumption

is one of the lowest we have ever met, and the curve again almost horizontal. If a motor designer ten years ago, had been shown the measurements of the Yamaha 40, he never would have believed such figures could ever be attained.

REVISTA VENE. GRAN ADMIRACIÓN POR LA YAMAHA 40 (3 cyl)

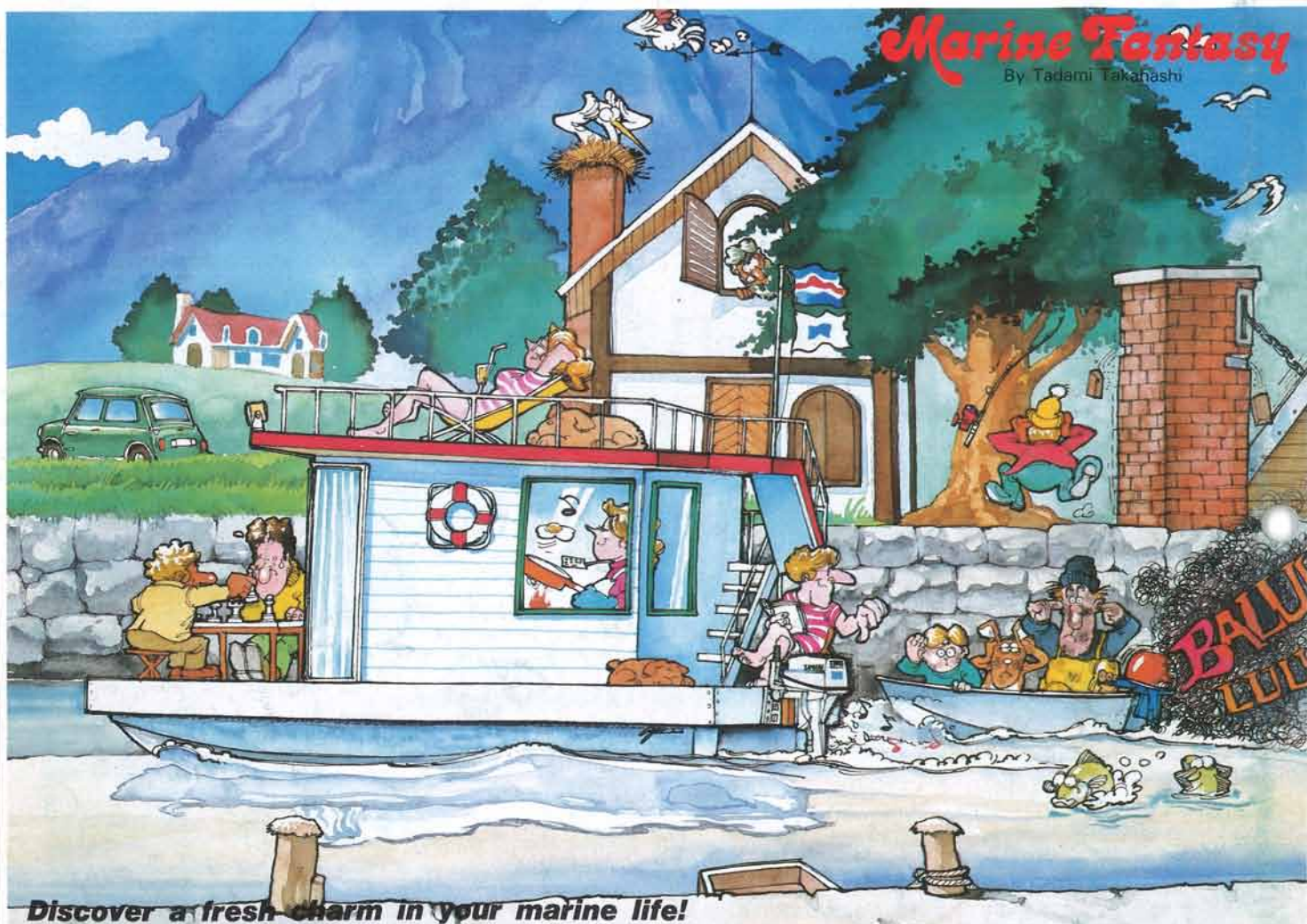
"Vene", una de las revistas de autoridad especializadas de Europa, realizó un examen de calidad de los modelos del 84 de cada compañía. Esta misma revista explica detalladamente los resultados del examen en su número de mayo y añade una crítica comparando la calidad de los modelos de cada compañía. En especial, respecto a la nueva Yamaha 40 que ha adoptado tres cilindros se comentó: "la línea de calidad es extraordinariamente buena. Puede satisfacer sin ninguna

queja las demandas y es ideal." Fueron los elogios de más alto grado. A continuación les presentamos en inglés la parte correspondiente al artículo de esta revista.

Le magazine VENE couvre de louanges le Yamaha 40 (3-cyl.)

Une des revues spécialistes les plus reconnues d'Europe, "VENE", a procédé à des essais de modèles 84 des différents fabricants. Dans son numéro du mois de mai, nous avons un article sur les résultats de ces tests avec une comparaison des différents modèles et des commentaires. Notamment "VENE" parle en termes les plus élogieux du nouveau Yamaha 40 muni de 3 cylindres, disant: "sa courbe de rendement est excellent et c'est un hors-bord idéal qui répond à tout genre de demande." Nous présentons à nos lecteurs la partie correspondante de cet article en la traduisant en anglais.





Marine Fantasy
By Tadami Takahashi

Discover a fresh charm in your marine life!

Sea Food **SALMON** and **OYSTERS**



Salmon and Oysters are two types of sea food that people in both the Eastern and Western worlds have enjoyed for centuries. Although a wide variety of dishes have evolved in the different countries using these two basic ingredients, it is interesting to note that there are two ways of enjoying salmon and oysters that are common to both the East and West. These are smoked salmon and raw oysters pickled in vinegar.

The photograph shows a number of French-style dishes listed in the following menu:

MENU

- Saumon froid à la Parisienne (center)
- Saumon fumé de Hokkaido (lower right)
- Huîtres spéciales de Matoya (upper right)
- Terrine de Coquilles St. Jacques (lower left)
- Assiette de fruits de mer (upper left)

ALIMENTOS DEL MAR, EL SALMON Y LAS OSTRAS

Tanto el salmón como las ostras, tienen una larga historia como alimentos marinos. Además son consumidos en todo el mundo sin distinción y se pueden citar como alimentos marinos representativos de oriente y occidente. En casa país hay una gran variedad de refinados modos de cocinarlos. Es interesante que el salmón ahumado y las ostras crudas aliñadas con vinagre además de otros platos tengan popularidad tanto en oriente como en occidente.

La fotografía muestra un plato al estilo de la cocina francesa.

Fruits de Mer Saumon et huîtres

Le saumon et les huîtres ont tous deux une longue histoire culinaire et les gens les adorent aussi bien à l'Occident qu'à l'Orient. On trouve dans différents pays du monde les recettes très variées et très raffinées, mais l'intéressant est qu'il y a des recettes communes à l'Occident et à l'Orient, telles que le saumon fumé ou les huîtres marinées.

Sur la photo, un plat à la française.