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Good News

for Artisanal fishermen and other residents of waterfront areas

**A new pure-kerosene type
single-cylinder outboard, 5CK**



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Lower cost, more available kerosene burning Yamaha 5CK



- 3. that the purchase cost be as low as possible
- 4. that the fuel can be easily obtained
- 5. lower operation cost

In order to apply ourselves to answering these needs seriously, we have soon realized that there are many people all over the world who are looking for just this kind of small-size kerosene outboard. In India alone, with its over 6000km of coast line and its scattered river, lake and marsh regions, there is a future potential demand for over 1000 motors a year.

In addition, the significance of the low cost and availability of kerosene has been doubled by the introduction of a pure-kerosene outboard model. Let us stress once more, here, the outstanding features of the designed-for-kerosene Yamaha 5CK.

Main Features of the 5CK

1. A new fuel-feeding system has been developed. In this system gasoline is used only for starting the engine, after which gasoline supply is completely cut off and the engine runs entirely on kerosene. (Fig. 1)
2. This engine achieves a drive feel that is equal in quality to that of a gasoline engine.
3. The connecting rod, big and small end bearings, crank pin and piston pin are common to the E8DK, giving the 5CK the same proven dependability and durability.
4. An integrated clear kerosene filter allows easier fuel level checks, while improving service characteristics.

LA YAMAHA 5CK, DE BAJO COSTO, QUE UTILIZA QUEROSENO, COMBUSTIBLE ASEQUIBLE Y CONOCIDO.

YAMAHA 5CK EST UN HORS-BORD FONCTIONNANT UNIQUEMENT AU KÉROSÈNE, UN COMBUSTIBLE COURANT ET BON MARCHÉ.

This pure-kerosene engine has originally been developed to answer the future needs of artisanal fishermen in India with a greater potential demand for outboards.

In its development, the following two conditions had to be satisfied:

- It had to be an outboard which could run purely on kerosene. In India there are many coastal regions where gasoline is not easy to get.

On the other hand, kerosene has long been in supply throughout India for use as lamp fuel, and its price per liter is about 1/3 that of gasoline. These factors have led to a market dominated overwhelmingly by kerosene models.

- We needed to develop an outboard slightly smaller than the 7hp kerosene outboards already in wide use in this market. Let's take a look at one of the most important markets in India, the west coast. The coast line south from Panaji (Goa Daman & Diu) to Cochin is an indented coast with various sized lagoons. Also, in the coastal plain regions of Cochin and south there are a number of navigatable river systems. Although the people of these regions presently make use of E8DK outboards on 4-8 meter class canoes for angling, gill net fishery and transportation, in these calm waters there are a considerable number of people who feel they could do just as well with a smaller, more economical kerosene outboard model, which would require less of an investment.

In other words, the things that the artisanal fishermen and people living in these regions are looking for in a commercial outboard engine are:

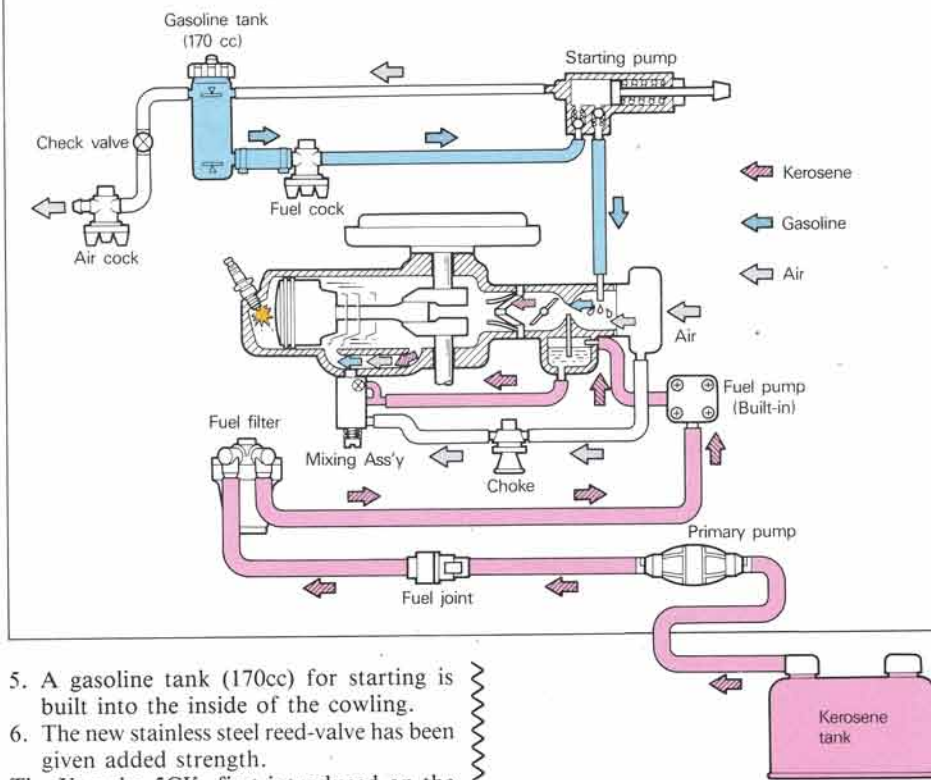
1. a minimum propulsion power capacity which can be substituted for by sail or rowing capacity
2. a simple machine that can be used

FINDING A BIG POTENTIAL MARKET IN AREAS OF



INDIA (PANAJI)

Fig. 1 Basic principle of the 5CK fuel system



5. A gasoline tank (170cc) for starting is built into the inside of the cowling.
6. The new stainless steel reed-valve has been given added strength.

The Yamaha 5CK, first introduced on the market last year, has attracted interest from users all over the world for its economy and convenience as a pure-kerosene model. Its popularity is creating a new outboard demand not only in the original target market of India, but also, recently, in Sri Lanka, Indonesia, and West Malaysia.

Este fueraborda para queroseno puro se ha desarrollado para adaptarse a las necesidades de los pescadores de la India, lugar en el que precisamente existe una gran demanda latente de motores fuerabordos. Para este desarrollo, tenemos como objetivo el cumplimiento de dos condiciones principales:

- *Fabricar fuerabordos que sólo funcionen con queroseno. En las costas de la India la gasolina no es fácil de conseguir. Por otro lado, el queroseno está muy extendido desde antiguo como combustible para el alumbrado. Además, el precio del queroseno por litro es aproximadamente una tercera parte del de la gasolina, lo que hace que el uso de los modelos de queroseno sea con mucha diferencia mayor en este mercado.*

• *Construir también motores más pequeños que el modelo de queroseno usado normalmente de 8C.V.*

Entre los habitantes de esta zona hay quienes opinan que en estas tranquilas aguas, más que un motor E8DK, otro más pequeño sería suficiente para el trabajo y más económico. Por eso no es poco el número de personas que prefieren un motor de queroseno pequeño de un cilindro. En resumen, los pescadores y personas que viven en estas zonas relacionadas estrechamente con el agua esperan de los motores fuerabordos que usan en su trabajo las siguientes cualidades:

1. *Un motor de propulsión más pequeño para los botes de vela y de remo.*
2. *Que el motor tenga un mecanismo sencillo y se pueda usar fácilmente y con confianza.*
3. *Que el precio de adquisición sea lo más barato posible.*
4. *Que el combustible se pueda adquirir fácilmente.*
5. *Que el costo de funcionamiento sea bajo.*

Nous avons développé un hors-bord à kérosène pur pour répondre tout d'abord aux besoins à venir des pêcheurs de l'Inde, un pays ayant une forte demande potentielle en hors-bord. Nous avons donc visé à satisfaire aux conditions suivantes concernant le développement de ce type de hors-bord:

• **Le premier objectif était de mettre au point un hors-bord fonctionnant uniquement au kérosène.** Dans les régions côtières de l'Inde, il est assez difficile de se procurer de l'essence, tandis que le kérosène est depuis longtemps largement utilisé comme combustible et que son prix par litre est environ le tiers de celui de l'essence. Par conséquent, les modèles à kérosène sont très répandus dans ces régions.

• **Le deuxième but était de développer un moteur un peu plus petit que celui du hors-bord de 8 chevaux qui est déjà très courant.**

Mais parmi eux, nombreux sont ceux qui aimeraient utiliser de petits hors-bord monocylindriques à kérosène, parce que sur les eaux calmes de canaux, ce type de hors-bord est suffisamment performant pour ce genre de travail, même s'il est plus petit que le modèle E8DK; une autre raison est que ce nouveau type permet de réaliser des économies.

En bref, les pêcheurs et les habitants de ces régions ont besoin de hors-bord professionnel qui remplissent les conditions suivantes:

- 1) Sa force de propulsion peut être aussi faible que celle de voile ou celle d'aviron.
- 2) Sa mécanique doit être simple et fiable.
- 3) Son prix d'achat doit être le plus bas possible.
- 4) Son carburant doit être facile à se procurer.
- 5) Son coût d'utilisation ne doit pas être élevé.

MARGINAL MOTORIZATION

DESCUBRIMIENTO DE UNA GRAN DEMANDA LATENTE EN UNA ZONA MARGINAL AÚN POR MOTORIZAR
LA DÉCOUVERTE D'UNE FORTE DEMANDE POTentielle DE MOTORISATION DANS DES ZONES MARGINALES



MALAYSIA (PENANG)



INDONESIA (KAMAL)



Aiming for doubled profits

On April 14th at the Hotel Camino Real in San Salvador, Moto Mundo S.A. of El Salvador held an awards ceremony for its salesmen achieving outstanding sales records during the first three months of 1985.

The photograph shows General Manager, Dr. Raul Benjamin Lopez Bertrand (2nd row right end) and the 6 prize-winning salesmen. The results of the sales contest are posted on the board in the left corner of the photo. At this awards ceremony, Sales Manager Lic. Jose Antonio Esquivel introduced the company's new sales promotion activities program for motorcycles and outboards which went into effect as of May, 1985. Although the economic environment in El Salvador is far from favorable, Moto Mundo's sales plans are positive and progressive, aiming at a sales profit in 1985 roughly double that of the previous year.



Objetivo: duplicar las ganancias

El pasado 13 de abril la compañía MOTO MUNDO de El Salvador S.A. celebró en el Hotel Camino Real de la ciudad de San Salvador una ceremonia de concesión de galardones para los vendedores de esta empresa que obtuvieron mayores puntuaciones por el número de ventas realizadas en la temporada de enero a marzo de 1985.

En la foto se encuentran el Administrador General, Dr. Raúl Benjamin López Bertrand (extremo derecho de la fila de atrás) y los seis vendedores ganadores de los premios. El marcador que se ve a la derecha muestra la lista de las puntuaciones del concurso.

Durante esta ceremonia el Lic. señor José Antonio Esquivel, Administrador de Ventas, publicó los planes de actividades para las ventas de motocicletas y fuerabordas que han obtenido un nuevo impulso a partir de mayo de este año.

La economía de este país no se encuentra en una situación favorable. Sin embargo, los planes de actividades de la compañía MOTO MUNDO son positivos y avanzan con seguridad. Gracias a esto, se puede esperar que las ganancias obtenidas por las

ventas de 1.985 dupliquen a las del año pasado.

Objetivo: doblement des profits

Le 13 avril dernier, à l'hôtel Carmino Real de San Salvador, MOTO MUNDO S.A. du Salvador organisa une cérémonie de remise de diplômes, en l'honneur de ceux parmi ses vendeurs qui se distinguèrent, en obtenant des résultats remarquables concernant les ventes de la société durant le premier trimestre de 1985.

Sur la photo, le Dr. Paul Benjamin Lopez Bertrand, Directeur Général, (au deuxième rang à droite) est entouré par 6 lauréats. À gauche, vous apercevez le tableau d'affichage des résultats du concours.

Lors de cette cérémonie, le directeur commercial Jose Antonio Esquivel, exposa son plan de développement des ventes de motos et de hors-bord pour leur donner une nouvelle impulsion à partir de mai 1985. Bien que la situation économique de ce pays ne soit pas favorable, le plan de développement de MOTO MUNDO est à la fois sérieux et ambitieux laissant espérer, en 1985, un doublement approximatif des profits résultant des ventes, par rapport à ceux enregistrés en 1984.

The Maldivé Islands

The Maldivé Islands are a chain of small islands made up from nearly two thousand coral reefs stretching over a distance of five or six hundred kilometers between the equator and 7° lat. north, lying like a necklace in the Indian Ocean about 700km from the Indian peninsula. Of these, 220 islands are actually inhabited by people.

The inhabitants of these islands make their living almost exclusively by fishing by wooden canoes called "dony", made from the trunk of the coconut palm. Although the people engage in some coconut oil production, agriculture has not been developed here to any degree. There are about 5000 "dony" in these islands, with about 2000 of these boats being over 40ft. in length, among which 1300 are equipped with diesel engines. The remaining boats are sail powered. The boats up to 40 ft. in length are used for transportation between islands or for angling or long-line fishery.

Motorization is becoming quite prominent, with diesel and outboard motors being the two main types of engines used. In recent years, tourist business has become an important source of income

for the islands. The most fitting use for boats in such coral reef island waters is as a boat for diving operations. Such boats offer their services to divers who have come all the way from Europe and Japan to enjoy the splendor of the tropical sea world that can be found in the waters of these islands. The Yamaha Importer in the Maldivé Islands, Alia Store, is directing its efforts lately in the sale of Yamaha diesel engines backed by aftersale service ac-



tivities and facilities.

The ME 63 is best suited for small size dony, while large size ones are outfitted with either an ME 125 or an ME 188.

El archipiélago de Maldivé

Parece como si fuera el collar del océano Índico. Situada a unos 700 km. de la península de la India y a unos 5 ó 6 mil km. latitud norte por encima del ecuador, está formada por la sucesión de unas 2.000 pequeñas islas coralinas. Sólo están habitadas unas 220 islas y sus habitantes pescan principalmente con unas embarcaciones hechas con las palmeras que se llaman "dony".

En estos últimos años, la industria del turismo se ha convertido en una importante fuente de ingresos.

El más adecuado uso de los barcos en estas islas de corales es como barcos de pasajeros para la práctica del buceo. Llevan a los turistas que vienen desde la lejana Europa, soñando con explorar el fondo de los mares del sur, y los invitan a visitar el fondo de estas aguas lleno de misterios que se oculta entre las islas.

L'archipel des Maldives

L'archipel des Maldives s'égraine tel un chapelet dans l'océan Indien. Les Maldives sont un ensemble de 2000 îlots constitués de récifs coralliens, qui s'étendent sur plus de 500 km au-dessus de l'équateur, à 700 km au large de la péninsule indienne, jusqu'au 7ème degré de latitude nord. Les habitants ne sont qu'au nombre de 220. Ils pêchent en mer principalement à bord de petits bateaux en bois de cocotier appelés "dony".

Depuis quelques années, l'industrie du tourisme constitue une source importante de revenus pour l'archipel. Les bateaux équipés pour la plongée sont ceux qui conviennent le mieux à ces îles aux récifs coralliens. Ils emmènent à leur bord les touristes en

provenance de la lointaine Europe, rêvant d'explorer les fonds-marins des mers du sud, et les incitent à admirer les splendeurs sous-marines à proximité des îles.

Outdoor life in the waters of Singapore

Parkway Parade, famous as Singapore's largest shopping center, recently teamed up with "Motoring Magazine" to hold an "Outdoor Life Promotions" campaign from June 1st to the 21st.

For the people of Singapore, a nation surrounded by water, most recreational sports are intimately tied to the sea. The event, in addition to marine fashion shows, featured camping, fishing, board-sailing and diving equipment and accessories display; the new ultra-versatile Twin Cats... and, in cooperation with Avon Inflatable Boats, a very successful joint display of Yamaha outboards. The displayer, Supratechnic Pte. Ltd., (a Yamaha Importer) received an exceptional number of inquiries on the outboards during the event.



Vida al aire libre por las aguas de Singapur

El Parkway Parade, conocido como el mayor centro de compras de Singapur, celebró en colaboración con la Motoring Magazine "La promoción de la vida al aire libre" desde el 1 al 21 de junio. Supratechnic Pte. Ltd. presentó sus modelos de fuerabordas Yamaha junto con los botes inflables Avon, lo cual resultó un éxito. Durante toda la sesión el público realizó gran cantidad de preguntas.

La vie au grand air au large de Singapour

Avec la collaboration de "Motoring Magazine", "Parkway Parade", réputé comme étant le plus grand centre commercial de Singapour, organisa une campagne de

"Promotions pour la vie au grand air" du 1er au 21 juin.

En collaboration avec la société Avon Bateaux Pneumatiques, un des participants, Supratechnic Pte Ltd., exposa des hors-bord Yamaha; ce coup d'essai fut couronné de succès. Au cours de l'exposition, beaucoup de personnes vinrent demander des renseignements.

Racing Activities in Athens

On the 24th of April and 12th of May, boat races organized by Greek Speedboat Club were held in Edem, Athens.



A YAMAHAEHELLAS dealer TEHNOMIHANIKI participated in the races in the 850cc sport category with a boat powered by a YAMAHA 70CES. The boat was piloted by C. Andonopoulos. Each race consisted of two 20 minute laps. Mr. Andonopoulos came in first in both races winning comfortably. In second place was Mr. Bogdanos with a similar boat powered by a 70hp Johnson. There are still 4 more races to go (Glyfada, Cyprus, Thessaloniki & Kalamata). Points are collected for each race and the final score will be known when the events are completed in October 85.

Carreras en Atenas

El 24 de abril y el 12 de mayo fueron organizadas carreras de botes en Edem, Atenas por el Club Griego de Botes de Velocidad. Un concesionario de YAMAHAEHELLAS, TEHNOMIHANIKI participó en las carreras en la categoría deportiva de 850 cc con un bote impulsado por una YAMAHA 70 CES. El bote fue pilotado por C. Andonopoulos. Cada carrera constaba de dos tiempos de 20 minutos. El señor Andonopoulos entró el primero en ambas carreras ganando cómodamente. En segundo lugar estaba el señor Bogdanos con un bote similar impulsado por un 70 HP JOHNSON. Hay aún 4 carreras más por celebrar (Glyfada, Chipre, Tesalónica, Kalamata). Los puntos se reúnen para cada carrera y la puntuación final será conocida cuando las pruebas se completan en octubre de este año.

Courses à Athènes

Le 24 avril et le 12 mai, le club grec de vedettes organisa des courses de bateaux à Edem, Athènes. TEHNOMIHANIKI, un concessionnaire de YAMAHAEHELLAS, participa à ces courses dans la catégorie sport des 850 cm³ aux commandes d'un bateau équipé d'un moteur YAMAHA 70 CES. Le bateau fut piloté par C. Andonopoulos. Chaque course comprenait deux périodes de 20 minutes. M. Andonopoulos arriva en tête remportant les deux courses avec une avance confortable. La seconde place fut attribuée à M. Bogdanos sur un bateau semblable actionné par un moteur JOHNSON de 70 CV. Il reste encore 4 compétitions (Glyfada, Cyprus, Thessaloniki, Kalamata). Des points sont distribués à chaque course et le score final sera annoncé à la fin des compétitions en octobre 85.



Letters of Thanks

Cartas de agradecimiento
Lettres de remerciement

Dear Paul,

Just a short note to say thank you. I have been powerboating for more than 20 years using Mercury, Johnson and Evinrude motors on boats in size from 16' to 22', my current boat being a 22' Cresta Craft with a 220hp Yamaha V6 with the microcomputer ignition system. I have set this boat up for overhauling, fishing and diving, at times carrying a lot of weight. The power and the economy of the above Yamaha is fantastic.

I cruise this boat at 3600 rpm which gives me 32.34 mph plus top speed of over 50mph, but best of all trolling for hours on end with no oiling up and overall fuel consumption of less than 5 gallons per hour makes this motor the Number One for me.

So again I would like to say thank you for your advice and help and I now know when the time comes to repower, Yamaha is the only way to go.

G.B. DYAS
Auckland, New Zealand

Querido Paul,

Sólo una breve nota para darle las gracias. Yo he conducido lanchas de motor por más de veinte años y durante ese tiempo he usado los motores Mercury, Johnson y Evinrude con botes de 16 a 22 pies, siendo mi bote actual un Cresta Craft de 22 pies con un Yamaha V6 de 220 C.V. que tiene sistema de ignición por micro computadora. Lo he preparado para pasar la noche, pescar y bucear y a veces lo he cargado con mucho peso. Su potencia y economía son fantásticas.

G.B. DYAS
Auckland, Nueva Zelanda

Cher Paul,

Je vous écris ce petit mot pour vous remercier. Je fais du bateau à moteur depuis plus de 20 ans et jusqu'à présent j'ai utilisé des moteurs Mercury, Johnson et Evinrude sur des bateaux mesurant de 16 à 22 pieds. Le bateau que je possède actuellement est un Cresta Craft de 22 pieds équipé d'un Yamaha V6 de 220 CV muni d'un système d'allumage à micro-ordinateur. J'ai équipé ce bateau pour la nuit, la pêche, la plongée et pour transporter de temps de temps des charges lourdes. La puissance de ce moteur Yamaha et les économies que je réalise sont fantastiques.

G.B. DYAS
Auckland, Nouvelle Zélande

Dear Sir,

I feel you may be interested in the fuel economy results for the Family 50 Mile Power Boat Rally held in Auckland on Saturday 20th April.

My Fiberglass Viscount boat, "Kriska", fitted with a 1985 Yamaha 175 AETOL and with an all-up weight of 1540 kilograms including 3 crew, achieved a remarkable economy of 9.73 calculated ton miles. Per gallon of fuel over a course of 49.24 miles. No doubt the actual distance covered was greater than that, and also there was a couple of extra miles from the launch ramp to the start and return. This result gave 2nd place out of 38 boats, with 1st place taken by a 90hp industry entered and tuned boat which achieved 10.56 ton miles per gallon! Their engine of course was also Yamaha. (I note, too, that 3rd place was gained by yet another Yamaha - this time 70hp).

I'm pleased I've invested in Yamaha.
Yours faithfully,

C.J. O'BRIEN
Auckland, New Zealand

Estimado señor,

Mi bote Figlass Viscount "Kriska", equipado con un Yamaha de 1.985, 175 AETOL y con un peso total de 1.540 kg., incluyendo tres tripulantes, consiguió una notable economía de 9.73 toneladas milla por galón de fuel, calculado sobre un recorrido de 49.24 millas. Sin duda, la distancia real cubierta fue mayor que esa y además, había un par de millas extras desde la rampa de botadura hasta el regreso. Este resultado consiguió un segundo lugar entre 38 botes, ocupando el primero un bote de 90 C.V. que consiguió 10.56 toneladas milla por galón. Su motor, por supuesto, era también Yamaha (el tercer lugar fue ganado por otra Yamaha también - esta vez de 70 C.V.)

Me alegro de haber invertido en Yamaha.
Suyo sinceramente,

C.J. O'BRIEN
Auckland, Nueva Zelanda

Monsieur,

Mon bateau Figlass Viscount "Kriska", équipé d'un Yamaha 175 Aetol de 1985, pesant au total de 1540 kg avec les 3 membres d'équipage compris, réalise une économie de carburant remarquable de 9,73 calculés en milles tonnes par gallon pour une course de 49,24 milles. En fait la distance parcourue fut supérieure et il faut tenir compte des quelques milles supplémentaires qui séparent la rampe de lancement à l'endroit du départ et inversement. Cette performance m'a conduit à la seconde place, la première fut remportée par un bateau de 90 CV qui fut réglé en usine et qui consuma 10,56 milles tonnes par gallon! Les deux bateaux avaient bien sûr des moteurs Yamaha. (Je fais remarquer que c'est également un autre Yamaha, cette fois de 70 CV, qui se plaça en troisième position).

Je me félicite d'avoir investi dans un Yamaha.
Veuillez agréer mes salutations les meilleures.

C. J. O'BRIEN
Auckland, Nouvelle-Zélande

IMPORTERS & DEALERS

IMPORTADORES Y CONCESIONARIOS DE YAMAHA
IMPORTATEURS ET CONCESSIONNAIRES YAMAHA

Yamaha F9.9 4-stroke Outboards Have A Bright Future

WEST GERMANY & HOLLAND

EL FUERA BORDA YAMAHA F9.9 de 4 PALADAS EN ALEMANIA OCCIDENTAL Y HOLANDA

LES HORS-BORD A 4 TEMPS YAMAHA F9.9 EN RFA ET EN HOLLANDE.



MR. BOB PASSET

Yamaha Motor (Netherlands) B.V. headed by Mr Seki, Managing Director is known as one of the oldest distributors which has created and established the marvellous name of Yamaha Outboard Motors since the very beginning of its entry into Europe.

Mr Bob Passet, General Manager in charge of outboard motor sales both for West Germany and for Holland, is indeed a man of history for Yamaha outboard motors.

Throughout his long 18 years experience, Mr Bob Passet has had one of the busiest seasons in 1985 due to the introduction of the new Yamaha 4-stroke outboard motor, F9.9 series. Most of his time has been spent making proper allocation of F9.9A and F9.9B motors to his sales network consisting of over 300 dealers.

Thus, the telephones on the desk top of Mr Bob Passet and his staff were ceaselessly ringing. Even many individual customers called them quite often to secure the allocation of their nearest dealers.

This strong reaction was created not only by 4-stroke itself but also by careful attention to the introduction.

First of all, dealer meetings in W. Germany and Holland were organized along the water-side, where different types of boats were available for the test by the dealers. All dealers became very positive about the new concept of F9.9A as well as F9.9B. After the introduction to the dealers, journalists were also invited to test these models. Nice test



Canal Boating F9.9B

reports appeared in national water sport magazines in W. Germany and Holland. At all important boat shows in both countries, the different versions of the 4-stroke models were displayed and attracted the visitors.

Sailboat owners were very much impressed by F9.9A which has special steering handle with shift lever, which can be mounted separate in the boat as remote control.

In the field of marine business, Holland is known as a country of canals, where people enjoy boating as a main part of their summer life through spread out small and big canals with many different types of boats, wooden, FRP, steel and rubber ones. They are so keen about noise that they do not want to disturb surroundings, and therefore usually they prefer gentle speed to wide open throttle. In this sense, F9.9A and F9.9B are well appreciated as the first 4-stroke outboard motors that have been developed by the leading manufacturer of outboard motor and welcomed as the most ideal motor for the canal boating. It is also a remarkable thing that only Yamaha has an electric starter version in its 4-stroke model series.

For the coming years, the 4-stroke motors will get very important place in Holland because the average horsepower is around 10HP, and in W. Germany because in some lakes the boaters can use only 4-stroke motors in future for environmental reasons. Yamaha have a bright future thanks to a great 4-stroke outboard sensation.

Yamaha Motor (Países Bajos) B.V. encabezada por el Sr. Seki, Director Gerente, es conocida como una de las más antiguas distribuidoras, la cual ha creado y establecido el maravilloso nombre de Motores Fuera Borda Yamaha desde el mismísimo principio de su entrada en Europa.

El Sr. Bob Passet, Gerente General a cargo de los Motores Fuera Borda, tanto de Alemania Occidental como de Holanda, es verdaderamente un hombre de Historia en la compañía de Motores Fuera Borda Yamaha.

En toda su larga experiencia de 18 años, el Sr. Bob Passet ha tenido su época más atareada en 1985 debido a la introducción del nuevo Motor Fuera Borda, serie F9.9 Yamaha de 4 paladas.

La mayor parte del tiempo lo ha dedicado realizando una conveniente colocación de los motores F9.9 A y F9.9 B en su red de ventas que consta de más de 300 distribuidores.

Hasta ahora, los teléfonos del despacho del Sr. Bob Passet y de su personal estaban sonando incesantemente. También, muchos clientes particulares los han llamado a menudo para asegurarse de la colocación de sus distribuidores más cercanos.

Yamaha Motor (Pays-bas) B.V. dirigée par M. Seki, Directeur Général, est l'un des plus anciens distributeurs qui créa et établit le nom merveilleux de Yamaha Outboard Motors (Yamaha Moteurs Hors-bord) dès les premiers temps de leur entrée en Europe.

M. Bob Passet, Directeur Général des hors-bord pour la RFA et la Hollande, est véritablement une figure historique de Yamaha Outboard Motors.

Pendant les 18 années de sa longue expérience, M. Bob Passet connut l'une des saisons les plus remplies, lors du lancement en 1985 du nouveau hors-bord 4 temps de la série F9.9 de chez Yamaha. Il passa la plupart de son temps à bien répartir les moteurs F9.9 A et F9.9 B entre les 300 et quelques distributeurs constituant son réseau de ventes.

Ce qui explique que les téléphones ne cessèrent de sonner sur les bureaux de M. Bob Passet et de son personnel. Et même de nombreux clients individuels les appellèrent assez souvent pour s'assurer de l'approvisionnement des distributeurs les plus proches de leur domicile.



Collection of user opinion

SERVICE INFORMATION

SERVICIO DE INFORMACION
ACTUALITES

TRAINING IN 3-CYLINDER MECHANICS

CURSILLO SOBRE LOS TRES CILINDROS
STAGE PORTANT SUR LES 3 CYLINDRES



Mr. Akira Takeuchi (Marine Overseas Service Dept. of Yamaha Motor) recently made his way through Central and South America, stopping for 5 days in Paraguay, among other places, to instruct mechanics in the servicing of 3-cylinder engines for two days under the sponsorship of Yamaha Importer, Autopar Comercial S.A. The Yamaha 85 was used in this course for training purposes. Eight mechanics, both private and employees of the Importer, took part in this training course.

The photograph shows the participants with their certificates received at the completion of the course (left), and an article from a local newspaper, El Diario, showing the participants in training during one of the course sessions (right).

El señor Akira Takeuchi (Departamento Marine de Servicios de Ultramarinos de Yamaha Motor) fue en mayo a varios lugares de Centroamérica. En Paraguay estuvo durante cinco días y en la compañía importadora Autopar Comercial S.A. dirigió un curso de investigación de los tres cilindros a modo de servicio. Como material de estudio se utilizó el Yamaha 85. En total, en este cursillo participaron ocho mecánicos, unos privados y otros de la compañía.

M. Akira Takeuchi du service maritime pour l'étranger de Yamaha Motor a visité 12 pays d'Amérique Latine au mois de mai. Il a séjourné cinq jours au Paraguay et a organisé un stage de deux jours concernant "le service des 3 cylindres" chez l'importateur Autopar Commercial S.A. de ce pays. Il a utilisé les manuels édités par Yamaha en 1985. Huit mécaniciens travaillant pour l'importateur ou bien à titre privé ont participé à ce stage.

Asunción, miércoles 29 de mayo de 1985



Cursos Yamaha en Autopar



Autopar Comercial S.A., representante exclusivo en Paraguay de los afamados motores fuera de borda "YAMAHA" ha recibido la visita del ingeniero Akira Takeuchi, de la Yamaha Motor Co. Ltd. de Japón, quien actualmente se halla dictando curso a mecánicos sobre los nuevos modelos de motores fuera de borda "Yamaha" de 3 cilindros.

La visita del Ing. Takeuchi se extenderá por varios días.

RACE RUNDOWN

NEW ZEALAND

Powerboat Races

— Auckland / April 20

DREAM MERCHANTS 100 MILE RACE

1st "Wayne Wilkinson Insurance" — 3 x 220 YAMAHA

DREAM MERCHANTS 50 MILE RACE

1st Sandbrook Windscreens" — 140 YAMAHA
2nd "Homai Autocentre" — 140 YAMAHA
3rd "Chindit" — 140 YAMAHA



"New Zealand Herald" — 22/4/85
"Wayne Wilkinson Insurance"

Rogers Boatshop Yamaha Family 50 Mile Rally

— Auckland / April 20

ECONOMY (Ton Miles per Gallon)

1st "Yamaha Outboards" — 90 YAMAHA
2nd "Kriska" — 175 YAMAHA
3rd "RBS Yamaha" — 70 YAMAHA

NOMINATED SPEED

1st "RBS Yamaha" — 70 YAMAHA
2nd "Yamaha Outboards" — 90 YAMAHA
3rd "Sea Nymph Hornet" — 80 YAMAHA

SPEED

2nd "Haines Hunter" — 200 YAMAHA

OVERALL

1st "YAMAHA OUTBOARDS" — 90 YAMAHA
3rd "RBS YAMAHA" — 70 YAMAHA

SMALL BOAT EFFICIENCY

1st "Gravy Boat" — 90 YAMAHA
3rd "Miss Yvonne" — 70 YAMAHA

RÖTHBURY INS. INDUSTRY LEADER SECTION

(Best Outboard Aggregate Economy & Efficiency)
"Yamaha Outboards" — 90 YAMAHA

ELECTRONICS INTERNATIONAL LTD

(Best Aggregate Economy & Efficiency — All entrants)
"Yamaha Outboards" — 90 YAMAHA

LOWEST FUEL USED TROPHY

"RBS YAMAHA" — 70 YAMAHA

CLIPPER TEAMS TROPHY

(Team with Highest Overall Points)

"Yamaha Outboards" — 90 YAMAHA
"RBS Yamaha" — 70 YAMAHA
"RBS Stinger" — 140 YAMAHA

Note: We have received a letter from one of the participants, a 19-foot "Kriska" owner.

Surf Rescue National Championship

— Lily Bay, Wellington / April 13

Yamaha 16 x Gold Medals
OMC 2 x Gold Medals



Auckland Regional Surf Rescue Championship

— Auckland / April 27

Yamaha 17 x Gold Medals
OMC 1 x Gold Medals

New Yamaha F9.9 4-stroke Outboards

SUIZA, EL CORAZON DE EUROPA
LA SUISSE, CŒUR DE L'EUROPE



MR. ANDREAS HUBER

Four-stroke outboard engines are not new on the Swiss market. Already 25 years ago American brands such as "Lausen" and "Homelite" started to introduce 4-stroke outboards on a small but growing Swiss marine market, but the results have not been very encouraging until now. This year now, a strong storm rushed over the Swiss outboard market. We, PROMOT AG, sole distributor for YAMAHA outboards in Switzerland introduced the new YAMAHA 4-stroke engines. With an intensive publicity campaign at the National Boat Show in Geneva and through the watersport-magazines a great number of 4-stroke enthusiasts could be reached. The marketing strategy for that new YAMAHA outboard generation was divided in two different steps. First, we started the media concept with advertisements, comments, descriptions of new features and editorial reports. Second, over 25 local shows with the possibility to make free trial runs on different kinds of boats were organised by

YAMAHA dealers throughout Switzerland. It was obvious for all of us that these new YAMAHA 4-stroke engines could not only be introduced by just displaying somewhere or on static shows. The 4-stroke engines, especially the new F9.9A, are so different in purpose and running operation that they have to be presented and tested by the consumer itself on typical boats. Their interest for the new YAMAHA 4-stroke engine exceeded all our expectations. In the first six months after introduction of the new YAMAHA F8/9.9A and F8/9.9B with their different specifications on the Swiss market, over 300 units were sold to the users. This quantity represents already 37% of total YAMAHA sales up to 10HP. It's a fantastic percentage after such a short introduction period, especially if we compare the available quantity of models up to 10HP between YAMAHA's 2-stroke and 4-stroke engines. Undisputed is also the fact that the sales of the new YAMAHA 4-stroke engines are not only incremen-

tal sales to the 2-stroke program. The sales of the 2-stroke 8-15HP class will drop slightly but totally a YAMAHA sales increase on the market will be obtained. Remarkable is the high percentage of boating people who want to have the electric starter system on their new 4-stroke engines. In Switzerland the sales ratio of the A and B versions is around 1:3. That is in relation to the enormous quantity of small rowing-, fishing-, and motorboats in Switzerland. Another very interesting fact is the average age of the new 4-stroke engine owners. More than 60% are over 50 years old. We suppose that this class of consumers, first, do not like to drive very fast, and second they appreciate the smooth running especially under trolling conditions and, in view of the ever growing gasoline-price, the low fuel consumption. Another fact which is maybe very typical for Switzerland and Central Europe, is the acceptance of all 4-stroke engines on the different lakes without any reservation. This may be due to the very intensive discussions about a future 2-stroke outboard prohibition on the lake of Constance, requested by the three governments of West Germany, Austria and Switzerland. The lake of Constance is after the lake of Geneva (581.3 km²), the second biggest lake in Europe with a surface area of 541.2 km². From governmental side, the 2-stroke outboards are not only in Switzerland under extensive pressure due to what they call pollution of the water. In this relation, the use of normal gasoline even without lead for 4-stroke engines, instead of a gasoline-oil mixture, is also very positive. Expectations that the new YAMAHA F9.9A or B will be reserved only for a certain consumer group, has not been proved. Buyers come from all social groups of the population. It is encouraging that a great number of Swiss artisanal fishermen changed to the new YAMAHA F9.9A for

short distance net-fishing. The higher retail price of the new YAMAHA 4-stroke engines is generally less important compared to all the advantages they get with the new 4-stroke concept. Even the more intensive and costly periodical service is for the Swiss consumer no reason to remain on 2-stroke engines. Finally not only a strong marketing strategy, but also the effort of all YAMAHA dealers guarantee a big sales success. On the contrary a good and approved product is the basis of a successful distribution on a long term. By taking this opportunity, I would like to thank all YAMAHA Marine staff for the constant and successful cooperation.

A report from Mr Andreas Huber, Product Manager, PROMOT AG, Switzerland.

Un pequeño país, pero con una gran demanda por los motores marinos Yamaha de 4 paladas introducidos recientemente. Los motores fuera borda de 4 paladas no son nuevos en el mercado de Suiza. Hace ya 25 años, marcas americanas como "Lausen" y "Homelite" empezaron a introducir fuera bordas de 4 paladas en el pequeño pero creciente mercado marino de Suiza. Pero los resultados no han sido muy alentadores hasta ahora. Este año, una fuerte tempestad se ha precipitado sobre el mercado suizo de fuera bordas. Nosotros, PROMOT AG., exclusivos distribuidores para los fuera bordas Yamaha en Suiza, hemos introducido los nuevos motores Yamaha de 4 paladas. Informe de PROMOT AG., Sr. Andreas Huber, Gerente de Producción, Suiza.

Un petit pays qui a une grande demande pour les nouveaux moteurs 4 temps de bateaux de chez Yamaha. Ce n'est pas la première fois que des moteurs hors-bord à 4 temps apparaissent sur le marché suisse. Il y a 25 ans, des marques américaines telles que "Lausen" et "Homelite" commencèrent à lancer des hors-bord à 4 temps sur le marché nautique suisse, de petite taille certes, mais en pleine expansion; toutefois, à cette époque, les résultats ne furent pas très encourageants. Cette année, une tornade s'abatit sur le marché suisse de hors-bord. Notre société PROMOT AG, distributeur exclusif des hors-bord YAMAHA en Suisse, a introduit les nouveaux moteurs YAMAHA à 4 temps. Un rapport envoyé par M. Andreas Huber, chef de produits de PROMOT AG, Suisse.



Mr. Arnold Martin, prof. fisherman during his work early morning (Lake of Biel) (Top)

Local show at the lake of Constance (Above)

Recently also YAMAHA's new 4-stroke engines are used for rental boats (lake of Brienz) (Right)

