

# Chantey

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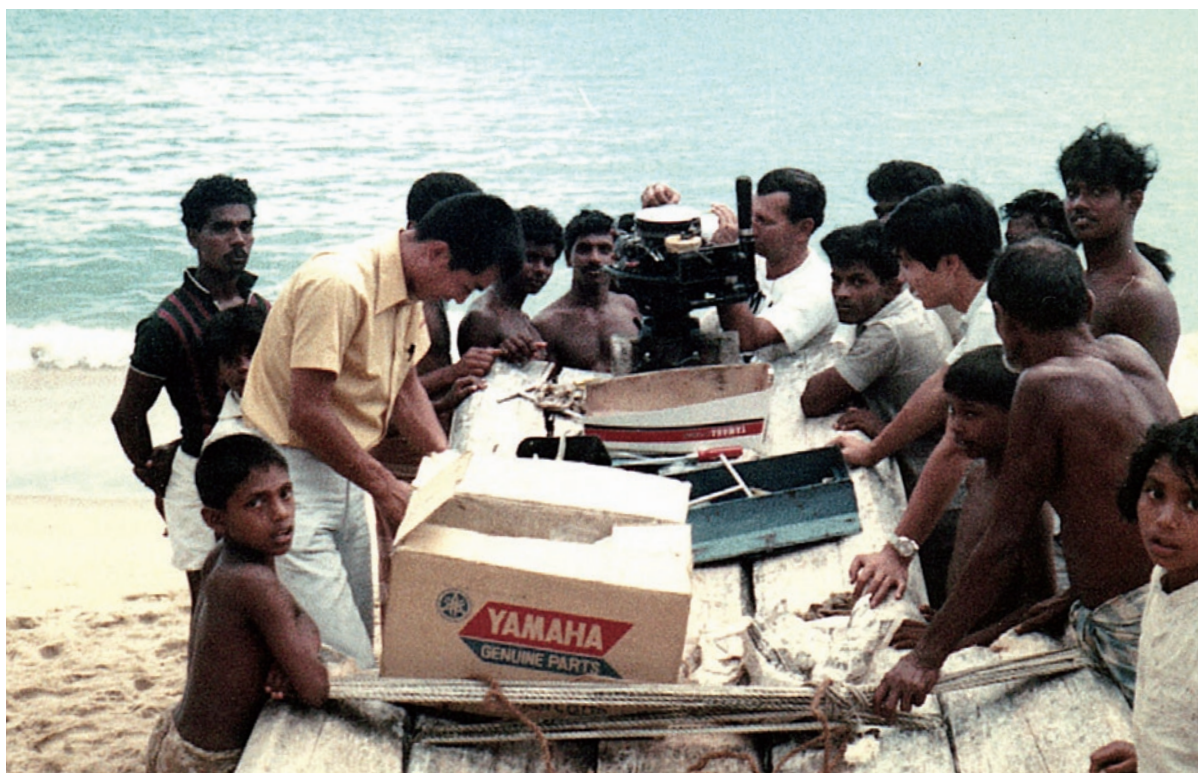
YAMAHA MOTOR CO., LTD., Marine Business Operations, 1400 Nippashi, Minami-ku, Hamamatsu, Shizuoka 432-8528, Japan

**Chantey Special**

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

Looking back to the roots of the global brand people love **Part 2**

### Yamaha outboards, tried, refined and proven in the world's toughest commercial markets



Yamaha outboards are used and loved today in both the pleasure-use and commercial-use markets around the world. Of these, it is the commercial market that places the toughest demands on an outboard in a variety of different environments, and it is here, responding to these demanding needs that Yamaha Motor engineers tested, developed and proved what is now the legendary Yamaha outboard reliability and durability. In the year 1967, the first president of Yamaha Motor Co., Ltd., Genichi Kawakami, had a meeting with Pakistan's Ambassador to Japan. The Ambassador told president Kawakami that in his country during the rainy season the roads become flooded so that even buses can't run. President Kawakami responded by saying that Yamaha has outboard motors and the company would be pleased if those outboards might be of some help. That was the start of Yamaha's venture into the overseas outboard motor market.

A service campaign for the P165G conducted with local service people (Sri Lanka)

## Yamaha outboards, tried, refined and proven in the world's toughest commercial markets

### Taking the hands-on market-specific approach overseas

When Yamaha Motor engineers first traveled to what was then East Pakistan (current Bangladesh) and saw the system of countless canals and extensive use of water transport in the country's coastal region, the first thing that impressed them was the enormous potential for outboard market development. But there were a number of high hurdles that had to be cleared before outboards could be introduced successfully there.



East Pakistan in 1967. There were many boats but few were motorized

One of the most immediate obstacles was the shape of the traditional boats used there. They were double-ender boats that could not mount an outboard without modification. After much trial and error, a new type of boat tailored to the needs of the market was developed and named the P125AK. A demonstration with this new boat mounting an outboard motor was held.

That was not the end of the trials, however. There was a rush of claims citing trouble with the newly introduced P250K outboard. Yamaha Motor responded quickly by sending people from the Service Division to survey the situation. What they saw was the extremely hard use the outboards were being put to. The outboards being sold there were commercial-use models, and if they broke down, it brought an immediate effect on the livelihood of the owner. Yamaha knew the seriousness of



A boat introduced by Yamaha Motor in East Pakistan (current Bangladesh) in 1969 powered by the Yamaha P125AK outboard

this responsibility and every time a problem occurred the company was quick to send a team of engineers to the site to nip the trouble in its bud with effective solutions. These repeated efforts gave the users a feeling of assurance that Yamaha would always be there to solve any problems that arose, and that reputation spread by word of mouth throughout the markets of Asia.

### Going to the customers with service demonstrations

By 1970, Yamaha Motor had entered the US market, but the company's commitment to the commercial-use market would become even stronger and lead to closer involvement in markets around the world. The fundamental approach behind this commitment was to tackle problems on-site wherever and whenever they arose, in any part of the world. Under that commitment, Yamaha Motor actively sent development staff to markets in Africa, Latin America, South Asia and Southeast Asia whenever there was a need. These are places where the North American and European based outboard makers had never ventured at the time.



Preparing for an outboard demonstration in Colombia

In these countries, they often saw outboards of the North American and European makers that had been imported but had no service backup, so they were just left to rust once they broke down. That led Yamaha to begin sending in service people to give service demonstrations. They traveled from fishing village to village and from harbor to harbor performing maintenance and giving service demonstrations. In these regions an outboard motor was an important possession that could help people like fishermen make a better living and improve life for them and their families. In addition to providing service for Yamaha outboards, the Yamaha service

people also worked actively to repair many outboards of the other manufactures that were broken down. Of course trouble continued to arise with our products too, but whenever problems arose Yamaha Motor was there to find the cause and make improvements until we gradually created a whole new category of commercial-use outboard motors, with spec variations to fit the exact needs and use conditions of each region. These efforts are what refined and matured Yamaha Motor's Enduro line of outboards that people love and depend on in their work all over the world today.

## Using an impact socket

This edition continues the last edition's knowledge search series aimed at reviewing the basic skills and technical fundamentals of items that we use often in our service work.

The subject this time is the impact socket.

### What is an impact socket?

An impact socket is the socket used when tightening or loosening bolts with an impact wrench.

There are several things that make an impact socket different from a regular socket.

1. It is larger than an equivalent regular socket
2. The surface is not chrome plated but black
3. A pin is used to connect it to the wrench

Although there are some differences between tool makers, they are generally the same. So, what is the impact wrench that these sockets have to be used with?



### What is an impact wrench?

An impact wrench is a tool that uses the force of an impact to loosen or tighten bolts. It works to apply a large amount of force in an instant, as if you were to attach a wrench to a bolt and then hit its opposite end with a hammer. (Several times the force of static load) For that reason, it can tighten or loosen a bolt easily and quickly. (However, it cannot be used when an exact amount of tightening force is required.)

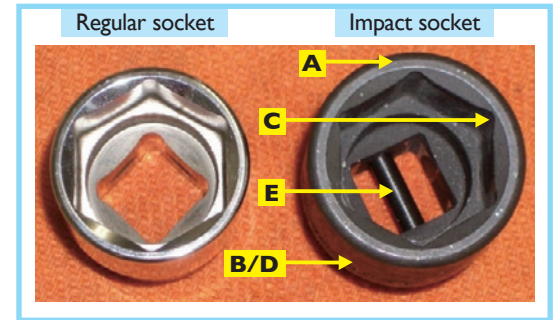


### Qualities required in an impact socket

Because impact force is applied at the drive head of an impact wrench, that same force is applied to the socket. Naturally, the socket has to be able to withstand that impact force.

- A. The walls are thicker to withstand the force of impact
- B. It is made of a softer alloy to prevent impact-induced cracking
- C. Rounding processing is used to help dissipate concentrated load
- D. It is not chrome plated because vibration will peel the plating off
- E. Pin-type attachment is used to prevent the socket from spinning off

These are the qualities you will find in an impact socket



### Use the proper tool to perform work safely

What will happen if you use a regular socket instead of an impact socket when using an impact wrench?

- The socket can crack
- The chrome plating will peel off
- The socket can spin off the wrench and hit people or objects

These are the kinds of things you can expect to happen. In any event, it can almost certainly cause injury or damage to people or objects. You are not a professional if you let yourself use the wrong tool because it is bothersome to change or because you don't have the right tool at hand. Using the proper tool is a basic rule for safe work practices. And, you will find that using proper and safe work practices also helps get the work done faster.

### Dr. Sugimoto Chantey Editorial Room

YAMAHA MOTOR CO., LTD., Marine Business Operations,  
1400 Nippashi, Minami-ku, Hamamatsu, Shizuoka 432-8528, Japan



## Effective use of customer files – Increasing the amount of contacts

Following from the previous edition, which covered the importance of customer files and how to create them, this edition discusses how to effectively utilize these valuable customer files in order to approach customers and ultimately lead to sales promotion.

### 1) When should we approach customers?

- Meticulous follow-up for each customer
  - Letter of thanks immediately after purchase
  - Information on periodic inspections
  - Birthday and Christmas cards, etc.
- Information from the store (company)
  - Event information (ex.: exhibitions)
  - Information on campaigns and new products (think of what customers would be interested in while viewing the customer files when sending out new product information)

Other than this, it is also important to put yourself in the customer's position and think about when and what kind of information or messages they would be happy to receive.

### 2) How should we communicate with customers?

- Direct Mail
  - There are various types of card templates and card-creation software that can be purchased or gotten for free. Try creating unique and original pamphlets, letters, etc. for direct-mailing using these methods.
  - When making event information, think of designs and contents that are inviting and make customers want to come and visit, and be sure to be clear about “when,” “where,” and “what.”
- Send an e-mail
  - Making an email message is different to other communication methods, and the contents will be different. Email contents intended for viewing on a PC may not be readable on the

- mail function of mobile phones. We also have to be mindful about the image/data size, because it may inconvenience your customers if the files are too large.
- It is important to consider carefully the contents of your email, because uninteresting form emails are often not read by customers.

- Website
  - Effective use of emails can lead your customers to your homepage via a link. Recently we are starting to see some effective use of SNS such as Twitter and Facebook.

### Points to consider

Both customer management and communication have significantly improved over the last few years, thanks to advancements in personal computers and networking. However, the most important aspect of sales promotion using customer management remains “thorough care,” not cost or systems. When creating a direct mailing that contains name and address, it may be worthwhile to imagine your customer's face and write a personal handwritten message such as “How is □□'s condition now?” etc.



## News Round Up

Activities from distributors around the world, and more

### Yamaha WaveRunners make history in South Africa

On the 21<sup>st</sup> of April 2010, six South African sports personalities set out on a historic adventure covering 2,800 km of treacherous coastline in over three weeks on their trusted Yamaha FX HO WaveRunners, all in the name of cancer awareness and support under the auspices of the Cancer Association of South Africa (CANSA). The journey followed the entire coastline of South Africa from the border of Mozambique on the east coast to the border of Namibia in the west. The team consisted of some of South Africa's best-loved sports celebrities, including cricketers Lance Klusener and Russel Symcox, surf sport and lifesaving stars Jason Ribbink, Barry Lewin and Brandon Ribbink and marine conservationist and shark expert Mark Addison. With their reliable Yamaha watercraft they covered as much as 315 km a day and overcame giant squall-like swells. Along the way they rallied support for the fight against Cancer with fund raising activities and general awareness clinics.



The performance of the Yamaha FX HO has gone a long way to solidify Yamaha's reputation of their unparalleled reliability not only in South Africa but the world at large



The team consists of some of South Africa's most well loved sports celebrities

From Allison Naidoo, Yamaha Distributors South Africa

### Qatar Marine Festival

Qatar Marine Festival took place from April 12<sup>th</sup> to 21<sup>st</sup> 2010. The main goal of the event is to boost the social and cultural potential of Qatar by promoting closer links between people while contributing to further mutual progress and social development.

A variety of cultural, social, educational, entertainment and sports events and activities were held at the Qatar Marine Festival. During the Festival Yamaha mounted a booth at the exhibition zone related to the marine life.

From Mohamed Mukthar, Al Badi Trading & Contracting Co., Ltd.



### Surubi fishing contest in Argentina

From April 28 to May 5, 2010, the 35<sup>th</sup> National Surubi Festival, a grand surubi fishing tournament, was held in the city of Goya in the northeast of Argentina. Approximately 2,260 anglers and 700 boats took part in this giant contest, the largest in Argentina. Yamaha Motor's group company, Yamaha Motor Argentina S.A. (YMARG), gave its full support to this grand event, setting up a Yamaha booth and providing quality products as raffle prizes. As an environmental measure, the requirement for participation in the raffle drawing for a Yamaha outboard is that contest participants had to bring in their trash from the event as proof that they hadn't discarded anything along the river. With its prominent presence at this well attended event, YMARG was able to promote the Yamaha outboard brand across a big segment of Argentina's anglers and boaters.

From Fumihiko Kitano, Yamaha Motor do Brasil Ltda.



Yamaha booth



More than 2,000 fishermen and 700 boats took part in this fishing festival

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

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

Yamaha Outboards Channel is online on Youtube

View waterside scenes and scenes of Yamaha outboards in use around the world

Yamaha Outboards Channel <http://www.youtube.com/user/Yamahaoutboardmotors>