

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

2010 Nov.
No. 132
English Version



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

Chantey Special

2011 WaveRunner models released!

2011 Line-up



The exciting new WaveRunner models for 2011 have been released. The new models unveiled at business meetings in Brazil and China have attracted keen attention and big expectations from Yamaha people around the world.

Two highlights of the 2011 lineup are the new models “VXR” and “VXS.” With the high-performance VX hull made of the super-light NanoXcel material and an 1.8-liter high-output engine with proven power and environmental performance, these are attractive new packages that offer the experience of super high performance at a reasonable price.

Also for 2011, the world-standard entry level model VX700 has undergone a full model change that makes it a far more appealing choice for a wide range of private and commercial users.

The launch of the VXR/VXS as an exciting new package combining the compact VX body and a large-displacement engine plus the upgraded new version of the VX700 with its popularity among entry-level users and rental operators alike, makes the 2011 WaveRunner lineup fuller and more attractive than ever. This lineup will offer users a wider range of choices and surely prove a big advantage for dealers on the business side as well.

2011 New Models

VXS



This model takes the proven VX series hull with its light and responsive handling character and constructs it with the lightweight NanoXcel material to give it one of the lightest boats in the runabout category. This combines with a highly responsive environmentally friendly 4-stroke, in-line-4, 1,812cm³ power unit to achieve exceptional top speed and acceleration performance. Riders will experience the joy of light, easy handling with the lightweight, compact body and the exhilaration of leaving the heavyweights of the other brands in your wake. The new VXS is a Spartan packaging of all the performance and handling a rider wants to experience true sport riding.

Engine Type: 4-stroke, 4-cylinder, 1,812cc
 Dimensions (L x W x H): 3.22 x 1.17 x 1.16 (m)
 Dry weight: 327 kg Fuel capacity: 60 liter

VXR



With the same basic package as the VXS, the new VXR adds a two-tone step-up seat that lets the riders enjoy sporty riding with even greater comfort, while also giving the machine a sportier look. It also features a re-boarding step for ease of mounting out of the water and a beverage bottle holder. The attractive Metallic Yamaha Racing Blue coloring adds to the appeal by conjuring up the Yamaha Racing Spirit and enhancing the machine's impressive luxury model image.

Engine Type: 4-stroke, 4-cylinder, 1,812cc Dimensions (L x W x H): 3.27 x 1.17 x 1.16 (m)
 Dry weight: 330 kg Fuel capacity: 60 liter

VX700



The VX700, known worldwide as a model of choice for entry-level users as well as rental operators, has undergone a full model change for 2011. The newly designed body with its riding ease and great durability now comes with a black colored hull for a fresh new look. The 2011 model VX700 is packed with new features like newly designed sponsons, seat and rearview mirrors all designed to boost performance and comfort at the same time. And, of course, it hasn't lost any of its well-known and much appreciated serviceability.

Engine Type: 2-stroke, 2-cylinder, 701 cc Dimensions (L x W x H): 3.22 x 1.17 x 1.16 (m)
 Dry weight: 283 kg Fuel capacity: 50 liter



White version release continues

The SuperJet Design Grand Prix also continues!

We are pleased to announce that the white version of the SuperJet stand-up model released as a limited edition last season has been so popular that sales will be continued for 2011. We are also pleased to say that the special project "SuperJet Design Grand Prix" will be continuing as well in the 2011 season. Customers and dealers can enter their original designs for the SuperJet on our official website, WaveRunner Fan Site. <http://www.waverunner-fan.com/dgp/index.html>

* Sales of the white version SuperJet are limited to the General Country markets and Oceania market.

WaveRunner Topics

YRA enters full-fledged operation!

Yamaha Motor has been working hard to develop and launch a WaveRunner curriculum for YRA (Yamaha Riding Academy), the program designed to help users get more enjoyment out of their Yamaha products by using them properly and safely. By giving users a solid base of knowledge and riding know-how, YRA enables them to ride their WaveRunners with greater safety, while at the same time encouraging sound development of the market and setting Yamaha apart from the other manufacturers as a leader in user education.



During the past year, Yamaha has sent master instructors to the various regions of the world to train instructors in each market area. Lately, the instructors trained under this program in regions like Latin America and the Middle East have been training local instructors of their own to enable the start of classes for the end users. With this system, the WaveRunner YRA program is beginning to enter full-fledged operation.

WaveRunner Fan Site now has Spanish version



<http://www.waverunner-fan.com/es/index.htm>

Yamaha Motor's WaveRunner Fan Site, with its rich array of contents ranging from WaveRunner product information and reports about events taking place around the world to

introductions of new ways to enjoy these products, now goes on line with a Spanish-language version. To access the Spanish version, simply click on the "Sitio Español" language selection button at the top of the WaveRunner Fan Site home page. We hope that you in the distributor and dealer network will publicize this site for the enjoyment of your Spanish and Latin American customers.

Business meetings gear-up market for 2011 season

The Latin American Business Meeting was held in São Paulo, Brazil on August 30-31 with eight regional representatives in attendance. This was followed by the Asia and Middle East Business Meeting held on October 18-19 on Hainan Island, China with 18 representatives.

In addition to presentations on the three main pillars of Yamaha's ongoing marketing policy, Attractive Products, Customer Oriented Marketing and Harmony with Society, there were also a number of contents on the agenda geared toward specific needs of different markets in the regions.

At both meetings, models of the new VXR and VX700 were prepared for test-ride sessions. Many of the participants who tried out the VXR were amazed and delighted at its high levels of performance and comfort and anxious to get it into their showrooms as quickly as possible. As for the VX700, they were glad to see that the first major model change it has undergone this time has moved the model in the right direction.



A call was also made for everyone to join Yamaha in concerted efforts to ensure that these models are supplied to the customers through the proper sales routes that ensure maximum value to customer and value for the Yamaha brand by preventing third-party imports or unauthorized imports from other countries.

Measuring cylinder compression pressure

In this edition of our knowledge search series the subject is measuring cylinder compression pressure. In our previous installments of One Point Advice we have reviewed some of the basic skills and technical fundamentals that we use often in our service work. Beginning with this issue, we will review in greater detail some of the inspection and measurement processes cited in the Service Manual.

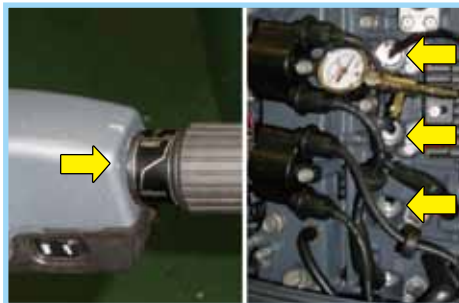
What is necessary for accurate measurements?

When measuring the amount of engine oil, the level of oil shown on the dip stick will naturally be different if it is measured immediately after stopping the engine compared to before the engine is started. Also, the oil level measurement will not be accurate if the machine is not in a full trim down [level] position.

In this way, there are always several conditions that must be met before an accurate measurement can be made. Especially in the case of measurements to determine whether engine functions or parts are still good, the conditions that the measurement is made under become extremely important. You cannot judge whether a part is still good if the measurement is not made under the prescribed conditions. Before making a measurement, it is important to make sure that all the conditions are correct before you begin.

Measuring compression pressure properly

Let's look at the Minimum Compression Pressure section of the Maintenance Specification chapter of the service manual. In the margin are items for proper measurement conditions. To make proper measurements, the three conditions of (1) An ambient temperature of 20°C, (2) Wide open throttle and (3) Spark plugs removed from all cylinders must be met.



Wide open throttle

Measurement results under wrong conditions

The photos below show the differences in the pressure measurement results when the two important conditions of “Wide open throttle” and “Spark plugs removed from all cylinders” are not met.



Proper conditions

Throttle off

With spark plugs in

Throttle off and spark plugs in

Making measurements under proper conditions

As the results above clearly show, the conditions the measurements are made under make a big difference in the result. Because the purpose of these measurements is to determine if the engine has proper compression pressure, the measurement must be made under the proper conditions. That decision can't be made if the compression measurement is made under the wrong conditions. So, always be sure that you are making all your compression measurements under the correct conditions.

Dr. Sugimoto Chantey Editorial Room

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



Ways to link customer management to sales

In the previous installment of this Customer Management column we took outboard motor periodic inspection as an example for considering ways to communicate customer benefits. We talked about how inspections can be used to increase the number of opportunities for contact with your customers and how that can help increased business for you. This time we go one step further and consider ways to link these increased contacts to increased sales of outboard motor units.

The detailed customer information and close observation needed to sell new models

Let's consider the situation of the release of a new 40 hp 4-stroke outboard, for example. You will almost never get a positive reaction by recommending this new model to a customer who is already using a 200 hp outboard. The important thing you need to be doing is to constantly search for the kind of customer who would want this specific kind of model. To do that, it is important that you keep reviewing your customer information constantly. And, as we explained in the previous installments of this series, you need to be aware of not only the basic customer information but also a variety of other information such as how they use their products, their social environment and market trends. If you keep doing that, specific customers should come to mind as high-potential targets when a particular new model is released.

- If there appears to be a trend for fishermen to be working new fishing grounds farther from port
Recommend that a more powerful outboard would be an advantage
- If changes in target catch and fishing methods takes them to fishing grounds that are closer
Try recommending that a small horsepower motor would have advantages
- If gasoline prices are rising
Recommend that they get a 4-stroke for improved fuel economy
- If fishing is good and the size of catches is increasing
Recommend a high-thrust model

The most important thing is winning trust on an everyday basis

Making inappropriate, automatic or overly aggressive recommendations of new products to customers will probably only alienate you from them. First, try thinking about whether a trade-in now for a new model would really benefit the specific customer.

- Make a comparison of the relative cost value of repairing the current product vs. the cost value of purchasing a new model and then make a recommendation with top priority on benefits for the customer.
- Make an estimate of the remaining product life of a customer's model based on its state of maintenance and number of years in use. Then report it to the customer with an appropriate time margin toward their next purchase.
- Perform after-sale service with sincerity and diligence until you feel certain they are satisfied.

In the process of getting your customers to trade in on a new model at the right time, the sales skills of not only your sales people but also your service people will probably be important. From another standpoint, we can probably say that success in getting a customer to trade in on a new model is actually "proof" of the customer's appreciation of your ongoing after-sale service efforts.



News Round Up

Activities from distributors around the world, and more

Genoa Boat Show 2010

From October 2 to 10, 2010, the International Genoa Boat Show 2010 was held in Italy. In its milestone 50th holding, the show was held with some 1,400 companies exhibiting and a total of approximately 2,300 boats on display. Of these about 500 of the boats were new models. Designed in the image of a “Research Laboratory for Extraterrestrial Life Forms,” the Yamaha booth was highlighted by the first unveiling of the new V6 4-stroke outboards and the new F70A. There were also a large number of boat builders displaying boats mounted with the new V6 outboards.

From Nozomu Miyajima, Yamaha Motor Europe N.V.



Receptionists greeted visitors in white laboratory coats. The first display visitors saw was an F300B in a giant laboratory test tube



The F250D was displayed as emerging from an alien life form

São Paulo Boat Show

The São Paulo Boat Show 2010 attracted more than 40,000 visitors during its 6-day run from October 14 to 19 and many of them visited the Yamaha booth. Sales negotiations during the show were favorable, indicating the growing vitality of the Brazilian marine industry. Yamaha made presentations on its policies regarding participation in the government’s “school boat*” program and a ceremony at which Yamaha donated school supplies for children in need was attended by representatives of the ministries of Education and Internal Affairs as well as YMC’s Senior Managing Executive Officer and Representative Director, Takaaki Kimura, and others.

From Toshihiko Ono, Yamaha Motor do Brasil Ltda.

Venemotos Yamaha team wins at Nuestros Rios son Navegables rally

Yamaha Motor’s Venezuelan marine distributor Venemotos scored an impressive victory in the 37th Nuestros Rios son Navegables (Our Rivers Are Navigable) speedboat rally held from August 21 to 28, 2010. The Venemotos team entered a 30 ft. boat powered by a pair of the new F300B outboards in this time-honored international rally competed by some 120 boats over a total of 1,000 miles (1,600 km) on seven rivers in the



The winning Venemotos Yamaha team



Venezuela. The Venemotos boat, named, *Extreme Marine*, emerged victorious among the 12 boats competing in the Familiar VT2 category. The F300B proved itself by performing well and trouble-free over the 1,000 miles.

From Panfilo de Chellis C., Distribuidora Venemotos C.A.

The Venemotos boat ran the 1,000-mile rally with a twin mount of the 300 hp 4-stroke outboard F300B



The Yamaha booth



Senior Managing Executive Officer and Senior Representative Director Takaaki Kimura attended from YMC (front row, 3rd from right)



Staff at the Yamaha booth

*The school boat program will boat children to school in regions dependent on river transportation. For details, please refer to issue 129 of *Chantey*.

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>