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Chantey

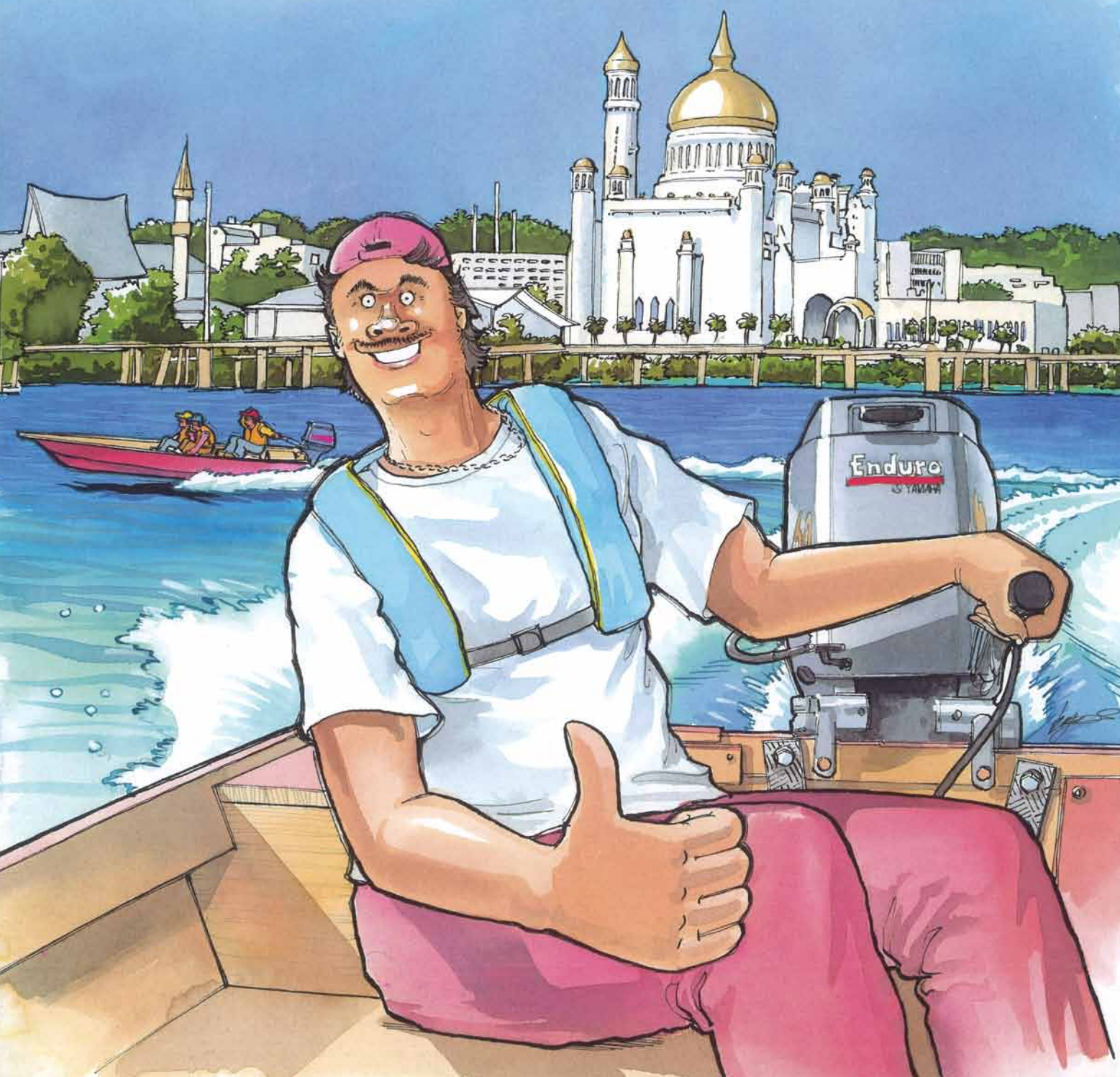
NEWSLETTER FOR YAMAHA MARINE DEALERS

2005 No. 111

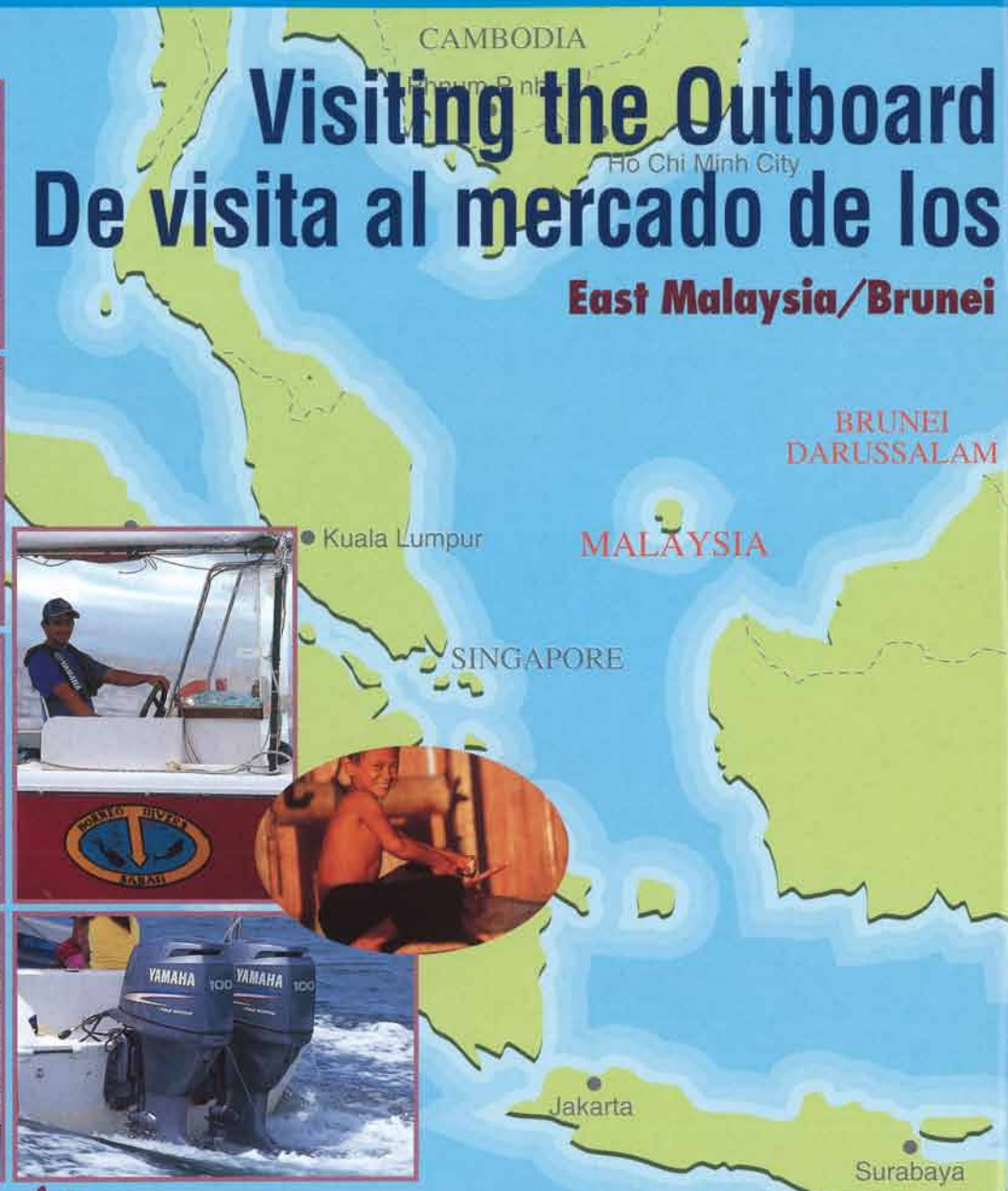
ENGLISH/SPANISH VERSION

Visiting the Outboard Motor Market of Borneo

De visita al mercado de los motores fueraborda de Borneo



Visiting the Outboard De visita al mercado de los East Malaysia/Brunei



East Malaysia



The island of Borneo in the South China Sea is the third largest island in the world. The northwest portion of the island belongs to Malaysia and is commonly called East Malaysia, and occupying a section of the coastal region about in the middle of East Malaysia is the independent country of Brunei Darussalam.



In both of these countries outboard motors are an essential part of people's lives. In this edition of *Chantey* we take a look at the Yamaha outboard motors that people here love and depend on and the importers who supply and service these products in the Borneo market.

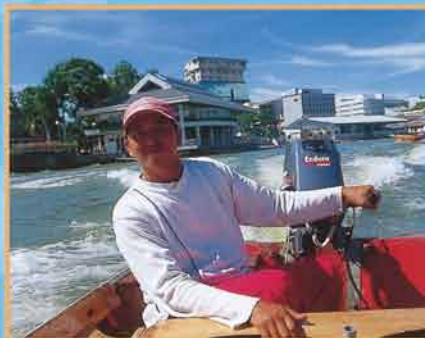
Motor Market of Borneo motores fueraborda de Borneo

Malasia Oriental/Brunei

Kota Kinabalu

Tawau

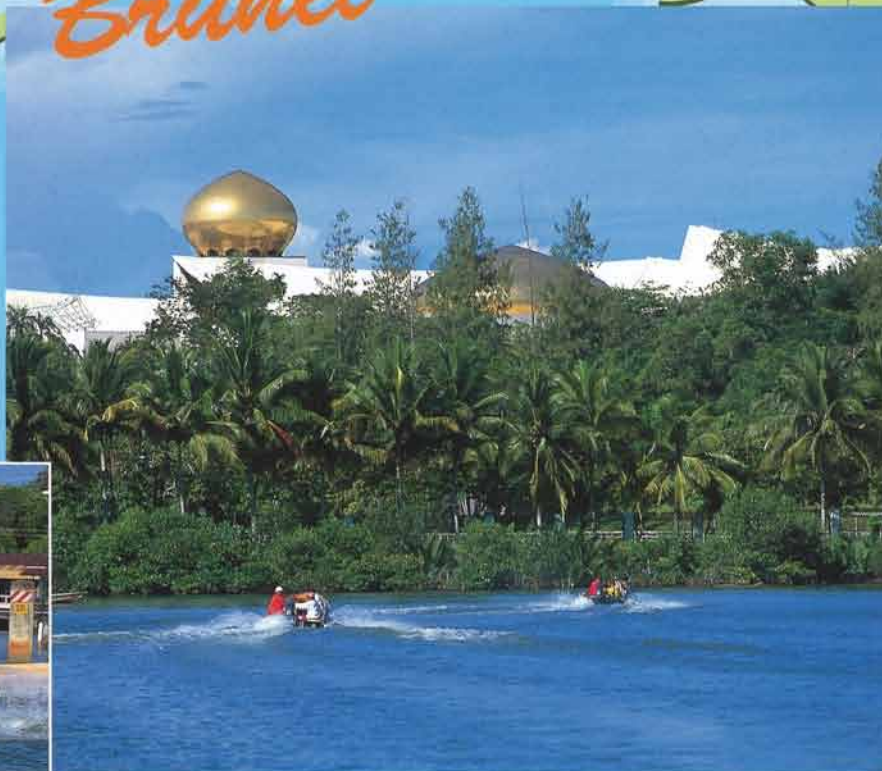
Ujungpandang



Borneo, en el Mar de la China Meridional, es la tercera isla más grande del mundo. La parte noroeste de la isla pertenece a Malasia y se conoce como Malasia Oriental, y aquí, en medio de esta región costera se encuentra el país independiente de Brunei. En estos dos países, los motores fueraborda son parte esencial de la vida de la gente. En este número de *Chantey* centramos nuestra atención en el mercado de los fueraborda Yamaha, tan queridos aquí por la gente y tan necesarios para su existencia, y en los importadores que los suministran y realizan su mantenimiento en Borneo.

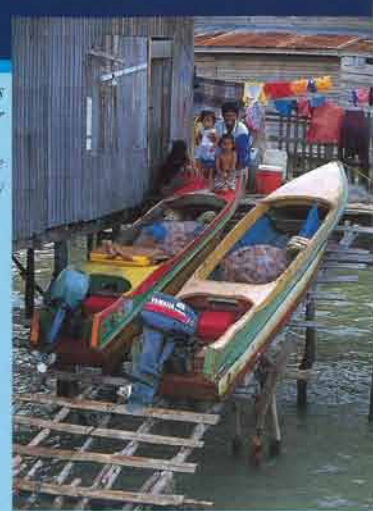


Brunei



East Malaysia

The fishing village of Tawau. The fishermen live in stilt houses over the water and use a steep landing slope to raise and lower their boats from their own house
La ciudad pesquera de Tawau. Los pescadores viven en casas de pilotes sobre el agua y usan una rampa empinada para subir y bajar las lanchas desde su propia casa



Most of Malaysia is divided between the Malay Peninsula and the northern part of Borneo. The part of Malaysia on Borneo known as East Malaysia consists of two states, Sabah and Sarawak. The tropical jungles covering these two states are known to be the home of many rare animals and great biodiversity. The waters off the northeast coast of the island are also known for some of the world's most beautiful diving spots. Meanwhile, the capital of Sabah state, Kota Kinabalu, is Malaysia's second largest city after the national capital, Kuala Lumpur.

Fishery, transport, tourist boating are main outboard uses

In East Malaysia, outboard motors are used largely in the fishery, transport, and tourist (diving tours, island hopping, etc.) industries. The company that imports and sells Yamaha outboard motors in this region is Emas Marine Sdn. Bhd. And, in all three of these industries, Yamaha has a very large market share thanks to the company's efforts.

The managing director of Emas Marine, Mr. Hii Hok Tuong, attributes this success to his company's policy of building and maintaining close relationships with the region's fishermen and their other main users, and being sure to offer every customer a high level of quality service. And, this is the policy that he aims to maintain and continue to build on.

Visitors to the company's main store in the city of Tawau on the island's northeast coast will see that they also sell the various types of fishing gear and boat equipment the local fishermen rely on. And, in addition to the line of Yamaha

outboard motors, the store is also well stocked with a full range of Yamaha Genuine outboard oil and spare parts. In the company's five stores there are a total of 15 mechanics at work, all of them skilled technicians who have received an ongoing program of on-the-job training.

Besides the import sales of Yamaha marine products, Emas Marine also builds and sells boats. This gives the company a big sales advantage of being able to offer boat-and-motor package deals.



The island of Sipadan near the Philippine sea-border is a world-famous diving spot. To preserve the island environment, there are no lodging facilities on the island itself, so neighboring islands like Mabul serve as the diving bases. Four stroke outboards are being introduced here in increasing numbers
La isla de Sipadan, cerca de la frontera marítima con Filipinas, es un lugar famoso en todo el mundo para la práctica del submarinismo. En la isla no se puede pernoctar para proteger su medio ambiente, por lo que las islas vecinas como Mabul sirven de base para los submarinistas. Los fuerabordas de 4 tiempos son aquí cada vez más populares

Malasia Oriental

Malasia está compuesta por la Malasia Peninsular y la región noroeste de la isla de Borneo –conocida como Malasia Oriental– que comprende dos estados: Sabah y Sarawak. La jungla tropical que cubre estos dos estados es cuna de animales únicos y tiene una gran biodiversidad. Las aguas de la costa noroeste de la isla son también famosas por tener algunos de los lugares más bellos del mundo para practicar submarinismo y buceo. Además, Kota Kinabalu, la capital del estado de Sabah, es la segunda ciudad más grande de Malasia, después de Kuala Lumpur, la capital.

Los fuerabordas se usan para la pesca, el transporte y las lanchas turísticas

En Malasia Oriental, los motores fueraborda se utilizan principalmente en los sectores de la pesca, el transporte y el turismo (excursiones o viajes de buceo, navegación por las islas, etc.). La empresa que importa y vende los fuerabordas Yamaha en esta región es Emas Marine Sdn. Bhd. Y en estos tres sectores de la industria, Yamaha tiene una buena cuota de mercado gracias a los esfuerzos continuos de esta compañía.

El director general de Emas Marine, Hii Hok Tuong, atribuye este éxito a la política de su empresa por construir y mantener estrechas relaciones con los pescadores de la región y con sus principales usuarios, y de ofrecer a cada cliente un servicio de alta calidad. Y ésta es la política que se propone mantener y seguir desarrollando.

Los visitantes de la tienda principal de la compañía en la ciudad de Tawau, en la costa nororiental de la isla, verán que también se venden varios tipos de aparejos de pesca y de lanchas, productos en los que tienen puesta gran confianza los pescadores locales. Y además de la completa gama de fuerabordas Yamaha, la tienda también está bien equipada con piezas de repuesto y aceite original Yamaha para fuerabordas. En las cinco tiendas de la empresa trabajan un total de 15 mecánicos, todos ellos técnicos experimentados que han recibido cursos continuos de formación especializada. Además de vender productos Yamaha, Emas Marine construye y vende también lanchas. Así la empresa se asegura de poder ofrecer al cliente unidades completas, es decir lanchas con fueraborda.

Four stroke models are expanding sales too

In the Celebes Sea east of Tawau, there are numerous diving resorts like the one on the island of Mabul. In the area are world-famous diving spots like Sipadan Island that attract divers from all over the world. To service this tourist market there are many transport and diving boats at work, and it is especially noteworthy that four stroke outboards are becoming popular in this sector. This is unusual in the Southeast Asian market.

Mr. Hii explains that introducing four stroke outboards with their environmental friendliness and outstanding fuel economy has many benefits for resort operators. What's more, because of their quieter running and the absence of exhaust odor, four strokes make cruising more enjoyable for the divers and tourists who come to these resorts. In addition to the diving resorts, we also found a growing number of four strokes being used in Borneo's largest resort city, Kota Kinabalu, where they are used both on transport boats and boats for tourist uses like parasailing. At resorts that want to offer their customers the best possible service, four stroke outboards are certain to be the focus of increased industry attention.



Mr. Hii Hok Tuong of Emas Marine (2nd from left). The company's head office is in Tawau, where they also build boats to sell in package deals with outboards

Hii Hok Tuong de Emas Marine (el segundo por la izquierda). La sede de la empresa está en Tawau, donde también construyen lanchas que venden conjuntamente con fuerabordas



Malaysia's second largest city, Kota Kinabalu, is a tourist center. Tourist boats and parasailing boats ply the waters off the coast. There are several offshore islands with quiet resorts. Kota Kinabalu, la segunda ciudad más grande de Malasia, es un importante centro turístico. Las lanchas surcan sus aguas costeras y hay varias islas a cierta distancia de la costa ideales para pasar tranquilas vacaciones



Las ventas de los cuatro tiempos aumentan también

Al este de Tawau, en el Mar de Célebes, hay numerosos centros turísticos de buceo y submarinismo, como el de la isla de Mabul. La zona es famosa por sus espléndidos lugares para la práctica de este deporte, como la isla de Sipadan, que atrae a submarinistas de todo el mundo. Para satisfacer las necesidades de este mercado hay muchas lanchas de transporte y buceo, y está creciendo el interés por los fuerabordas de 4 tiempos, que se hacen cada vez más populares en este sector, algo poco corriente en el mercado del Sudeste Asiático. El Sr. Hii Hok Tuong explica que los fuerabordas de 4 tiempos, al no dañar el medio ambiente y economizar combustible, tienen grandes

ventajas para los operadores turísticos. Además, su funcionamiento más silencioso y la ausencia de olor en los gases de escape, hace su utilización más agradable para los submarinistas y turistas que vienen a estos centros turísticos. Los fuerabordas de 4 tiempos también se usan mucho en Kota Kinabalu, la ciudad más grande de Borneo, en lanchas de transporte y en actividades turísticas, como por ejemplo arrastre de un paracaídas. En los centros turísticos que quieren ofrecer a sus clientes el mejor servicio posible, los fuerabordas de 4 tiempos se están convirtiendo, cada vez más, en el centro de atención de la industria.

Brunei

The small country of Brunei Darussalam has a land area of 6,000 square kilometers, with the national capital, Bandar Seri Begawan, as its center. Despite its size, Brunei is a rich nation blessed with abundant natural resources. One of the unique sites of Brunei is the water village of Kampung Ayer in the capital, where some 30,000 people live in houses on stilts over the shallows of the Brunei River. This centuries-old water community includes schools and medical clinics, all built over the water. Here, boats are the only way to get around, so you can imagine how important their boats and outboard motors are in daily life.



Besides taxi boats, fishing boats are another important market sector. Además de los "taxis náuticos", las lanchas pesqueras son otro importante sector del mercado.

Outboard motors as a lifeline for 30,000 people

The water village of Kampung Ayer standing in the Brunei River was the first place we visited on our trip to Brunei. One of the first things you notice here is the small, high-speed boats plying the waters powered by 40 or 60 hp outboard motors. There are said to be about 1,000 of these boats here. At noon, transport boats gather at the village's elementary school, which is also built over the water. School has ended for the day and you watch as a steady stream of students board the boats from the school's wharf to return to their homes. Here an entire community of 30,000 people lives "on" the water, with not only houses but the police station, fire station, clinics and other public buildings all built over the Brunei River. Whereas in some parts of the world only poor people live over the water, that is not the case here in Kampung Ayer. It even appears that the standard of living here is slightly higher than average. This lifestyle is a proud cultural tradition and an attractive one, too.

This large outboard market is the business area of the Yamaha importer Hai Hwang Trading Co.



Mr. Ee Fu Heng (right) and Mr. Tan Kian Siong of the Yamaha importer for Brunei, Hai Hwang Trading. The company also promotes use of Genuine "YAMALUBE" outboard oil.

Los Sres. Ee Fu Heng (derecha) y Tan Kian Siong de Hai Hwang Trading, el importador Yamaha en Brunei. La empresa promociona el uso de aceite original Yamalube para fuerabordas.



The taxi boats that service the Kampung Ayer water village on the Brunei River are a famous local service. People make use of these taxis as a convenient form of daily transportation. It is "school boats" not school buses that take the children to and from school. The gasoline stand in the photo is naturally for boats. Los taxis náuticos que cruzan la ciudad de Kampung Ayer en el río Brunei son imprescindibles. La población los usa como práctico transporte diario. Y son "lanchas escolares" y no autobuses las que llevan a los niños a la escuela y los traen de vuelta a sus casas. La gasolinera de la foto es naturalmente para lanchas.

Brunei

El pequeño país de Brunei tiene una extensión de 6.000 kilómetros cuadrados y su centro es la capital Bandar Seri Begawan. A pesar de su tamaño, Brunei es un país rico, favorecido por abundantes recursos naturales. Uno de los lugares más singulares de Brunei es la ciudad sobre el agua de Kampung Ayer en la capital, donde unas 30.000 personas viven en casas construidas sobre pilotes y por encima de las aguas poco profundas del río Brunei. Incluso las escuelas y clínicas de esta colectividad, con siglos de tradición a sus espaldas, están todas ellas construidas sobre el agua. Las lanchas son pues el único medio para trasladarse de un lado a otro, por lo que su importancia es esencial en la vida diaria de la gente.

Los motores fueraborda, vínculo común de 30.000 personas

La ciudad sobre el agua de Kampung Ayer sobre el río Brunei fue el primer lugar que visitamos en nuestro viaje a Brunei. Una de las primeras cosas que llaman aquí la atención son las pequeñas lanchas que surcan las aguas a toda velocidad propulsadas por motores fueraborda de 40 o 60 C.V. Se dice que hay aproximadamente mil de estas lanchas. A mediodía, las lanchas de transporte se agrupan en la escuela primaria de la ciudad, que está también construida sobre el agua. La escuela termina y puede verse a una gran cantidad de alumnos subir a bordo de las lanchas desde el embarcadero de la escuela para volver a sus casas. Aquí, toda la comunidad de 30.000

personas vive sobre el agua y no sólo las casas, sino la comisaría, el parque de bomberos, las clínicas y otros edificios públicos están todos construidos sobre el río Brunei. Mientras que en algunas partes del mundo sólo la gente pobre vive sobre el agua, éste no parece ser el caso en Kampung Ayer. Incluso el nivel de vida aquí es algo mayor que la media. Este estilo de vida forma parte de una tradición cultural muy arraigada y atractiva.

Este gran mercado de fuerabordas es el campo de acción de Hai Hwang Trading Co., el importador de Yamaha.

Efforts to create new demand

According to Mr. Ee Fu Heng, the Director of Hai Hwang Trading Co., the next big market sector the company is focusing on is the tender market, which means supplying products to the police, hospitals, the fire department and other public agencies. This segment of the market is one that the company will be putting special efforts into with big expectations, especially considering the coming introductions of new up-graded specs of some of Yamaha's larger-displacement outboards.

Presently, Yamaha enjoys a very high market share in the water taxi segment and Hai Hwang Trading aims to keep this strong standing by maintaining high-quality service operations. But, as they foresee an inevitable shift from "life on the water" to "life on land," the company knows it will have to take new approaches and turn this shift into an opportunity to create new demand.

One of the areas where they see potential for new demand is in the recreational fishing segment. Fortunately, sport fishing is becoming a popular new pastime for many people in this relatively affluent country. Public boat landings (trailer-mounted boat launching slopes) have been built at several places along the coast, and there are also wealthy citizens who are now building luxury homes along the backwater with their own floating docks for boats.

Hai Hwang Trading now has contracts with five boat building companies in Brunei and is offering customers boat-motor package sales with their products. This autumn, the company begins selling the Yamaha four stroke outboards in Brunei for the first time, which will further boost the product value of the boat-motor packages they intend to promote in the blossoming sport fishing segment on the market.



*The recreational fishing sector is a market for developing new demand. The company cooperates with local boat builders to create new demand
El sector de la pesca deportiva es un mercado en creciente desarrollo. La empresa colabora con los constructores locales de lanchas para crear nueva demanda*

Esfuerzos por crear nueva demanda

Según el Sr. Ee Fu Heng, director de Hai Hwang Trading Co., el próximo gran mercado de la compañía está relacionado con los concursos o licitaciones públicas, es decir el suministro de productos a la policía, hospitales, cuartel de bomberos y otros organismos oficiales. La empresa quiere centrar sus esfuerzos especialmente en este segmento del mercado porque las expectativas son grandes, y más si se toman en consideración las próximas presentaciones de algunos de los fuerabordas Yamaha de mayor cilindrada con nuevas y mejores especificaciones.

Actualmente, Yamaha mantiene una alta cuota de mercado en el segmento de los "taxis náuticos" y Hai Hwang Trading tiene como objetivo conservar esta privilegiada posición con un servicio técnico de alta calidad. Pero como se prevé un cambio inevitable de "la vida sobre el agua" a "la vida sobre la tierra", la empresa sabe que deberá dar un nuevo enfoque a su política y considera este cambio como una oportunidad para crear nueva demanda.

Uno de los campos donde ven más posibilidades es en el sector de la pesca de recreo. Afortunadamente, la pesca deportiva se está convirtiendo en un nuevo y popular entretenimiento para muchos en este país bastante próspero. En varios lugares de la costa se han construido muelles públicos (rampas para botar lanchas desde remolques con ruedas). También hay ciudadanos adinerados que están ahora construyendo casas de lujo en la costa con muelles propios.

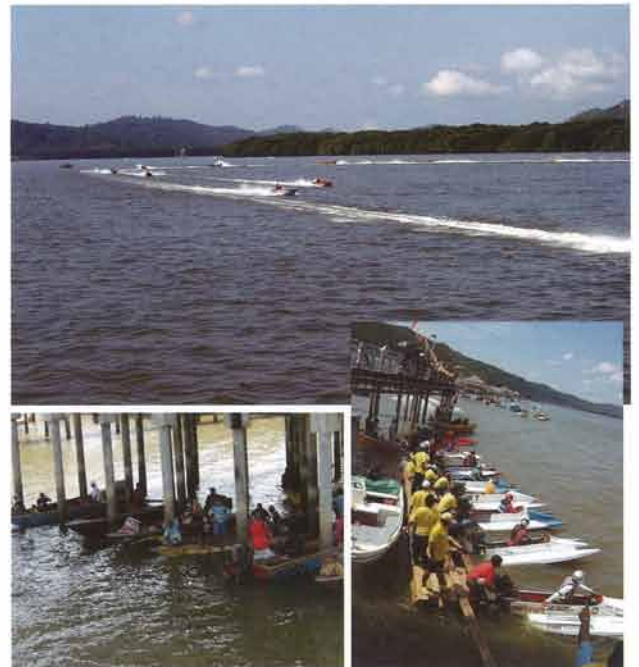
Hai Hwang Trading tiene ya contratos con cinco constructoras de lanchas en Brunei y ofrece a sus clientes ventas de unidades completas, es decir lanchas con fuerabordas. Este otoño, la empresa empieza a vender fuerabordas Yamaha de 4 tiempos en Brunei, lo que reforzará aún más el valor de las unidades completas que intentan impulsar en el sector creciente de la pesca deportiva.

Co-sponsoring boat races Boosting Yamaha's brand image



Yamaha marine importer for Brunei, Hai Hwang Trading Co., was proud to participate as sponsor of a boat race event organized by the local Yamaha dealer SYKT AWG HJ RAZALI 6 ANAK ANAK and the water village community of Kampung Ayer, which was held on the Sungai Bunga river on February 27 of this year. The races were planned as an event for one of Brunei's national holidays. The event was a big success as a large part of the community turned out to see some 350 pilots—many of whom are boat taxi operators—compete.

In cooperation with Yamaha Distribution Singapore Pte. Ltd. (YDS), Hai Hwang Trading provided YAMALUBE outboard motor oil as prizes for the competitors, with the winner of the race getting a full year's supply of YAMALUBE. This sponsorship was very effective in publicizing the company Hai Hwang Trading and promoting Yamaha Genuine YAMALUBE oil.



Patrocinador de carreras de lanchas Potenciar la imagen de marca Yamaha

El importador de productos marinos Yamaha en Brunei, Hai Hwang Trading Co., fue orgulloso patrocinador de las carreras de lanchas organizadas por el concesionario local de Yamaha, Sykt Awg Hj Razali 6 Anak Anak, y la colectividad de la ciudad de Kampung Ayer, y que se celebró en el río Sungai Bunga el 27 de febrero de este año.

Las carreras formaron parte del programa de actividades de las fiestas nacionales de Brunei. El acontecimiento fue un gran éxito ya que gran parte de la población acudió para ver competir a los aproximadamente 350 pilotos, muchos de ellos conductores de taxis náuticos.

En cooperación con Yamaha Distribution Singapore Pte. Ltd. (YDS), Hai Hwang Trading proporcionó aceite Yamalube para motores fueraborda como premio a los competidores y, así, el ganador de la carrera principal obtuvo un año completo de suministro de Yamalube. Este patrocinio fue muy eficaz para hacer publicidad de la compañía y promocionar el aceite Yamalube original de Yamaha.

On July 1, 2005, Yamaha Motor celebrated the 50th Anniversary of the company's founding. It goes without saying that we have grown and developed into a global corporate group thanks to the efforts and cooperation of members of the Yamaha family all over the world. From now on, we will look to the future and work toward dynamic new growth together with the worldwide Yamaha family.

The feelings of each and every person who loves the Yamaha brand
Messages from the growing worldwide Yamaha family

* In this issue of *Chantey* we print congratulation messages from members of the global Yamaha family from the book "The 50th Anniversary of Yamaha Motor—Passion, *Kando* and the Future." These are just some of the marine-related messages. We hope you will get the "The 50th Anniversary of Yamaha Motor—Passion, *Kando* and the Future" book and read it in its entirety.



Yamaha Mot

Testimony to the Value of Teamwork



Phil Dyskow
YAMAHA MOTOR CORPORATION USA
President, Yamaha Marine Group

From its very beginning in 1983, it has been a privilege and honor to witness the growth and success of Yamaha Marine Group in the USA. This success story would not be possible without the support and commitment of Yamaha's leadership, all Yamaha co-workers, plus more than 100 independent boat builders and more than 2,000 dealer partners in the U.S. who have made Yamaha Outboards their power of choice.

To see the dreams of the Yamaha team come to life is a testimony to the value of teamwork. We know we sell outboard motors and boats, but we also strengthen families, and help people relax as they enjoy the great outdoors through the boating lifestyle.

Before 1984, there were no Yamaha boat companies and few Yamaha outboards in the U.S. There were some of the first P7 outboards seen here and there, used by just a handful of anglers. From that inauspicious start, Yamaha Marine has grown into a major influence in the U.S. marine industry. Yamaha's distinctive logo on the outboard cowl is seen on transoms of boats from Alaska to Florida and Hawaii to Maine.

In addition, Yamaha Marine Group's four popular boat companies, G3, Skeeter, Cobia and Century brands, now enjoy full production schedules because they, too, meet the needs of the American Boater.

Today, about one in every three outboards now sold in the U.S. is a Yamaha. And in larger V6 models, close to one of every two sold is a Yamaha, making us one of the two U.S. outboard leaders. This success can be attributed to a three-pronged strategy:

- Build strong partnerships with the best boat builders and dealers in the U.S.
- Develop consistent sales and marketing programs to stimulate retail sales and profitability for our dealers.
- And finally, deliver a steady flow of innovative and reliable outboards that consistently exceed the expectations of consumers.

As each new model year brought innovative improvements for design and reliability, Yamaha management once stated that the introduction of Yamaha to the U.S. market meant that the boater, regardless of which brand outboard he or she buys, is getting a better product because of the technology competition touched off by Yamaha.

Popular Mechanics magazine wrote an unprecedented salute to Yamaha noting that its introduction of a full line and innovative technology breathed new life into the outboard marketplace in the U.S.

Since 1984, our introductory year, no other outboard brand has been recognized for excellence and innovative engineering by the media, industry peers and consumers as often as Yamaha, including being named as Manufacturer of the Year by the Marine Retailers Association of America.

We are proud of the industry honors, because they are measures of achievement in a very competitive marketplace. But the honors that have had the most impact on us were receiving three J.D. Power and Associates Customer Satisfaction Awards. These awards, for our two-stroke and four-stroke models, are determined by the ownership experience and satisfaction of owners.

When the National Marine Manufacturers Association created its Customer Satisfaction Index program, we were the only outboard brand to receive the CSI awards three years in a row.

While there are many factors that contribute to high customer satisfaction, we believe if you start with a better product, all of the various factors are much easier to manage.

In the late 1980s, Yamaha was a pioneer in the concept of packaging boats and motors. Previously, the dealer would sell the boat and then install the engine at

First shipments of YA-1 to Tokyo dealers Course inspection and YA-1 testing at the Asama Highlands Race (1955)



1955

Our's 50th Anniversary



the dealership. With packaging, dealers would now be able to order their customer's boats

with the outboard of choice already prerigged by the boat builder. It was this concept that led to the establishment and growth of Yamaha Marine's OEM Division in 1989. Today more than 100 independent boat builders now feature Yamaha outboards as the power of choice for their dealers and customers.

Boaters are passionate about their lifestyle. As word of Yamaha's durability and turn-the-key reliability spread, demand for Yamaha began to grow. While it was our technology that won the awards, it was the on-water performance of

this technology when it counted that turned boaters into loyal owners. The outboard buyer trusts and believes in Yamaha not because we say they're great, but because of the continued growth of the Yamaha reputation for reliability. Our owners are Yamaha's greatest advocates who share the reliability story by word-of-mouth. As a result of this advocacy the industry has honored our products with its highest awards.

We are proud to have met the challenges of the U.S. boating market while living up to Yamaha's expectations with the satisfaction that by working together we have all made boating better and helped more people enjoy their leisure time.

The Wave of the Future



Mark Speaks

YAMAHA MOTOR CORPORATION USA
President, Yamaha WaterCraft Group



Do you remember your first boating trip? Ask anyone to tell the story of their first experience with boating and chances are the story is deeply personal and meaningful—a first-hand testament to Yamaha's mission of delivering a lifetime of memorable experiences.

By dedication and inspiration, we have redefined an industry and made possible an exhilarating experience enjoyed by millions of people. We introduced breakthrough innovations that were beyond evolutionary, and, in fact, revolutionary. We have been guided by design principles that strike a perfect balance between ultimate performance and peace of mind—all the while remaining firmly focused on our customers.

In the U.S., with an abundance of natural resources for our customers to enjoy—we have more than 80,000 square miles of inland waters—there is a thirst to explore the watery world around us, and Yamaha boats and WaveRunners provide the best and most enjoyable way to do it.

We have constantly challenged ourselves to take advantage of these abundant resources in variety of new ways. Having entered the personal watercraft (PWC) industry as a venerable newcomer in 1986, Yamaha rose to the occasion. In fact, Yamaha not only introduced the first commercially-successful sit-down watercraft, we were also the first to fully expand the experience to three-person watercraft in 1990 and four-person watercraft in 1998—making the enjoyment of the sport truly a shared experience. Today, more than 97% of all PWCs are multi-passenger vessels, due in part to our pioneering vision.

But vision alone does not make legends. The truest test of quality manufacturing is how well a product will endure the test of time. From the very first WaveRunner to hit the water, customers knew that Yamaha represented a higher standard of on-water recreation. It is with a sense of pride—and a bit of whimsical nostalgia—to still see some of these earlier craft being enjoyed today. In the 90s, we expanded beyond personal watercraft into the recreational boat business, and our performance image was further enhanced by strong competitive achievements and superior designs. People soon came to realize that when they saw the distinctive 'rooster tail' coming from the back of a watercraft, that it was a Yamaha.

As we embarked on a new millennium, the Yamaha WaterCraft Group charted a new course best described as a "Family Fun on the Water" strategy. An internal mantra of sorts, Yamaha challenges every design-idea and marketing pro-

gram to deliver added value to the thousands of families that choose recreational boating as their recreation of choice. It is an evolution of design and purpose.

Recognizing the need to have quieter, lower-emission craft, and to improve the overall experience for users and non-users, in 2001 Yamaha introduced the world's first four-stroke personal watercraft. The market response has been overwhelmingly positive, and now four-stroke models make up more than 85% of our sales.

More recently, Yamaha introduced the world's most affordable line of four-stroke PWC, the VX 110 Series. Unlike high-price, high-horsepower models by other manufacturers, the VX110 Series was an exciting affordably-priced three-person four-stroke model, which attracted tens of thousand of families to the Yamaha brand. It was priced thousands of dollars less than anything else in existence.

For the boat business, it was Yamaha employees' first-hand experiences with their own families that inspired a truly dynamic new design. While boating, we noticed that kids like to spend most of their time simply jumping in and out of the water. In response, we utilized the unique attributes of compact, lightweight jet drives to develop a new series of 23-foot 'family-friendly' runabout boats called the 230 Series which feature a 'private patio' on the water. This award-winning design sets our boats distinctly apart from others by allowing friends and family members the ability to relax in a large comfortable area close to the water.

Noted one magazine editor, "if the competition envies it, you know it must be good."

Today, Yamaha products, whether being used for family recreation, wildlife conservation or as a life-saving vessel, are woven into the fabric of American life. From watercraft enthusiasts to weekend warriors, Yamaha-brand boats and WaveRunners represent a superior on-water experience and the freedom to control one's destiny. Whether in search of solitude or social activity, Yamaha products exceed expectations at every turn.

As we look ahead to the future, we are well positioned to further expand our leadership role in the industry, to usher in a new era of breakthroughs and customer-driven innovations. We are committed to selling more than a product—we are providing a lifetime of memorable experiences. As we continue to stand behind our products, so, too, will our customers stand by us.

First Yamaha outboard motor "P7" developed (1958)



First IRP boat "CAI-21" developed (1960)



Sale of Yamaha H-11 boat begins (1964)



Toyota 2000GT developed and built in joint project with Toyota Motors (1966)



Yamaha Motor's 50th Anniversary

"The Waiting Is Over"



Greg Fenwick
YAMAHA MOTOR NEW ZEALAND
Marine National Manager



There are certain people that just have a life long fascination for outboard motors almost like an illness. I have met customers like this and I must admit that I am one of those who suffer this affliction as well.

Since a child I had always collected outboard brochures until after school, and for a short period during university I began my first full time job working for a marine dealer in Auckland selling Mercury outboards. It was at this time I was introduced to Yamaha outboards as we also had the ability to sell Yamaha, which at this stage had a range from 2 to 25hp. They immediately had a great impression on me. They were so reliable. They always started, straight out of the box, which wasn't the case with all outboards in those days.

However due to an international agreement between Yamaha and Mercury in 1976 Yamaha outboards were no longer sold under the Yamaha brand name in New Zealand, Australia or the USA. This was the time Mariner was established and Yamaha supplied engines between 2 and 60hp to be marketed under the Mariner brand name. Again I was so impressed with these outboards. In 1978 I was offered a position with the Mariner distributor for NZ, who was also the Yamaha motorcycle distributor. The big deciding factor for me was that it was more than likely that this company would become the Yamaha outboard distributor for NZ when the Brunswick Yamaha agreement was terminated. In October 1982 it finally happened. The agreement was over and it was time to re-introduce Yamaha outboard into New Zealand!

So in late 1982 we began with zero market-share as Moller Yamaha Limited, a privately owned company with a 10% Yamaha Motor Co., Ltd., Japan ownership as the New Zealand importer and distributor for Yamaha outboards in New Zealand. (In 2001, Yamaha Motor New Zealand was established as a wholly owned subsidiary of Yamaha Motor Co., Ltd.)

The beginning was a very exciting time and the full Yamaha range of outboards was now two stroke pre-mix from 2 hp to the top of the line 115hp V4.

At this time Yamaha outboards quickly established themselves as very reliable and refined outboards compared to other competitive products in the market place. Such unique features as 100:1 fuel/oil mix and a loop charged V4 were industry-leading features.

It was our job to establish a dealer network in very quick time and knowing the quality of Yamaha products it was our intention to establish the best possible dealer network for Yamaha. Within two or three years Yamaha could boast the strongest dealer network nationally.

Promotion and advertising clearly pitched Yamaha justifiably as the premium high

image brand. Our very first magazine advertisement had the catch line "The Waiting Is Over."

The impact of the new extended 1984 model range in the market place confirmed that Yamaha was back and was serious about offering the best products with high-tech features to the boating public.

In the following years, Yamaha kept offering new state of the art products, and by this time the consumer quickly accepted Yamaha outboards as more leading technology was offered. This reflected in second-hand product prices as well which meant Yamaha outboards offered excellent resale value and this served to reinforce the new outboard purchaser that his decision was the right one.

One significant promotion was in 1999 where a lightweight F4 was tested to secure a World Record. The distance achieved was a staggering 108,262 kilometers (67.27 statute miles) and a Guinness World Record Certificate was issued for the greatest distance covered by a boat powered by an outboard motor on one gallon (imperial) of fuel.

Another promotion that has been important to Yamaha in New Zealand has been the support offered as an Official or Exclusive supplier to "Team New Zealand"—New Zealand's America's Cup team. Since 1988 Yamaha outboards in New Zealand have supported this team and our justification in this promotion has always been not only based on the day to day exposure for Yamaha locally, but also should the America's Cup have been won by New Zealand one certain benefactor would be the New Zealand marine industry. After New Zealand won the very high profile America's Cup in San Diego in 1995 all our wishes had come to fruition and in 2000 Team New Zealand successfully became the first country to defend the America's Cup out of the USA. The events were staged in Auckland, New Zealand during 2000 and 2003—Yamaha outboards absolutely dominated this international high-exposure sporting event. In fact out of the 240 outboards used by challenging syndicates, race organizers, media, judge and patrol boats, 220 were Yamahas ranging from the F100 to the extremely popular F225. Yamaha proved to be the only outboard that could offer the level of reliability required. The follow up to this is that the America's Cup Management has again chosen Yamaha for all patrol and judge boats for the next America's Cup to be staged in Europe 2007.

We are sincerely grateful to Yamaha for providing such fine products, making our job so much easier. Yamaha Motor New Zealand along with all the New Zealand Yamaha Marine Dealers wish Yamaha Motor Company the very best for their 50th Golden Anniversary and we look forward to many more years of offering the finest marine product to the New Zealand market.

Crossing Rivers, Jungles and Deserts



United Mexican States

Jefferson H. Fuller
INDUSTRIA MEXICANA DE EQUIPO
MARINO S.A. DE C.V.
President



We know from experience, that Yamaha Motor Co., Ltd. is a world leading corporation which has always been fully committed to the manufacture of the highest quality products, exceeding the most demanding customers' expectations. It is a great achievement to have reached the 50th anniversary of its foundation.

Our relationship with Yamaha started in Mexico 31 years ago with Outboard motors and technology assistance to manufacture FRP boats. We have memorable experiences like the effort that was carried out together to introduce Japanese products into a market dominated by US-made products, like OMC outboards back in the early 70s. We needed to visit every single fishermen village throughout Mexico, meaning to travel by dirt roads following a coast line of more than 10,000 kilometers, which crosses rivers, jungles and deserts. Yamaha's Japanese staff and Industria Mexicana de Equipo Marino's

(IMEMSA) Mexican employees worked together day by day, surviving mosquitoes, lack of fresh water in very hot weather and very primitive working conditions. There was the time that material for boat building in Mexico was mainly wood, so they were very narrow and unstable wooden boats with limited space for cargo or people. The Yamaha FRP boat manufacturing technology was adapted by IMEMSA to local conditions, completely transforming the way of coastal- and river-water fishing and transportation. The efforts and sacrifices were rewarded and the introduction of Yamaha outboards was successful, and now it has reached a market share of 80%. However we can never rest and we are constantly striving to preempt any action of our competitors. During the

Yamaha Motor Europe N.V. founded (1968)

Yamaha Maruwa Hamanako opens (1972)



31 years of Yamaha presence in this market, the contribution that it has made to Mexico's fishing and marine recreational industries is unquestionable and above all other competitors' brands.

What Yamaha brand products mean to Mexican customers is that they are manufactured by a serious company with: superior quality manufacturing philosophy, long life products, continuous technological development and a commitment to the full satisfaction of its customers and an environmental consciousness of the well being of their communities.

During the time that we have been associated with Yamaha, we have learned to develop our own working principles, which tie with its business philosophy: Rely on a long term commitment from our shareholders, our business associates and our working team. Develop and offer a full after-sales service

Thrilling, Impressing, and Touching Customers' Hearts

Congratulations to Yamaha Motor Company on your 50th anniversary celebration!

Supratechnic is glad and honored to be a part of this memorable occasion that signifies another milestone in Yamaha Motor's history. The Management and Staff truly and richly deserve such success and recognition.

Over the years, Yamaha has gained worldwide recognition and our company is proud to be the distributor of Yamaha Marine products. As with any anniversary, one can't help but look back and reminisce about the accomplishments and challenges of the past and marvel at how far we have come in our business association with you.

Yamaha enjoys a reputation for being a leader in its products and services. She has developed the ability to successfully execute her business strategies.

The best thing about Yamaha Motor Company, however, has been the staff's willingness to go that extra mile to ensure that the customers consistently use quality products. This not only allows Yamaha Motor to earn the trust and confidence of the customers but also enable customers to truly enjoy the quality products and services that genuinely thrill, impress, and touch customers'

"Yamaha" spells trust

Dear Mr. President,

50 memorable years have passed.

From a humble harmonium repair undertaking to a global conglomerate brand, "Yamaha" spells trust. Tens and thousands of dedicated Yamaha employees of the organization have engineered innumerable products which are today amongst the market leaders in their respective segments worldwide.

Respect for people and natural resources is the corner stone of Yamaha's foundation. This respect is the base that drives Yamaha to seek opportunities that make customers, distributors, employees and vendors successful in every business venture. "Focus builds an abundance of goodwill and pre-disposition to trust," this trust is Yamaha's fuel to meet commitments on business and personal fronts.

On the 50th year of accomplishment, Yamaha's virtue and labour has transformed the lives of citizens around the world with products that will be cherished all over the world.

The technology gained will drive Yamaha to engineer the next century with products that will improve lives of people, protect nature and touch the hearts of valued customers.

In 1979, Yamaha landed on Indian shores with the Outboard Motor targeting the commercial fishing segment, who till then were powered by sail or by oar. Due to the untiring efforts of those pioneering personalities from Yamaha and George Maijo, the Outboard Motor secured recognition as a dependable tool to mechanize local boats. And it revolutionized coastal fishing in India. Yamaha Outboard

of spare parts and technical support in order to assure the loyalty of our customers. Have state of the art technology in all the products and services we offer. Understand the social environment of our markets in order to make an active and committed participation. Continually educate our own staff and customers. And as the basic philosophy of the business: Never give up!

We feel very proud to be associated with a leading and innovating corporation and be part of the worldwide extensive Yamaha family.

From all the staff at IMEMSA, its distributors' network and the writer, we extend the most affectionate congratulations to all Yamaha Motor Co., Ltd. personnel, executives, senior executives and board of directors, for reaching its first 50th anniversary, and we are certain that you will successfully embrace the challenges of the next 50.



Andy Heng
SUPRATECHNIC PTE. LTD.
Director



Republic of Singapore

hearts—the first time and every time.

Through our association with Yamaha Motor Company since 1968 when our company was first incorporated, we too have grown from a simple beginning into a major company with a solid presence in Singapore and

West Malaysia for the distribution of Yamaha Marine products. We would like to thank Yamaha's past and present Management and Staff who have been instrumental in our growth. Their efforts to deliver top-notch quality products to our customers to this very day is the reason for Yamaha's market leadership.

An anniversary also provides the opportunity to look forward to what lies ahead. I am confident that the relations that have been developed over the years between Supratechnic Pte Ltd and Yamaha Motor Company will stand us in good stead for the years to come. I am sure that we will continue to overcome the various challenges, which lies ahead.

I wish Yamaha Motor Company many more years of progress and prosperity. Happy 50th anniversary!

From the Management and Staff of Supratechnic Group.



T. M. Joseph
GEORGE MAIJO
Managing Director



Motors have since been propelling the fishing community towards prosperity.

In 1982, our Cochin office witnessed an unforgettable moment. Umpteen fisherwomen gathered in front of the office, with their jewellery and other valuables demanding a Yamaha engine in return. This made a host of financiers camp around our Cochin office, buy their jewellery and prized possessions in return for money, and enabled the fisherwomen to purchase the engine. Yamaha was then a monopoly and soon became a household name in the fishing sector.

Soon Johnson entered the market followed by Evinrude, Suzuki and Mariner. Yamaha and Maijo Joseph retained its leadership position in the market in spite of stiff competition from other brands. Funiya-san, Dupont-san, Matsumoto-san, Sawada-san, Y. Sato-san, S. Sato-san, Miyamoto-san, Tsunamoto-san along with the dedicated staff of George Maijo toiled over the 6,000 kilometer stretch of the Indian coastline to sustain Yamaha's formidable market share.

Mr. T. M. Joseph, with his magnanimous "do or die" character, imparted credibility and brought resolution in everything that was done. This sense of integrity and commitment that we have inherited will be passed on to the generations that will follow.

Indian fishermen continue to long for a Yamaha outboard engine that increases their earnings, transforms their lives and kindles hopes for a brighter future. Yamaha Outboard Motors continue to be the number one choice for Indian fishermen amongst all

Yamaha Motor Corporation U.S.A. established Ceremony commemorating the 25th anniversary of Yamaha Motor (1977) (1980)



MJ-500PS, MJ-500S Water Vehicles (PWCs) released (1986)



Release on the market of the big yacht Yamaha MY-50 CANARY (1989)



Yamaha Motor's 50th Anniversary

other competing brands like Evinrude and Johnson, which eventually disappeared from the coastal belt. Today the choice is limited to Mariner, Suzuki and Yamaha, of which Yamaha commands an overwhelming 70% of the market share.

In 1994, Yamaha's market share hit an all time low of around 40% when Suzuki emerged as the market leader followed by Yamaha and Mariner.

In 1996, we experienced total demoralisation for having to share the Indian territory with yet another distributor. A quasi-government undertaking with privileges like sales tax exemption and exclusive authority to disburse subsidy element from the Government in a major market that constitutes over 40% of the market share in Kerala. George Maijo eventually came to a stand still.

Our proudest moment occurred on the 14th & 15th of March 2003. Yamaha honored us on the occasion of their first South Asian Summit held at Colombo, Sri Lanka for the efforts we put in to penetrate and distribute the product in the Indian market. The honor bestowed upon us is yet another example of Yamaha's respect for values and its total commitment towards distributors.

However history was to be re-written on May 25, 2003, a remarkable day. Mina-

mi-san came with a slogan "George Maijo, wake-up and prove yourself that you are capable to be the sole distributor in India." We wasted no time. We established Yamaha's market leadership within a year's time.

We have a vision that is far sighted and our goal is to establish Yamaha's past glory in the OBM industry, as a monopoly and to sustain the status for years to come in India.

Throughout history, progress has always come for those who have said "it could be done." We are a dedicated force, loyal and committed to the "Yamaha" brand, emotionally and personally. Of course, it also makes good business sense. Needless to say, our trust in "Yamaha" will fuel our future aspirations. "The future is an opportunity undiscovered."

The Yamaha family worldwide can discover the future heeding to the advice of Mr. Genichi Kawakami, the first President of Yamaha: "Be prepared for anything. Times of success are also times to be preparing for the next change."

Winning customer trust is everything for both products and businesses. Reach out to our customers, sincerely with Yamaha's slogan "Touching Your Heart."

"Yamaha...It's a way of Life!"



Republic of South Africa

John Robertson
YAMAHA DISTRIBUTORS SOUTH AFRICA
Managing Director



It is our belief that Yamaha Distributors in South Africa is one of the longest standing distributors for Yamaha Motor in the world! The business started dealing with YMC in 1962, so we have a very proud 43-year relationship with Yamaha Motor.

We started with motorcycles, and over the years we have grown to represent virtually all of the Yamaha Motor products in South Africa, Botswana, Namibia, Lesotho, Swaziland, Zambia and Mozambique, and play a support role for parts into other African countries. (In addition we expanded further to handle the distribution of Yamaha Corporation products such as music instruments, pro audios and AV.)

The market in South Africa is very diverse, a mix of "first" and "third world" so our product lineup and marketing activities also reflect this; from a basic motorcycle such as RX100 to the most powerful spec R-1; from Enduro outboards to the latest Z300-HPDI, from utility portable gensets, to golf cars for luxury golf estates! I can say without hesitation that the underlying strength in our business relationship with YMC has been, and remains, people! The first Japanese person I met was Shinichiro Uchimura who visited us in 1981, and shortly thereafter Mr. Ken Aoba. Last year, I had the pleasure of having dinner with both these gentlemen in Hamamatsu, over 20 years later, talking and laughing about some of our experiences over the years! I have over 200 business cards of Yamaha people I have met over the years! Despite some very tough negotiations and some challenges which had to be overcome from time to time, we have enjoyed fantastic friendships with so many people; each with our own personalities and opinions, but with a common goal...how to keep Yamaha number one!!

One of the biggest challenges we had to endure for over 20 years, was the depreciation of our currency against the ever strengthening Japanese Yen; from around 300 to 1 in 1981, to 16 to 1 in 2005. The constant escalation in prices led to declining markets, especially motorcycles, but together with Yamaha Motor staff we found innovative ways to remain competitive and increase our sales.

I asked our senior staff at Yamaha Distributors (YDSA) for some spontaneous comment, and the responses tell the story!

Kevin Thomas, Director in charge of Power Products (31 years service): "After 40 years Yamaha continues to surprise and impress me with continuous innovation, never accepting the 'status quo,' always striving to be the best."

Dave Harris, National Technical Manager (25 years service): "I've been involved technically with Yamaha products since 1963, from the YDS-1 to the MT-01 and can only praise the quality control. Every year we think Yamaha have developed the ultimate, but then the following year it's better again!"

Greg Bennett, Director for Marine (23 years service): "It is a pleasure to market a product that fulfills every promise that one makes to the customer and enables

us to go to sleep at night knowing the customers' expectations will be met."

Steve Thompson, Parts manager (32 years service): "Passion for Yamaha, that's it! Had my first Yammy YF-1 in 1965 and have never lost the excitement for riding."

Mike de Vos, Motorcycle Manger (15 years service): "I am continually impressed with Yamaha's ability to produce new model concepts, providing us with a superior range of motorcycles and ATVs to stir riders' body and soul...a true Kando experience."

And even a different perspective from our finance director, Darry Lovegrove, who has been with us for "only" 5 years: "Constantly pushing the technological envelope, whilst retaining principles of integrity and honor. Passion, passion, passion... Passionate about bringing excitement to the users of Yamaha products."

And finally, a comment from Mr. Danny Mulder, owner of our biggest dealer, Linex Yamaha, who handles motorcycles and marine products, and has been a Yamaha dealer for 28 years: "36 years ago, my first Yamaha...what a product. 28 years ago, a small Yamaha dealership called Linex Yamaha Motors...what a product! 12 years ago, to be the top Yamaha dealer for marine products and motorcycles...what a product! NOW, still top Yamaha marine and motorcycle dealer...what a product! It is the product and support that invokes the loyalty and passion. WE SELL FUN!"

At YDSA, we have tried to build the Yamaha reputation in South Africa, not only through aggressive marketing, but by focusing on services and parts, to ensure a totally happy customer ownership experience. In this regard, the support and cooperation from YMC staff has always been excellent. And let us not forget the efforts of Toh-san in rider training as well!

Probably one of the most appropriate slogans was "Yamaha... It's a way of Life!" and for me and all my staff at Yamaha distributors, Yamaha certainly has been, and still is, very much part of our personal lives.

What a fantastic brand to be associated with! The vision and direction of the various Presidents and Directors, and the dedication of all the staff from engineers, R and D, Parts, Service... everyone and everything that makes a great, successful and sustainable brand. And here we are celebrating 50 years of innovative, leading edge technology.

Long may Yamaha Motor and their distributors improve the life of so many people, "touching their hearts!"

As Mr. Kajikawa assumes the overall leadership responsibility, we look forward to the next 50 years!

Completion of snowmobile test facility in Hokkaido (1989)



Yamaha built the America's Cup challenge boat Nippon (1992)



Yamaha wins Whitbread Round the World Yacht Race (1994)



F225A outboard motor wins Innovation Award in U.S. (2000)



Yamaha: Inestimable benefits to Nigeria



Federal Republic Nigeria

Paul Newns
JOHN HOLT & COMPANY LTD. (Liverpool)
Chairman

As Chairman of John Holt & Company (Liverpool) Limited I am delighted, on behalf of the John Holt Group, to congratulate Yamaha Motor Company on the occasion of its 50th anniversary.

John Holt is proud of its 32-year association with Yamaha, which commenced shortly after I joined Holts. Throughout that time I have been closely involved in developing what has been an enjoyable and successful relationship between Yamaha and John Holt.

It is interesting to reflect that at the time of Yamaha's founding, John Holt had already been in business for some 88 years since its eponymous founder began trading in 1867.

During its long history there are a few parts of the world in which John Holt has not done business, but it was originally established in West Africa as a public quoted company and became an international conglomerate.

John Holt was acquired by the British conglomerate Lonrho Plc in 1968, but today John Holt is a private company which I and two partners, James McLardy and Chief C I Ezech acquired from Lonrho in 2001.

Our business remains principally in Africa and more specifically in Nigeria, the territory in which John Holt represents Yamaha as its sole franchisee.

The association of John Holt and Yamaha has delivered inestimable benefits to Nigeria. The inshore fishing industry uses glass fibre boats manufactured in Nigeria, hence protecting natural resources as canoes made from hollowed out logs have been replaced by the longer lasting and more reliable Yamaha

designed products. Other boats have been supplied to Navy, Army and Police and we also provide transportation for oil industry personnel. Naturally these boats are powered by Yamaha outboard engines, which remain the undisputed brand leader.

Whilst the oil industry remains critical to Nigeria's economy, other sectors have seen the benefit of Yamaha products. Many small businesses have prospered through the availability of effective power supply provided by portable Yamaha generating sets.

Efforts to develop the agricultural sector have been assisted by the availability of Yamaha water pumps and multi-purpose engines—many of which have been provided under government or World Bank funded schemes.

Yamaha motorcycles have provided cheap reliable transport to countless thousands of Nigerians. They continue to be the first choice for fleet supply to armed forces, relief contracts and banks where reputation and reliability are paramount factors in supplier selection.

I trust our association will continue to thrive and prosper in the years to come and that Yamaha's golden anniversary will be the precursor of many such celebrations in the future.



Touching the hearts of the Kuwaiti people

Abdul Rehman Sultan Al-Salem
KUWAIT DEVELOPMENT & TRADING CO. SULTAN
AL-SALEM & SONS
Managing Director



State of Kuwait

Yamaha implanted its perennial plant in fertile soil at Nippon Gakki 50 years ago. It dreamed of becoming among the world's very best. This tiny plant has grown up with its stalwart trunk, gorgeous crown and deep roots. This is the fruit for future vision of the wise management at Yamaha through their constant efforts for unique quality and utmost care about fibrous roots—including the end users all over the world. Today Yamaha holds "Kando - Touching Your Heart" on its crown in bold letters.

I am a Kuwaiti national with five children, and the Chairman of KDT founded by my late father in 1946. I am very much fond of fishing and water sports. Yamaha has combined my hobby into business, therefore, my work is a joy for me and that is why I have taken on the challenge of tireless efforts, thinking constantly of Yamaha.

During my years of taking care of Yamaha business, I have come to know great people and developed strong friendships. I have great memories and we are in touch. I have gained a lot through their guidance and I cherish their friendship.

One of the crucial lessons that I learned from Yamaha is that of taking care of your life as well as the surroundings, which are the people around you and the environment we live in. Vis-a-vis business and "Customer Care And Customer Satisfaction" stands among my top priorities from sales, service and to spare parts. And since Yamaha has made a lot of its contribution in the fishing and pleasure boat markets with reliable and durable products, and has offered families and young people joy and enjoyment, it has truly earned the slogan of "Kando - Touching Your Heart."

Kuwait has most of its mainland as flat sandy desert but there has been a strong link between Kuwait and the ocean, which served as the main source of income in olden times. Oil is the dominant factor in the economy of mod-



ern Kuwait, whose economy is in good shape in spite of the 1991 Iraqi invasion and the fluctuations of the world energy market. The modern Kuwait lifestyle has changed from vessel building, trading through its fleet and pearl diving into a sophisticated modern life with all-round development. Modern Kuwait, however, still engages in fishing and relies on Yamaha Motors.

The Kuwait Development & Trading Co. (KDT) entered into the marine business in 1955 representing Westbend and Chrysler. Yamaha outboard motors started their con-

quest in March 1973 when Johnson, Evinrude and Chrysler were dominating the fishing and pleasure segments, but within the span of five years it gained a leading position in the market and has become No.1 in the Kuwait market. Yamaha has contributed a lot by providing reliable engines as well as WaveRunners and ATVs that have changed life of the Kuwaiti people tremendously and really touched their hearts.

Today Yamaha enjoys a lion's share of above 80%. The Distributor market complete line ranges from 2 to 250 hp including 4-strokes, thanks to the high technology, durability, accuracy, outstanding reliability and the economy of all Yamaha products. With the expansion and diversification of Yamaha into other areas, today KDT represents also Yamaha Diesel Engines, WaveRunners, generators, golf cars, motorcycles, and ATVs. It has not only grown with the growth of Yamaha, but it has also earned a strong connection and a very smooth business relationship with Yamaha Motor Company.

My message to the worldwide Yamaha family: Hand in hand together we can achieve the goals set forth by Yamaha so it maintains the leadership in the industry.

4-stroke engine PWC FL40 developed (2002)



Valentina Rossi and the YZR-M1 win the MotoGP championship (2004)



2005

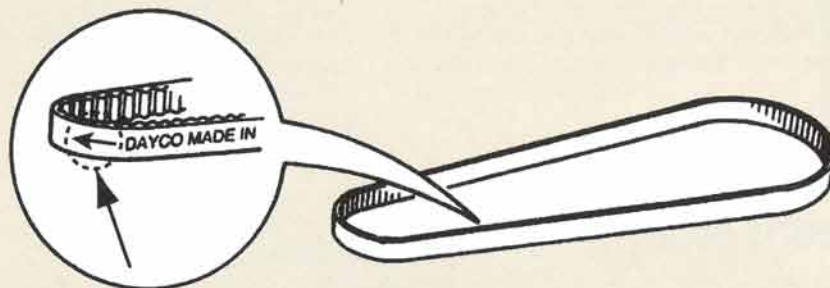
Maintenance tips – Part 3

In this edition of our technical advice series on 4-stroke outboards we answer questions about one of the important parts of a 4-stroke engine, the timing belt.

(1) Installing the timing belt

Q Are there any things to note when installing a new timing belt?

A: There are no particular guidelines for installing a new timing belt. But, when re-mounting the same belt after disassembling the engine you should be sure to mount the belt so that it turns in the same direction as before. A toothed belt is used for the timing belt and during operation the pressure is always applied in the same direction and its fit is based on use in that direction. When removing the belt be sure to mark on the outside of the belt the rotational direction so that you can put it back on in the right direction when reassembling.



Consejos de mantenimiento (3ª parte)

En esta serie de consejos técnicos sobre fuerabordas de 4 tiempos, contestamos algunas preguntas sobre la correa de distribución del encendido, una de las piezas más importantes del motor de 4 tiempos.

(1) Instalación de la correa de distribución

P ¿Qué hay que tener en cuenta al instalar la correa de distribución?

R: No hay que tener en cuenta nada especial, pero si va a usar la misma correa después de desmontar el motor, asegúrese de que gira en el mismo sentido que antes. La correa de distribución es dentada y durante el funcionamiento del motor, la presión se aplica siempre en el mismo sentido. Por eso quedará bien montada únicamente si gira en el sentido correcto. Al quitarla, marque el sentido de giro sobre la parte exterior de la correa para montarla luego en el sentido correcto.

(2) Protecting the timing belt

Q Are there any things to be careful about in order to protect the timing belt?

A: Yes. The timing belt is an important part of the 4-stroke engine that influences the timing of the opening and closing of the intake and exhaust valves. The timing belt is made of a lamination of rubber and cloth. Oil (including grease) and water can damage the belt. Oil makes the rubber swell and can cause it to separate from the cloth. Water makes the cloth swell and can cause it to separate from the rubber. These can cause the belt to break during operation and possibly result in serious damage to the engine. Avoid getting oil or water on the belt. And, when storing, avoid exposure to direct sunlight.

(2) Protección de la correa de distribución

P ¿Se debe tener cuidado para proteger la correa de distribución?

R: Sí, la correa de distribución es una pieza muy importante del motor de 4 tiempos y afecta el momento en que se abren y se cierran las válvulas de admisión y escape. La correa está formada por varias capas de caucho y tela. El aceite, la grasa y el agua pueden causar diversos daños. El aceite hincha el caucho y puede producir una separación de las capas de tela. El agua hincha la tela y puede producir una separación de las capas de caucho. Debido a estas causas, la correa puede romperse durante el funcionamiento del motor y causar serios daños. Evite que caiga aceite o agua sobre la correa. No la deje en contacto directo con los rayos del sol.

(3) Interval for replacing the timing belt

Q How often should the timing belt be replaced with a new one?

A: For all the Yamaha 4-stroke outboards using a toothed belt, we recommend that the belt be replaced after 1,000 hours of engine operation or five years, whichever comes first. As for other Yamaha models, please refer to the instructions in their respective service manuals.

(3) Cambio de la correa de distribución

P ¿Con qué frecuencia hay que cambiar la correa de distribución por una nueva?

R: En los fuerabordas Yamaha F100A y F80A, se recomienda cambiarla después de 1.000 horas de funcionamiento o después de cinco años, lo que ocurra primero. En los demás modelos Yamaha, siga las instrucciones de los respectivos manuales de servicio.

Please write to me with any questions about service.
Comuníquese conmigo ante cualquier pregunta que tenga sobre servicio y reparaciones.

Dr. Sugimoto Chantey Editorial Room
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News Round-up

Argentina

Argentina

Bringing life back to our rivers

The Yamaha marine distributor for Argentina, Nautica Reconquista, has launched an environmental campaign with the cooperation of its sales network. Since this year, this campaign named "CAMPAÑA 10x1" helps to restore the fish resources of the Parana River by releasing 10 young Pacu fish in the river system for every Yamaha outboard motor sold.

Says Nautica Reconquista's president, Mr. Raúl Petrolí, "Because we sell marine leisure products, we must be concerned about Argentina's marine environment. The depletion of fish resources in the Parana River is one of Argentina's biggest environmental problems. But just talking about the problems is not enough. That's why we set this action campaign in motion."

In January, 1,000 young Pacu fish were released by the "Corvina Fest" campaign held at the headwaters of the Parana River system in Lake Herradura. "We were pleased to see the great response to this campaign, not only by the various fishing clubs and environmental groups but also by the average citizens," says president Petrolí. "Solving environmental problems is never easy, but we want to continue to send a message of hope that something is being done. We will keep working with specialists and the society as a whole and show people that the environmental concerns of our customers are being translate into action."

From Mauricio Petrolí, Nautica Reconquista, Argentina

Devolviendo la vida a nuestros ríos

Náutica Reconquista, el distribuidor náutico de Yamaha en Argentina, tiene en marcha desde este año la campaña medioambiental "CAMPAÑA 10x1" en estrecha colaboración con su red de ventas. La finalidad del proyecto es regenerar los recursos pesqueros del río Paraná soltando en el río 10 crías de pacú por cada fueraborda Yamaha vendido.

En palabras de Raúl Petrolí, director gerente de Náutica Reconquista, "dado que vendemos productos náuticos debemos preocuparnos por el medio ambiente marino. La disminución de los recursos pesqueros del



Many citizens joined in the release of young native Pacu fish, which have a high survival rate and will grow to a body length of about 80 cm. Muchas personas asistieron a la suelta de crías de pacú, que tienen una alta tasa de supervivencia y que crecerán hasta alcanzar unos 80 cm.



The poster of "CAMPAÑA 10x1" campaign. El póster de la "CAMPAÑA 10x1".

río Paraná es uno de los mayores problemas medioambientales que tiene Argentina. Pero hablar sobre estos problemas no es suficiente y por eso pusimos en marcha esta campaña".

En enero se soltaron 1.000 crías de pacú en el concurso de pesca de corvina celebrado en la cabecera del río Paraná, en la laguna de Herradura. "Nos alegró comprobar la gran acogida que tiene nuestra campaña no sólo por parte de diversos clubes de pesca y de grupos medioambientales, sino también del ciudadano medio," afirma Petrolí. "Resolver los problemas medioambientales no es nunca fácil pero queremos seguir enviando un mensaje de esperanza de que se está haciendo algo. Continuaremos trabajando con los especialistas y con el conjunto de la sociedad para demostrar a todos que las preocupaciones de nuestros clientes por el medio ambiente están produciendo frutos".

Enviado por Mauricio Petrolí, Náutica Reconquista, Argentina

Peru

Perú

Yamaha on highest boatable lake in the world

March 25, 2005 saw the 3rd running of the Nautical Encounter Titicaca at Puno City, Peru. At an elevation of 3,827 meters above sea level, Lake Titicaca is known as the highest navigable lake in the world. This event was organized to promote tourism for Puno and hopefully make Titicaca a popular stop on the PWC competition circuit. In cooperation with its local dealer Dolphin Runner, Yamaha Motor del Peru S.A. (YMDP) entered a GP1300R WaveRunner ridden by six-time IJSBA world champion Nicolás Rius.

YMDP will continue with events like this and others that bring the Yamaha brand closer to our customers.

From Javier Callegari, YMDP, Peru



Mr. Pereyra of Dolphin Runner takes a native resident from the famous floating community of Uros for a ride on the Yamaha GP1300R.

Eduardo Pereyra de Dolphin Runner invita a un miembro de la famosa comunidad flotante de los Uros a un recorrido en la Yamaha GP1300R.



Nicolás Rius, Javier Callegari (Commercial Manager, YMDP) and Eduardo Pereyra (Manager of Dolphin Runner).

Nicolás Rius, Javier Callegari (director comercial de YMDP) y Eduardo Pereyra (director de Dolphin Runner).

Yamaha en el lago navegable más alto del mundo

El 25 de marzo se disputó la 3ª edición del Encuentro Náutico del Titicaca en la ciudad de Puno. A 3.827 metros sobre el nivel del mar, el Titicaca es el lago navegable más alto del mundo. Este evento se celebró con el fin de promocionar el turismo en Puno y para hacer del Titicaca un lugar popular dentro del circuito de las

competiciones de motos náuticas. En colaboración con su concesionario local Dolphin Runner, Yamaha Motor del Perú S.A. (YMDP) participó con una WaveRunner GP1300R pilotada por Nicolás Rius, seis veces campeón mundial de la IJSBA. YMDP seguirá organizando eventos como éste, que acercarán la marca Yamaha a nuestros clientes.

Javier Callegari, YMDP, Perú

News Round-up

Mexico

PWC safe-riding course draws enthusiastic turnout

A WaveRunner riding safety course was held in Mexico's famous Pacific resort city of Acapulco on March 9 and 10. An unexpectedly large and intent group of 27 participants turned out for this WaveRunner safety course, most of whom were personal watercraft (PWC) rental operators. For these operators who cater to the year-round flow of tourists from around the world, user safety is a big issue. Since many of these participants were the chief operators of PWC rental services who are dealing with rental users every day, they came to the course with a high level of interest in the fine points of safety instruction. They also brought a wealth of experience in safety issues that will surely be reflected in future courses, as Yamaha continues to hold these events in markets around the world with the aim of promoting the "Fun to Ride WaveRunner" image.

From Tetsuya Kaneko, IMEMSA, Mexico



The rental operators took the course diligently because they are concerned about the safety and security of their customers. Los responsables de alquilar motos náuticas mostraron gran interés en el curso porque su preocupación por la seguridad de sus clientes

contacto diario con los usuarios, hubo mucho interés por todo lo relacionado con la seguridad motonáutica. Por su parte, ellos aportaron al curso su enorme experiencia en temas y medidas de seguridad, lo que servirá para mejorar cursos posteriores, porque Yamaha seguirá celebrando estos cursos en todo el mundo para promover su campaña "La diversión de conducir una WaveRunner".

Enviado por Tetsuya Kaneko, IMEMSA, México

México

Curso sobre seguridad en la conducción de motos náuticas

El 9 y 10 de marzo se celebró en Acapulco, la famosa ciudad turística del Pacífico, un curso sobre seguridad en conducción WaveRunner. Un número no esperado de 27 personas, la mayoría de ellos gente dedicada al alquiler de motos náuticas, se presentaron al curso. Para ellos, que generalmente trabajan todo el año con turistas de todo el mundo, la seguridad del usuario es algo primordial. Dado que muchos de los participantes eran los propios propietarios de los servicios de alquiler de motos náuticas y debido a su estrecho

The Philippines

Manila Bay clean-up is one of ALS Marine's CCS activities

On April 16, 2005, ALS Marine Center Corporation sponsored the Manila Bay Clean-Up Project. This event was organized by the 101st Philippine Coast Guard Auxiliary, The Manila Yacht Club and the Department of Environmental and Natural Resources. Forty students and faculty from the Philippine State College of Aeronautics participated in the event.

Two garbage barges and one ALS boat powered by Yamaha outboard motors were utilized to clean up the Bay. Before the actual clean-up, the students and other participants were given a brief orientation on the condition of Manila Bay and its importance in the lives of many Filipinos. Manila Bay serves as the water basin of several neighboring towns, and it's the number one tourist and leisure spot in the city because of its famous sunsets. Also, many fishermen depend on the waters of Manila Bay for their daily catch.

This event is just one of the numerous activities ALS Marine is involved in as part of our community service activities (CCS). We have particularly chosen to support this project because we are one of the beneficiaries of the waters of Manila Bay, where we regularly conduct our boat and Yamaha outboard motor and WaveRunner demonstrations for our customers.

From Cristina T. Supangan, ALS Marine Center Corporation, the Philippines



As event sponsor, ALS Marine is helping protect the Manila Bay environment. ALS Marine patrocina y ayuda a proteger el medio ambiente de la bahía de Manila.



The volunteers prepare to head out to clean up the Bay. Los voluntarios se preparan para limpiar la bahía

Filipinas

La limpieza de la bahía de Manila, una de las actividades de ALS Marine

El 16 de abril de 2005, la empresa ALS Marine Center Corporation patrocinó el proyecto de limpieza de la bahía de Manila. Este acontecimiento fue organizado por la 101 Tropa Auxiliar de Guardacostas de Filipinas, el Club Náutico de Manila y el Departamento de Recursos Naturales y Medioambientales. En sus actividades participaron cuarenta estudiantes y personal docente de la Escuela Universitaria estatal de Aeronáutica.

Para limpiar la bahía se utilizaron dos barcazas y una lancha ALS propulsada por motores fueraborda Yamaha. Antes de empezar a limpiar, los estudiantes y demás participantes recibieron una breve orientación sobre el estado de la bahía de Manila y la importancia que tiene en la vida de muchos filipinos. La bahía de Manila sirve de salida al mar a varias ciudades de los alrededores y es el principal atractivo turístico y de ocio de la ciudad por sus famosas puestas de sol. También, muchos pescadores dependen de las aguas de la bahía para sus capturas diarias.

Este acontecimiento es sólo una de las muchas tareas en las que participa ALS Marine dentro de su programa CCS de actividades al servicio de la comunidad. Se ha elegido apoyar especialmente este proyecto porque nosotros somos uno de los beneficiarios de las aguas de la bahía de Manila, lugar donde efectuamos con frecuencia demostraciones de lanchas, motores fueraborda y WaveRunner Yamaha a nuestros clientes.

Enviado por Cristina T. Supangan, ALS Marine, Filipinas

Yamaha contributes to education long-term

The Yamaha marine and power product distributor in Colombia, Eduardoño S.A., offers a prime example of the strong global Yamaha group commitment to corporate social responsibility. For several years Eduardoño has continued a campaign that contributes school notebooks to elementary and middle schools through its public-service Eduardoño Foundation on the belief that contributing to education is one of the best ways to contribute to society and people's lives. Starting with 20,000 notebooks in 2000, the campaign has spread nationwide, with 72,036 notebooks in 2005. The campaign involves Eduardoño's dealer network, which not only brings Yamaha closer to the dealers but also brings the dealers closer to their communities.

From José Wills, Eduardoño S.A., Colombia



*Colombian children happily receive their donated notebooks
Los escolares colombianos reciben con alegría sus cuadernos*

Yamaha contribuye a la educación a largo plazo

Eduardoño S.A., el distribuidor de generadores, bombas y productos marinos Yamaha en Colombia, es buen ejemplo del firme compromiso global del grupo Yamaha en lo referente a la responsabilidad social de la empresa. Durante varios años, Eduardoño ha llevado a cabo una campaña de entrega de cuadernos escolares a escuelas primarias y secundarias a través de su Fundación Eduardoño, en la creencia de que apoyar la educación es una de las mejores formas de contribuir a la sociedad y de mejorar la vida de la gente. La campaña, que empezó entregando 20.000 cuadernos en el año 2000, se ha extendido por todo el país y en 2005 ha distribuido 72.036. En ella participa la red de concesionarios Eduardoño, que no sólo acerca Yamaha a los concesionarios, sino también los concesionarios a la comunidad local.

Enviado por José Wills, Eduardoño S.A., Colombia

Boat Asia 2005 reflects regional growth in boating industry

With a strong showing over its run from April 14 to 17, Singapore's Boat Asia 2005 trade show clearly marked a regional up-tick in interest for boats and the yachting lifestyle. According to show organizer Suntec Integrated Media, the show at Singapore's Sentosa Cove saw a 25 percent increase in visitors—to 5,189—compared to the previous year turning out to see booths by some 100 exhibitors.

In a dramatic arrival to officiate the opening of Boat Asia 2005, Dr. Vivian Balakrishnan, Singapore's Minister For Community Development, Youth and Sports and Second Minister For Trade and Industry, rode a Yamaha WaveRunner GP1300R accompanied by an FX160 High Output supplied by the Yamaha marine distributor Supratechnic Pte. Ltd.

In the show, Supratechnic's prominent 54 sq.m. Yamaha booth displayed a wide range of environment-friendly Yamaha 4-stroke outboard motors from the F15AMHS up to the F225AETX, and the proven 2-stroke outboards. The WaveRunner exhibit featured the 4-stroke FX160 Cruiser and VX Sports models. The theme of the booth was "Boating is for everyone."

In conjunction with the Boat Show, the Yamaha S-1 Worldwide Slalom and demo rides using the GP1300R & FX160 High Output were very popular among show visitors.

From Jonathan Pak, Supratechnic Pte. Ltd., Singapore



*At the prominent Yamaha booth
El stand de Yamaha ocupaba un lugar prominente en el salón*



*Boat Asia 2005 visitors enjoyed Yamaha WaveRunner demo rides
Los visitantes de Boat Asia 2005 disfrutaron de las pruebas de demostración de las Yamaha WaveRunner*

BoatAsia 2005 refleja el crecimiento regional del sector náutico

Con gran asistencia de público del 14 al 17 de abril, el salón comercial náutico Boat Asia de Singapur demostró claramente el creciente interés del público por las lanchas y los productos náuticos. Según su organizador, Suntec Integrated Media, en el certamen celebrado en la cala Sentosa aumentó un 25 por ciento el número de visitantes respecto al año anterior hasta alcanzar 5.189, mientras que los stands se aproximaron a 100.

En una espectacular llegada para la inauguración de Boat Asia 2005, el Dr. Vivian Balakrishnan, ministro de Desarrollo Comunitario, Juventud y Deportes y número dos del Ministerio de Comercio e Industria, condujo una Yamaha WaveRunner GP1300R acompañada por una FX160 de gran potencia suministrada por Supratechnic Pte Ltd., el distribuidor marino de Yamaha.

En el salón náutico ocupó un lugar destacado el stand de 54 metros cuadrados de Supratechnic que expuso una amplia gama de fuerabordas ecológicos Yamaha de 4 tiempos, desde el F15AMHS hasta el F225AETX, y de fiables fuerabordas de 2 tiempos. Entre las WaveRunner se encontraban la FX160 Cruiser de 4 tiempos y los modelos deportivos VX. El lema del stand fue "La navegación con lanchas es para todos".

Junto con el stand, el Slalom Mundial S-1 y las pruebas de demostración de Yamaha con las GP1300R y FX160 fueron también muy populares entre los visitantes.

Enviado por Jonathan Pak, Supratechnic Pte. Ltd., Singapur

News Round-up

Kenya

Patrol boats delivered and staff training held

The distributor for Yamaha boats and outboard motors in Kenya, Captain Andy's Fishing Supply Ltd., recently delivered the first three of eleven fishery patrol boats it won the bid to supply to the Ministry of Livestock and Fisheries. The Yamaha design boats built in Dubai are the FR-25HT model mounting twin Yamaha 85AETL outboards. This model is already in use in countries like Mauritius and Uganda and this marks its first use in Kenya. On this occasion, the technical staff of Captain Andy's also held a "Technical and Patrol Boat Operator Training" course to ensure that the coast pilots and fish scouts who will use the new patrol boats have full knowledge of their proper operation and



The staff who will operate the new patrol boats were given full instruction in their operation and maintenance
El personal encargado de las nuevas lanchas patrulla recibió completas instrucciones sobre su funcionamiento y mantenimiento

maintenance. The course, which was held at the Lake Victoria port of Kisumu, was also attended by the Coast Fisheries Assistant Director, Mr. G. Monor. On completion of the course, the trainees were all given certificates by Mr. Norman Kitonga, Captain Andy's Workshop Manager, Mombasa.
From Andy Thomas (Captain Andy's Fishing Supply) and Tatsuya Nagashima (OMDO, YMC)



On Lake Victoria, the Yamaha new patrol boats will serve the local fishing industry
En el lago Victoria, las nuevas lanchas patrulla Yamaha serán muy útiles para la industria pesquera local

Entrega de lanchas patrulla y curso de servicio técnico

Captain Andy's Fishing Supply Ltd., el distribuidor de lanchas y motores fueraborda Yamaha en Kenia, entregó recientemente las primeras tres lanchas pesqueras de patrullaje de las once adjudicadas al ganar el concurso del Ministerio de Ganadería y Pesca. Las lanchas de diseño Yamaha construidas en

Kenia



The first three patrol boats on their way to Lake Victoria
Las tres primeras lanchas patrulla, en camino hacia el lago Victoria

Dubai son el modelo FR-25HT con dos fuerabordas Yamaha 85AETL. Este modelo que ya está en uso en varios países como Mauricio y Uganda, llega así por primera vez a Kenia. Aprovechando esta ocasión, el personal técnico de Captain Andy's ofreció también un Curso de Servicio Técnico a operadores de lanchas patrulla para asegurarse de que los pilotos costeros y los exploradores pesqueros que usen las nuevas lanchas tengan conocimientos adecuados de su funcionamiento y mantenimiento. Al curso, celebrado en el puerto de Kisumu, en el lago Victoria, asistió también el director adjunto de Pesca Costera, G. Monor. A su terminación, todos los asistentes al curso recibieron sus certificados de manos de Norman Kitonga, director de Servicio Técnico de Captain Andy's en Mombasa.

Enviado por Andy Thomas (Captain Andy's Fishing Supply) y Tatsuya Nakajima, OMDO, YMC

Indonesia

Boats and motors donated for tsunami victims

The devastating tsunami disaster that struck on Dec. 26, 2004, claimed many lives and destroyed vital infrastructure in the Indonesian province of Aceh. Among the hardest hit areas were the province's fishing villages.

In addition to the Indonesian government, many nations like Australia and Oman reached out with generous offers of aid to the stricken areas. One of the programs aimed at helping the fisherman under the motto "HUMANITARIAN AID FOR ACEH" by donating 6.2 m polyethylene boats produced by PT. Prima Maritim Nusantara and outfitted with Yamaha outboard motors ranging from 15 hp to 40 hp supplied by Yamaha's Indonesian distributor, P.T. Karya Guna Bahari, Indonesia.

We all hope that this aid will contribute to helping the people in these stricken areas return to normal lives as quickly as possible.

From Ronald Leman, P.T. Karya Guna Bahari, Indonesia

The Australian Embassy donated these boats to local fishermen in Aceh
La embajada australiana donó estas lanchas a pescadores locales de Aceh



Donación de lanchas y motores a las víctimas del maremoto

El devastador maremoto que asoló Indonesia el 26 de diciembre de 2004 se llevó muchas vidas y destruyó infraestructuras esenciales en la provincia de Aceh. Entre las zonas más devastadas de esta provincia se encontraban los pueblos pesqueros.

Además del Gobierno indonesio, muchos países como Australia y Omán se volcaron en ayudar a las zonas afectadas. P.T. Karya Guna Bahari, el distribuidor indonesio de Yamaha, colaboró en uno de los programas destinados a socorrer a los pescadores bajo el lema "Ayuda Humanitaria para Aceh" donando lanchas de resina plástica de 6,2 metros de largo fabricadas por P.T. Prima Maritim Nusantara y equipadas con fuerabordas Yamaha de 15 a 40

caballos. Esperamos haber contribuido así a ayudar a los habitantes de estas zonas devastadas para que todo vuelva a la normalidad lo más rápidamente posible.

Enviado por Ronald Leman, P.T. Karya Guna Bahari, Indonesia

At the donation ceremony for boats and outboard motors from the Oman Embassy
En la ceremonia de donación de lanchas y motores fueraborda de la embajada de Omán

Japanese art, Japanese heart Arte japonés, corazón japonés

Setomono

Aichi prefecture, site of the current World Expo 2005, is an area of Japan that has long been known for quality craftwork, and even now many leading Japanese manufacturers like Toyota Motor locate their headquarters here.

One of the industries which has been cultivated by Aichi prefecture's craftsmen over the centuries is ceramics. In Japanese, pottery in general is called "Setomono," which was originally a proper noun indicating works of ceramics which were made in Seto city, Aichi prefecture. The ceramic industry in Seto was outstanding in both the volume and quality of work produced there.

It is said that Seto-ware was born in the Kamakura period (13th century) when the potter Kato Shirozaemon Kagemasa, who had learned the art of pottery in China, found excellent clay in Seto during his travels around Japan and established a kiln there. In this area, there are an especially large number of people with the family name Kato, taken from this legendary pioneer of pottery.

In this area, Kato Shojiyu (67) is a second-generation craftsman who has been turning the potting wheel since he was 18 years old.

Recently, there is a trend in the Japanese ceramics world for attention to focus on the value of ceramics as works of art rather than everyday commodities. However, in Seto there is a provincial tradition that respects craftsmen more than artists.

Even Kato says with traditional humility, "I'm not great like an artist." But he also shows his pride by saying, "The skill required to make pieces that are the exact same thing with accuracy is something that only a craftsman who has trained very hard can do. I don't think an artist can do that."

A mere lump of clay is transformed into a beautiful vase at the hand of Kato. Many will agree that his distinguished craftsmanship, which guarantees accuracy without the slightest discrepancy, has itself already reached the level of art.



cerámica hechas en la ciudad de Seto", que está en Aichi. La industria de la cerámica en Seto ha tenido siempre un extraordinario nivel tanto en volumen como en calidad.

La cerámica de Seto tiene sus orígenes en la época Kamakura (siglo XIII) cuando el alfarero Kato Shirozaemon Kagemasa, que había aprendido el oficio en China, encontró excelente arcilla en Seto durante sus viajes a través de Japón y construyó allí un horno. En esta zona hay mucha gente apellidada Kato porque ha tomado su nombre del legendario pionero ceramista.

Uno de ellos es Kato Shojiyu, de 67 años y perteneciente a una segunda generación de ceramistas, que lleva desde los 18 años dándole con el pie a la rueda mientras modela con las manos.

En la cerámica japonesa actual se prefiere valorarla más como obra de arte que como artículo de uso diario. Pero en Seto existe una gran tradición provincial que respeta a los artesanos más que a los artistas.

Incluso Kato afirma con tradicional humildad que no se considera un artista, pero añade con orgullo que "la habilidad necesaria para fabricar piezas todas ellas exactamente iguales es algo que sólo puede hacer un artesano que se ha preparado muy duro para lograrlo. No creo que un artista sea capaz de hacer lo mismo".

Un simple trozo de arcilla se transforma en un hermoso jarrón en manos de Kato, por lo que son ya muchos los que están de acuerdo en que la destreza consumada de sus manos, que garantiza enorme exactitud sin la menor diferencia, ha alcanzado ya categoría de auténtico arte.



瀬戸物

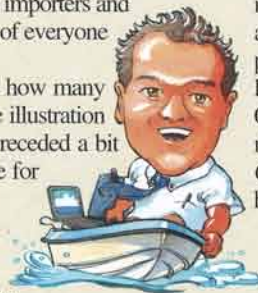
From the Chief Editor

I recently visited Southeast Asia for the first time, and you will see some reports from my trip in this issue of *Chantey*. It was a very productive trip thanks to the great cooperation of the importers and dealers in each country and the warm hospitality of everyone I met. Let me thank everyone once again.

As an aside, let me confide that I was surprised how many people told me I looked much different from the illustration of me here in *Chantey*. I guess my hairline has receded a bit since this illustration was made! Maybe its time for a new one (sigh).

Write to me by mail, fax or e-mail at:
<murakamih@yamaha-motor.co.jp>

Hiroyuki Murakami, Chief Editor of *Chantey*



Saludos del redactor jefe

Acabo de visitar el Sudeste Asiático por primera vez y por eso hemos elaborado un pequeño informe de este viaje que pueden encontrar en este mismo número de *Chantey*. Ha sido una experiencia muy fructífera gracias a la extraordinaria cooperación de los importadores y concesionarios de cada país y a la cordial hospitalidad recibida de todos aquellos que he conocido. Deseo expresarles a todos una vez más mi más sincero agradecimiento.

Quiero decirles también que me sorprendió mucho la cantidad de gente que me dijo que no me parezco en nada al dibujo mío que aparece aquí en *Chantey*. ¡Seguro que la culpa es del pelo que he perdido desde que me lo hicieron! Así que, quizás debiéramos hacer uno nuevo, ¿verdad?

Escribannos por carta, fax o correo electrónico a:
<murakamih@yamaha-motor.co.jp>

Hiroyuki Murakami, redactor jefe de *Chantey*

Beautiful Waters, Forever

Aguas hermosas para siempre

Yamaha Motor Co., Ltd. is cooperating with the local citizen group "Sanctuary Japan" in Hamamatsu, engaging in activities to protect the environment of the Hamamatsu coastline and Enshu-Nada beach, which are known as egg laying sites of the red sea turtle.

There are seven known varieties of loggerhead turtles, but the most prevalent in Japan is the red sea turtle. Every year from May to August the red sea turtles come to southern Japan's long sandy beaches to lay eggs. When the sun sets they come up the beach and dig holes up to 80 centimeters deep, lay about 150 ping-pong ball sized eggs, cover up the holes and return to the sea again. The eggs hatch after approximately 60 days. When they do, the hatchlings appear all at once on the sand and toddle towards the sea.

The Hamamatsu coast is a broad and beautiful sandy coastline, but for a period 4-wheel drive vehicles were running around and litter was scattered around, damaging the environment.

Dirty beaches restrict the loggerhead's egg-laying sites, and the ruts left by four-wheel vehicles form obstacles in the newborn baby turtles' path to the sea, even causing them to die.

There is awareness of the importance of the environment in Japan, and the entry of vehicles to the Hamamatsu beaches is now restricted. Over 100 Yamaha group employees, and on occasions 1,000 or more, participate in environmental protection activities such as the "WellKame" Clean-up Campaign (A phrase coined from the word "Welcome" combined with the Japanese word for turtle, "Kame") and a baby turtle release event.

Yamaha Motor Co., Ltd. está colaborando con el grupo civil "Japón Sanctuary" de la ciudad de Hamamatsu, dedicado a la protección de la costa de la zona y de la playa "Enshunada", donde las tortugas del Mar Rojo depositan sus huevos.

Hay siete variedades conocidas de este tipo de tortuga, pero la más común en Japón es la tortuga del Mar Rojo. Cada año, de mayo a agosto, estas tortugas vienen a las largas playas de arena del sur del país a depositar sus huevos. Al ponerse el sol, suben a la playa y hacen hoyos de 80 centímetros de profundidad en los que ponen unos 150 huevos del tamaño de una pelota de ping-pong, tapan los hoyos y se vuelven al mar. Las crías salen a los 60 días aproximadamente y, cuando lo hacen, aparecen todas juntas sobre la arena y se encaminan hacia el mar.

La costa de Hamamatsu es amplia y arenosa pero, durante algún tiempo, los vehículos todoterreno y la basura dañaron el medio ambiente.

Las playas sucias limitan los sitios donde las tortugas pueden poner sus huevos y los surcos que dejan los vehículos en la arena son grandes obstáculos para las crías en su camino hacia el mar que, y en algunos casos son causa de su muerte.

En Japón, el público es consciente de la importancia que tiene el medio ambiente y, en consecuencia, la entrada de vehículos a las playas de Hamamatsu está ahora restringida. Más de 100 empleados del grupo Yamaha, y a veces 1.000 o más, participan en actividades de protección medioambiental como la campaña "Bienvenidas tortugas", en la que los participantes ayudan a las tortugas recién nacidas a llegar al mar.

To Save the Red Sea Turtle A salvar la tortuga del Mar Rojo

