

# Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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**Chantey  
Special**

## 50 years since the birth of the first Yamaha outboard

Looking back to the roots of the global brand people love **Part I**

### *Yaramaika!* Yamaha's "Spirit of Challenge"

In the local dialect of the Hamamatsu region of Japan where Yamaha Motor Company's headquarters are located, there is a unique local expression, "*yaramaika*." It is a term that even most Japanese have never heard and it is used to express the spirit to overcome the challenges and obstacles to complete a difficult task.

Fifty years have passed since the birth of the first Yamaha outboard motor. Now Yamaha Motor has established itself as the world's outboard motor brand and in March of 2010 the company's total outboard production reached the momentous 9 million mark. But, the history of this half century of Yamaha outboard motors has not always been a smooth sailing, there have been rough waters along the way. In this long history of trying to build outboards that will bring true joy and satisfaction to the world's users, there were many difficulties and obstacles to overcome. But, through it all, the Yamaha people involved in engineering, manufacturing, marketing and service, kept the *yaramaika* spirit and overcame every obstacle. They continued to open up new horizons by taking on new challenges.

In this issue of *Chantey* we take the occasion of this 50<sup>th</sup> anniversary of the birth of Yamaha outboards to revisit those early days of the company's outboard motor development and the "Spirit of Challenge" that led it eventually to success.



Yamaha Motor's first outboard model, P-7, from 1960 (front). In these 50 years, outboards have progressed tremendously. Behind is today's flagship model F350A

## Yaramaika! Yamaha's "Spirit of Challenge"

Key word 1: *Challenge*

### An outboard development project started from scratch

The development project for the first Yamaha outboard motor began back in 1958 with a project staff of just two engineers. At the time, everything was new to them as they started from scratch to build the company's first marine engine.

Soon after the project's start the staff grew in number and preparations began to move into production. At the time, however, there were no set standards for testing and the development process involved simply running the prototypes 24 hours a day and investigating how to improve the parts that broke down.

The project had started from zero and its final result after overcoming many obstacles and hardships was Yamaha's first outboard motor model, the "P-7" that was marketed in Japan in 1960. In fact, however, it was still far from being a perfect outboard motor. For example, as one of the engineers from that time recalls, it was particularly loud and had a high level of vibration. This led to jokes from fishermen such as, "You can tell it is an outboard built by a musical instrument maker – it puts out quite a sound!"



Yamaha's first outboard motor model, the "P-7"



The Showa Seisakusho factory where the first Yamaha outboards were manufactured

Key word 2: *Market-oriented*

### Second model wins high acclaim in Japan



From a pamphlet advertising the P-3

Based on the experience of its first outboard, P7, Yamaha Motor would undertake the new challenge of building a more compact, lighter and quieter outboard. Those efforts led to the birth of the "P-3," Yamaha Motor's second commercial outboard model.

This P-3 was the first outboard manufactured in Japan to use die-cast parts to further reduce weight and contribute to a more compact design.

Unlike the P-7 development project, most of which was conducted by trial and error, the project to develop the P-3 included concerted efforts to directly reflect the opinions from the marketplace and the users. This began a tradition of Yamaha engineers making frequent visits to the marketplace to listen to the voices of the dealers and users. That tradition continues today in Yamaha Motor's market-oriented approach to product development that involves gathering information in each market from the people who actually use and service the products. Whenever there was a claim from a dealership, Yamaha engineers would go there immediately and listen to the reports of the dealers as well as the complaints and requests of the customers. The first test marketing was done in a market in Chiba prefecture in Japan where lobster fishing was popular at the time, and within a few years the entire harbor was filled with the distinctive yellow cowls of the P-3.

In this way, the P-7 was born of a gritty but diligent project that overcame many obstacles, while the P-3 was the product of an equally diligent process that involved directly facing the realities of the use environment and responding to the voices from the market with sincerity. Both of these development processes remain firmly implanted in Yamaha Motor's corporate culture today.

\*In the 130th edition of Chantey we will look at the world's commercial-use markets where the famous durability and reliability of Yamaha outboards was nurtured and refined. (Part 2 of the 50th anniversary feature)



This owner used his P-3 for nearly 20 years (From the Yamaha Marine News published in 1990)

# Using an adjustable wrench

In this year's sequels of One-point Service Advice, I want to review some of the basics of our daily service work that aren't often talked about or taught because people tend to think that they are things everyone knows. The subject this time is using an adjustable wrench.

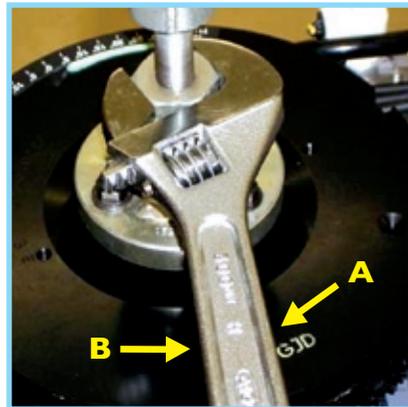
## There is only one proper direction for turning an adjustable wrench when applying force.

When tightening or loosening a bolt or nut with an adjustable wrench, there is only one proper direction for turning the wrench. Which is the correct turning direction in the photos at right. Is it direction A or B?

The answer is A.

## Why is there only one proper direction?

What is the reason that an adjustable wrench should be turned in only one direction when applying force? The reason is that turning the wrench in the wrong direction will damage it.



## Why does applying force in the wrong direction damage the wrench?

To show why turning the wrench in the wrong direction will damage it, I took pictures of a wrench being turned in the two different directions when there is some space (play) between the wrench jaws and the bolt/nut.

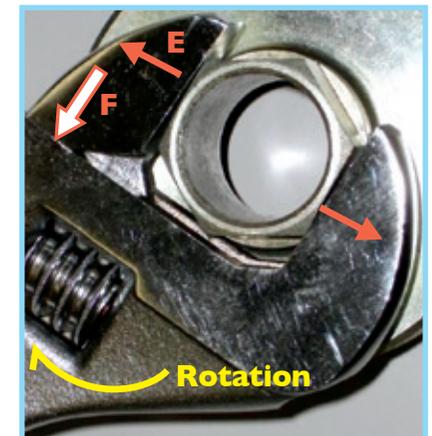
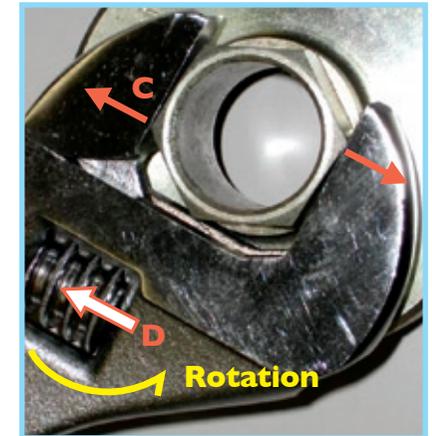
Can you see the difference?

As you will notice, the place where the bolt/nut and wrench come in contact is different when the wrench is turned in the two different directions. That means the places where the wrench and bolt/nut receive the force of the turning action are also different. Now,

let's look at adjustable jaw of the wrench.

In the upper photo the force is being applied at the contact point at the base of the adjustable jaw, which means that the force is being applied in a direction parallel to the slide surface of the adjustable jaw (direction C). This means that the resulting force (D) is absorbed by the worm gear (adjuster gear). Originally, the worm gear is only intended to move the adjustable jaw along the slide surface. It is not designed to withstand the forces of wrench torsion. So, if the wrench is turned in the wrong direction, that force will eventually damage the wrench.

When turned in the correct direction, as in the lower photo, the force is applied near the tip of the adjustable jaw. This causes a transfer of the force to the slide surface of the head in a rotational manner (force E). This means that the slide surface receives the force (F). So, even when a fairly strong force is applied, most of that force simply pushes the jaw against the slide surface and the wrench is not damaged.



There may be many mechanics that have never been taught these fundamental facts because those who know them might believe everyone else knows them too. I chose this as the subject for this column exactly because these are important facts that everyone should know and I will continue to bring up important fundamental subjects in the year to come.

## Dr. Sugimoto Chantey Editorial Room

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## A high level of satisfaction makes lifelong customers

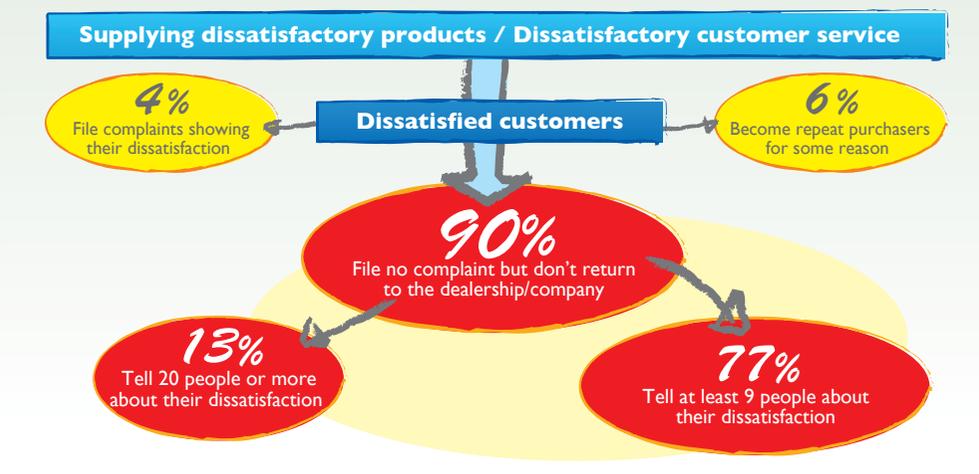
### One loss of trust leads to big demerits

Customers are a vital asset of any dealership or company. A good example of the importance of customer information can be seen in the case of a dealership that burned down but was able to make a quick recovery later because one of the things they managed to save from the fire was the customer register.

The “customers” referred to here are the customers that have made at least one purchase from the dealership or company. And the important thing is to make these customers into lifelong customers of your business. The data in the register containing the list of your customers and their contact information is a vital resource for this job of making long-term loyal customers.

The contents of Figure 1 are based on a report on purchasing behavior of dissatisfied customers released by the US research company Technical Assistance Research Program (TARP) in 1986. As the figure shows, after once becoming dissatisfied and losing trust in a dealership, the large majority of customers do not return to that dealership. What’s more, they also voice that distrust or dissatisfaction to a large number of other people. Although the job of managing customer information and making repeaters of your existing customers may seem like a lot of work, it actually requires only about one-fifth the cost of attracting new customers to your dealership (according to the TARP study).

**Figure 1. Purchasing Behavior of Dissatisfied Customers**  
(based on Technical Assistance Research Program report)



### Making first-time customers lifelong repeat customers

In order to make repeaters out of new customers and have them say that they will come back to your dealership for their next purchases, the way they are treated the first time they come to your dealership and the depth of the service they receive that first time is extremely important.

**Figure 2. Reasons for choosing a dealership for repeat visits and the importance of customer service** (based on Yamaha Motor customer satisfaction survey results)



Figure 2 shows the results of a customer satisfaction survey Yamaha Motor conducted in 2002. Of course, to ensure increasingly high customer satisfaction, it is important that your staff be knowledgeable and skilled in customer service and that they always respond quickly and thoroughly when dealing with customer needs, backed by high-level technical skills. But the most critical point of all is how they respond when trouble or complaints arise.

When trouble does occur, responding quickly to identify the source and correcting it properly and thoroughly can create an even more positive experience for the customer than that of customers who have no problems at all with the products they buy from you. And that positive customer experience often provides even greater trust and loyalty to buy at your dealership again. Another thing you have to be careful of is when customers do have trouble with the products they buy from you but don't report that trouble to you. Because they will probably talk about their dissatisfaction to others.

That is why it is so important to make the effort to keep in close contact with your customers and get reliable information from them about actual and potential problems.

\*In our next issue we will talk about the actual methods of good customer management.

# News Round Up

Activities from distributors around the world, and more

## Miami International Boat Show 2010



The Yamaha Motor booth at the Miami International Boat Show

From February 11 to 15, the 69<sup>th</sup> Miami International Boat Show was held at Miami Beach Convention Center. Yamaha Motor displayed new outboard motors including the VMAX SHO, F4B/F6B, F70A and F300B (V6, 4.2 ℓ ), which attracted lots of attention and visitor interest.

This year's show saw a big decline in display boat volume. Attendance was also down 5.5% compared to 2009. Nonetheless, more than 91,000 visitors attended. Although it is still too early to be optimistic, there is a sense that the economic recession has already bottomed and consumer sentiment is beginning to improve. Other signs of recovery, such as improvement in the financial indexes, are also being seen. Orders are also beginning to increase slowly, which is another sign that the marine market is starting to recover gradually as predicted last year.

\*We will introduce the F70A and F300B (V6, 4.2 ℓ ) outboards shown at the Miami Boat Show in our next issue of *Chantey*.



Besides in the Yamaha booth, our Yamaha outboards were a prominent presence on boats in the nearby area



This special White Version lets owners enjoy customizing with their own original graphics

## SuperJet White Version has been released!

The SuperJet White Version with an all-white body has been released in March, 2010.

Yamaha Motor is offering this model with its simple design for enthusiastic SuperJet customers who want to customize their machine. With the SuperJet White Version, customers can enjoy creating their own original color schemes, painting and applying decals in any way they like!

Of course, with this new version, owners will enjoy the same sharp turning ability and awesome riding performance as the standard model thanks to the same combination of a super lightweight, compact body and a stable hull design.

In addition, Yamaha Motor is organizing a special project, the SuperJet Design Grand Prix, where customers can enter their original design on our official website, WaveRunner Fan Site.

<http://www.waverunner-fan.com/dgp/index.html>

We are looking forward to a lot of original SuperJet design from you and customers.

\*SuperJet White Version is a limited edition and may not be available worldwide. Please contact your Yamaha sales person for further details regarding this product.

YAMAHA OUTBOARDS WEB SITE <http://www.yamaha-motor.co.jp/global/consumer/outboards/index.html>

WAVERRUNNER FAN SITE <http://www.waverunner-fan.com/>