

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

2010 Sep.
No. 131
English Version



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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 3**

Yamaha Motor's "Spirit of Challenge" and "Creating *Kando*"

The "spirit of challenge" has been a fundamental part of Yamaha Motor's corporate culture since the company's founding and has been a driving force that helped the company overcome countless challenges, including the development of our first outboard motor, the advance into overseas markets and the development of outstanding boats for the domestic market in Japan. There is another part of our corporate culture that also traces back to the very roots of the company. It is the ongoing challenge of the race arena. Throughout our corporate history, Yamaha Motor has taken its own products to compete in the most challenging race competitions, and at times we have given support to people or teams that work

to achieve the highest level of competitive success, by working alongside them with the same spirit. The experience and technologies gained from these ongoing race activities have not only contributed to the achievement of ever-higher levels of engineering and manufacturing but have also enabled us to share with people all over the world the excitement and deep satisfaction that we call *Kando**.

**Kando* is a Japanese word for the simultaneous feeling of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.



For the 2003 America's Cup, Yamaha provided outboard motors to the organizers as official supplier and also as a supporter of the local Team New Zealand. In addition, Yamaha staff were sent to New Zealand during the event to cooperate by performing maintenance (Auckland, New Zealand)



Yamaha Motor's "Spirit of Challenge" and "Creating *Kando*"Sharing the importance of taking on challenges and *Kando* with people all over the world

From its very earliest years as a marine manufacturer, Yamaha Motor began taking part in the motorboat races that were popular at the time in Japan and abroad, and through these challenges we gained a variety of data and experience that proved invaluable in our product development. Besides contributing to product development, these efforts in racing also helped establish a corporate culture of taking on new challenges and sharing *Kando* that have become so much a part of Yamaha Motor's corporate identity.

In addition to motorboat racing, Yamaha has also been involved in many sailing competitions over the years. The history of Yamaha Motor's domestic and overseas sailing competition using Yamaha designed and built offshore sailing yachts began in 1970 with the Single-handed Transpacific Yacht Race.

In 1992, Yamaha Motor joined a syndicate to participate for the first time in the America's Cup, where the world's most accomplished sailors and most advanced racing yachts compete for the oldest trophy in international sport. For that challenge Yamaha Motor created a project within the company to build America's Cup class racing yachts,



Yamaha Motor formed a team to enter the grueling full-crew Whitbread Round the World Race with its yacht *YAMAHA* and won the race. Yamaha employees also joined the crew for the team

and during the two challenges Yamaha participated in from 1992 to 1995, the company built a total of five America's Cup challenge boats. A number of the very latest and most advanced technologies were employed in the building of these *Nippon Challenge* boats, and they succeeded in drawing attention among marine fans worldwide by making it to the semifinals. After the Nippon Challenge syndicate withdrew from



Yamaha supported Japan's Nippon Challenge team for the world's premier inshore yacht race, the America's Cup, in three successive holdings. Yamaha also participated in the building of the race boat

America's Cup competition, Yamaha continued to back this great race, not only as a lend-leaser of outboard motors and maintenance to Team New Zealand for the 2003 Auckland America's Cup but also as official supplier of high-performance outboards and maintenance to power the competition's transport and official boats.

Another pinnacle of yacht racing that Yamaha Motor has participated in is the Whitbread Round the World Race (now the Volvo Ocean Race), a full-crewed offshore race that is considered the world's most challenging and grueling. For the 1993-94 holding of this race over a 32,000-mile (approx. 60,000 km) course circumnavigating the globe, Yamaha Motor became the main sponsor and formed the *YAMAHA* Round the World syndicate to participate as a competitor as well. Despite it being Yamaha's first attempt at the tough challenge of the Whitbread, its determined crew and specially built *YAMAHA* challenge boat won the race. In doing so, the team spread the Yamaha brand name to ports around the world, along with a renewed appreciation of the importance of taking on challenges and the *Kando* they can bring to many people throughout the world.

Yacht racing may not be directly related to our outboard motor business, but this history of competitive challenges is undoubtedly a valuable asset to Yamaha Motor today. And this spirit of challenge and the heritage it has given us will live on, in our product development and in our marketing activities around the world.

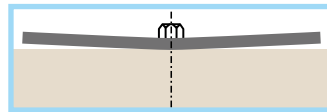
Proper order for fastening bolts

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 proper order for fastening bolts.

Stress and distortion

When a large amount of force is applied to one point on an object, it causes distortion. That is true for a piece of metal too, although the amount of distortion may not be as large.



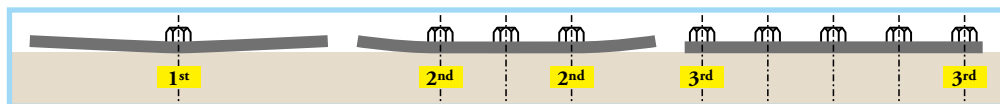
The principle applies to the fastening of a part with bolts as well. A concentrated force is applied by the bolt at the area it seats in and that force naturally causes distortion of the metal.

The diagram above illustrates the deformation that takes place when a metal plate is fastened with a bolt. Around the seat of the bolt the plate is fastened tightly against the surface, but there are slight gaps at either end.

Proper fastening order and distortion

For parts like a cylinder head or crankcase that is fastened with numerous bolts there is always a specified order for fastening the bolts that must be followed. With Yamaha outboard motors the specified fastening order usually starts from the center and spirals out to the outermost bolts.

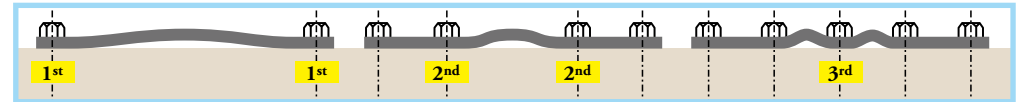
The diagram below illustrates the deformation that takes place when a metal plate is fastened in this order with the center bolt fastened first, the next two inner bolts second and the outer bolts third.



As you can see, the distortion is gradually flattened out to the outside and the plate is fastened flat.

Improper fastening order and distortion

Next, let's see what happens when the same plate is fastened in the opposite order beginning with the outside bolts. The two outside bolts are fastened first, then the two inside them and finally the center bolt.



Because the outside bolts were fastened first, the distortion gathers in the middle and results in areas that do not lie flat on the attached surface.

Don't just memorize the order, understand the underlying principle

Generally, there are two methods for fastening multi-bolt parts, one is to fasten along diagonal lines out from the center and the other is to fasten in an order that spirals out from the center. What both methods have in common is that fastening outward from the center pushes the distortion out to the outer edges.

With jobs like this that have a specified order to the work process, there is always a reason behind it. It is of course important to learn that order, but even more important is to understand why that order is necessary, what happens if you don't follow the proper order and why it is best to follow the proper order.

There are some times when the order will change and there may also be other work processes that can be used. Only learning one order makes you less flexible to deal with different types of situations and can lead to confusion. But if you understand the underlying principles you will be able to deal with every job properly. If there are some jobs that you have only memorized the working order for but don't know the reasons behind it, be sure to find the time to ask a senior mechanic about it. You will become a better technician every time you do.

Dr. Sugimoto Chantey Editorial Room

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Making positive use of periodic inspections in your business

In the previous parts of this Customer Management column we have discussed the importance of customer management practices, how to use the customer list and the importance of actively increasing the number of opportunities for contact with your customers. This time we will take outboard motor periodic inspection as an example and consider specific measures for using inspections to create business opportunities.

Enhancing customer satisfaction with inspection practices

After-sale/delivery outboard motor inspections are not only a necessity for the customer but also an important practice that provides a sure way to keep you in contact with your customers. However, there are some customers who don't understand the importance of periodic inspections and therefore don't bother to have them done. So, let's be sure to tell the customers how important periodic inspections are and explain to them the merits of having the inspections done regularly.

Examples of the merits of periodic inspections for the customer	Performing inspections regularly will reduce running cost by finding potential problems before they cause a breakdown
	Longer product life



Providing specific merits

You should not plan your promotion of periodic inspections simply for your dealership's own purpose of increasing sales. Besides the above-mentioned merits of regular inspections, let's find practices that will bring the customers extra benefits.

Examples of merits that bring customer appreciation	Maintenance pack
	Annual maintenance contract
	Discount coupons for expendable parts

Connecting periodic inspections to sales

Performing inspections naturally leads to increased sales for your Service and Spare Parts departments. Inspection visits can also provide opportunities to sell other accessories (fishing gear, navigational equipment, etc.). Of course, inspections also provide the opportunity to give the customer information about trade-in deals when the time comes for a new outboard motor as well. For this reason, it is important for not only your sales representatives but also your service personnel to have sales skills, because they have more frequent opportunities for direct contact with the customers.

Grand opening of KBA Bali



The KBA Bali branch office

On 19 July, 2010, Yamaha's outboard motor distributor in Indonesia, PT. Karya Bahari Abadi, officially opened a new branch office on the island of Bali. The opening was attended by representatives from Yamaha Distribution Singapore, Dinas Kelautan dan Perikanan Bali, Dinas Kelautan dan Perikanan Lombok, regional dealerships and diving resorts and water sport enterprises.

The new Bali branch office not only has a fully equipped service workshop but also a permanent staff of highly skilled and experienced service people trained in the latest service technology. There is also a fully stocked and equipped spare parts warehouse facility. These facilities and staff give the new office the capability to provide prompt, quality service to Yamaha outboard users on Bali and the surrounding islands.

From I Wayan Inda Susila, PT. Karya Bahari Abadi

YRA course for Water Vehicle owners in Kuwait

Over the 2 days of July 14 and 15, 2010, Yamaha distributor Kuwait Development & Trading Co. (KDT) organized the first YRA (Yamaha Riding Academy) course for Water Vehicle (PWC) owners ever held in Kuwait. Held near Kuwait Towers on the premises of one of KDT's rental operators, Miami Beach. It was an outstanding event for expanding the joys of PWC use for Yamaha Water Vehicle owners in Kuwait. The company's own trainer/instructor gave the participants hands-on training with Yamaha WaveRunners aimed at helping them appreciate the benefits of correct usage of personal watercraft and riding safety with proper gear and compliance to laws. Events like this not only help fulfill our responsibilities to society but also boost customer satisfaction, build brand image and stimulates the market. People are already looking forward to next year's event and another chance to re-discover the joys of life with a Yamaha WaveRunner.

From Idris Taher, Kuwait Development & Trading Co.



This event was organized to emphasize correct usage of personal watercraft and riding safety

1st Boat Dealer Grand Meeting held in Russia

From July 1st to 10th 2010, Yamaha Motor CIS (YMCIS) organized the 1st Boat Dealer Grand Meeting in Saratov on the Volga River in southern Russia. The main aim of this event was to introduce Yamaha sport boats as well as promote package deals of boats with the best matching Yamaha outboards, including the new F70. YMCIS explained the new products, promoted ready-to-use boat and outboard motor packages and the Yamaha marine policy for better customer satisfaction. After the meeting, test-drives for five FRP boats, three aluminum boats and two Yamaha sport boat models were offered. Two days before the dealer meeting, main marine magazines and TV channels were invited to a press introduction. Test-drives were also offered to the public and a total



The test-drive venue on the Volga River



Test-drives with the new F70 outboard motors were offered

of about 150 people attended the event. The participants appreciated the chance to try and compare several different boats at once.

From Ruslan Shafeev, YMCIS

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>