

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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CONTENTS Chantey No.133

- P1: Chantey Special: Yamaha 2-stroke Outboard Motors
- P3: One-point Service Advice: Measuring cylinder head distortion
- P4: Customer Management Part 6: The power of word of mouth
- P5: News Round Up: 2nd Saudi International Boat Show, and more

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

*Chantey
Special*

Yamaha 2-stroke Outboard Motors

The latest 2-stroke lineup unveiled with new graphics

Yamaha Motor has been manufacturing and marketing 2-stroke outboard motors for more than 50 years since the launch of the first Yamaha outboard in 1960. Outboard motors are used worldwide in a variety of environments and for a wide range of uses. The highest concentration in demand for 2-stroke outboards is in markets where commercial use exceeds leisure use. Because Yamaha wants to answer the needs of as many users as possible with reliable outboard motors capable of meeting the demands of the harshest use conditions and environments, we continue to provide a full lineup of 2-stroke models in Enduro and kerosene-fuel specs alongside our 4-stroke lineup.

Now, this proven 2-stroke lineup has a new look. With the exception of a few models, the 2-stroke lineup features new graphics with prominent use of the Yamaha tuning fork logo as a symbol of the Yamaha brand's reputation for unmatched product reliability and durability.



The new 2-strokes and Enduro models feature simple and sleek graphics and add the Yamaha tuning fork logo as a symbol of the reliability and quality of the Yamaha brand

Yamaha 2-strokes, the reliable power of choice for users worldwide

Since Yamaha Motor began manufacturing and marketing outboard motors in 1960, they have found markets all over the world where people use and love them as trusted partners on the water, for work and leisure use. Among the growing lineup of Yamaha outboards, the 2-stroke models with their simpler engine structure continue to have a strong customer following. In order to meet the diverse and demanding needs of these devoted customers, Yamaha offers a selection of over 50 2-stroke model variations and over 20 Enduro models.

How did Yamaha Motor become the leading outboard brand on the global market? Two events were especially important in the spread of the brand's popularity. One was the decision to develop a line of Enduro models beginning in 1972. In many countries of the world where outboard demand is primarily for commercial uses, the water quality, weather and climate variance and long hours of continuous use make for a very harsh use environment. Yamaha's Enduro models were designed and engineered with the durability and quality to withstand these extremely demanding use conditions. It was a product development process based on detailed surveys of use conditions and environmental factors made possible by the cooperative efforts of sales and service staff working together with local dealerships throughout the world. The survey data they gathered was then translated into ambitious development goals and evaluation standards that were tougher than ever before. The first Enduro model to emerge from this development project was named the "E8," and it was soon followed by the E15, E25, E40 and E48. The launch of these models set a new standard for durability and eventually won a following of devoted users worldwide. In the nearly 30 years since the launch of the first Enduro models, they have been improved constantly and continue to be manufactured today as highly matured and proven models.

The second major factor in the growth of Yamaha outboards into a renowned global brand was the move into the US market in 1980s. Compared to commercial-use outboards like the Enduro series, leisure-use outboards had developed along a different set of demands, among which lightness

and compactness were important qualities. Fully aware of these fundamental differences, Yamaha Motor became the world's first outboard manufacturer to develop separate lines for commercial and leisure use. The development of Yamaha's leisure-specific outboards began in 1981, and within three short years the project produced a lineup of 12 2-stroke models ranging from 40 to 220 hp and exemplified by popular models like the 150A. With this lineup, Yamaha Motor went to the 1983 Chicago Boat Show and launched its entry into the important US market.

Exclusive Yamaha technologies including highly durable paint finishes and anti-corrosion measures, along with the rugged durability honed in the world's most demanding commercial-use markets, helped win the Yamaha brand a reputation for durability and reliability in the leisure-use sectors of the US and other mature marine markets. This set Yamaha Motor on

course to become the acknowledge world-leading brand it is today.

Yamaha Motor continues to value the use-specific, market-oriented approach that made it a global brand. While for the leisure-use markets Yamaha has led the way in developing a growing lineup of high-quality 4-stroke models, at the same time we continue to offer a proud lineup of 2-stroke models ranging from 2 to 250 hp for commercial-use oriented markets around the world. What's more, these models come in a very large number of variations tailored to specific regional and local requirements regarding factors like the actually use conditions and the types of boats they are mounted on. It is this Yamaha dedication to specific customer needs that makes us the brand of choice used and loved by people all over the world today.



Measuring cylinder head distortion

In this edition of our knowledge search series the subject is “Measuring cylinder head distortion.”

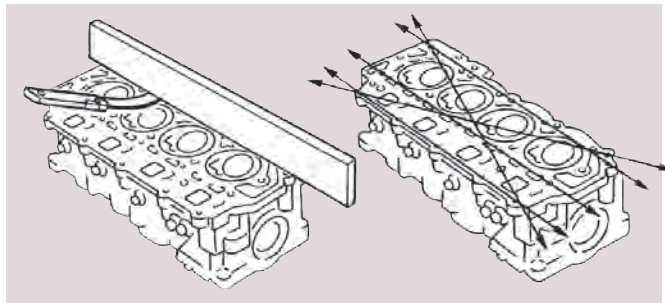
As in the previous edition, we look at areas of the “Tests and Measurements” section in the Service Manual that we would like you to know more about.

Cylinder head can be prone to distortion

As cylinder heads are directly exposed to the pressures and heat of combustion during operation, there is the possibility of the cylinder head becoming distorted if the vehicle has been driven abnormally (i.e. overheating, etc.). The built-up internal forces from long periods of use can also cause distortion to take place when the engine is dismantled for maintenance. Therefore, it is important to check the cylinder head for distortion whenever it is removed.

Measuring cylinder head distortion

As stated in the “Checking the cylinder head” page of the Service Manual, a straightedge and a thickness gauge are required for measuring the cylinder head for distortion. The pictures below show the measuring procedure for the cylinder head of the F60C outboard. The head here is determined as being adequate if a 0.10mm thickness gauge cannot fit in the gap between the straightedge and the cylinder head.



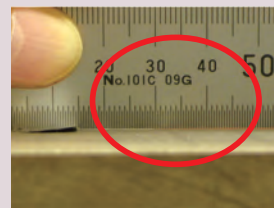
When the above tools are not available

If the maintenance work is being done at one of your company’s own workshops, there is no problem because you surely have the tools necessary for this measurement operation. However, outboard servicing sometimes has to be done on-site away from a service workshop, and you may not always have the correct tools for measurements but still want make measurements to decide if the head is still usable or not. In that case, you need to have the skills to make measurements with the tools available at hand.

The procedure I want to show you here is one that I have devised for such cases. It may not be common practice but it can be used when better tools aren’t available.

First, as a substitute for the straightedge, you could try a steel ruler or the back edge of a hacksaw blade (ones that are not bent). Both of these are sufficiently straight and make suitable replacements.

The problem now is measuring the gap. Because there is no real substitute for the 0.10mm gauge required for this operation, you will have to rely on sight to carry out the job. The pictures below show gaps of 0.03mm and 0.10mm.



0.03mm



0.10mm

Please look closely at the white and orange lines within the red circle shown in the pictures. For the 0.03mm example, the background is only barely visible. For the 0.10mm example, the background can be clearly seen. Put simply, if the background or light behind it is clearly visible, then there is probably distortion of over 0.10mm.

Training the five senses

As detailed in the last installment in “Measuring cylinder compression pressure,” it is important that measurements are done in the correct conditions and following the correct procedures.

Still, accidents occur on the job and there are times when quick decisions are necessary. It is here that we need to have “applied skills,” “fundamental knowledge” and “good perception” based on your own five senses. Keeping your senses sharp is something that requires constant work. Therefore, you must often check and correct your perceptions in things like measurements to keep your senses in tune. The ad hoc method explained in this edition requires sharp senses, and it may lead to mistakes if you don’t keep your perceptions sharp through frequent practice. I hope everyone will keep this important point in mind in your daily service work.

Dr. Sugimoto Chantey Editorial Room

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The power of word of mouth

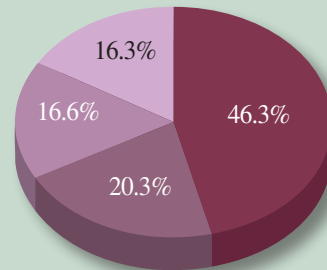
In the previous parts of this Customer Management column, we have looked at the practices of sound customer management using customer data to increase sales. To make a business successful, there is nothing better than increasing the size of your customer base. Moreover, surrounding yourself with good customers that trust you and your business practices is a sure way to increase your business opportunities and sales. In this edition, let's look at ways to increase your customer base through the power of "word of mouth" (WOM).

The effects of "word of mouth"

In our business, trying to convince customers of the merits of the products with sales talk or advertising is seldom enough to win their trust. Customers are much more likely to believe the comments of other customers who actually have experience using the products. This user-to-user communication is called "word of mouth" (WOM).

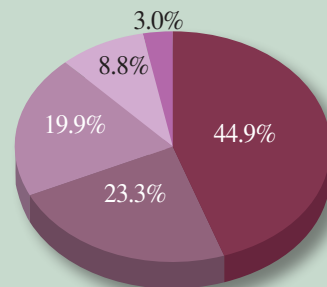
The graphs shown here are the results of a survey on the effects of WOM conducted in 2006 by Info-plant, a Japanese market research company. According to the results, over 70% of consumers use WOM as a reference when purchasing a product. Furthermore, over 80% of them say they want to tell others when they find a good product, and around 40% of them actually do tell someone. Most people respond to WOM from friends and family, while only a small percentage of people rely on what they hear from shop attendants or read in newspapers, and magazines.

Q: How often do you use information heard by word of mouth when comparing or considering products to purchase or services to use?



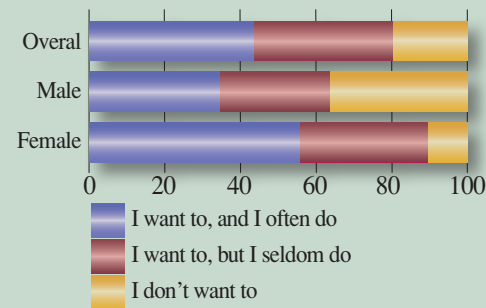
■ Sometimes ■ Often
■ Rarely ■ Not often

Q: Would you like to use word-of-mouth information as a reference the next time you purchase a product or use a service?



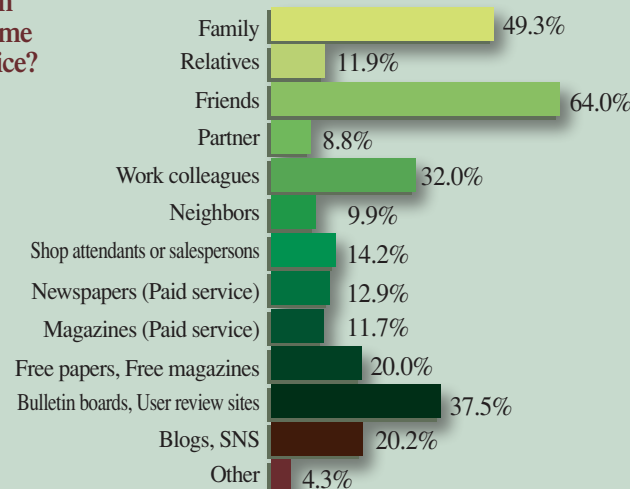
■ Somewhat ■ Not really
■ Yes ■ No
■ Difficult to say

Q: Would you like to tell someone when you buy a good product or service?



■ I want to, and I often do
■ I want to, but I seldom do
■ I don't want to

Q: Who (or where) do you get your advice (word of mouth) from when comparing or considering something you want to purchase or a service you would like to use?



Strategies for WOM in the internet age

With the spread of Internet use, the power of WOM is expected to increase more than ever through the widespread use of blogs, Twitter and Facebook. The effective use of these tools as part of market strategy has become essential for many businesses. However, badly organized "WOM strategies" such as businesses sending out exaggerated information about their own products or services can often be counterproductive. This type of practice can easily be uncovered and exposed through the internet.

News Round Up

Activities from distributors around the world, and more

2nd Saudi International Boat Show

From December 8 to 11, 2010, the 2nd Saudi International Boat Show was held in Jeddah, Saudi Arabia, attracting 73 domestic as well as foreign exhibitors from the UAE and other countries. Open in the evenings from 17:00 until midnight over four days, including a holiday, the show enjoyed a large turnout of visitors.

The booth of the local Yamaha distributor Al Khorayef displayed new top-of-the-line products like the F300B outboard motor, EXULT 35SS cruising yacht and WaveRunner personal watercraft. Compared to surrounding countries, Saudi Arabia continues to enjoy a strong economy and there are big expectations for business growth opportunities in the marine sector.

From Mitsuhiro Nakamura, Dubai office, Marine Business Operations, YMC



At the Yamaha booth



New F300B outboard motors were displayed as the highlight of the booth

Marine Dealer Meeting to strengthen outboard sales in Indonesia

In the Indonesian market where Yamaha outboard motors command more than 70% of the market share, Yamaha marine distributor PT. Karya Bahari Abadi (KBA) held a dealer meeting on the leading resort island of Bali from December 2 to 4, 2010. Representatives from fourteen 3S (Sales, Spare parts, Service) dealerships around the country gathered for the 3-day agenda of meetings aimed at the further spread of the main 3S dealer policies and confirmation of the coming season's sales targets. The presentations contributed to a big rise in dealer motivation. Going forward, KBA is putting together medium- and long-term plans geared to the future potential of the Indonesian market.

From Kiminori Tsubomoto, Singapore office, Marine Business Operations, YMC



Fourteen 3S dealerships attended from around Indonesia

Captain Andy's sponsors Mashua boat race at Lamu 10th Annual Cultural Festival

Captain Andy's Fishing Supply, a Yamaha marine distributor for Kenya, was proud sponsor of the Mashua (dhow) boat race at the Lamu 10th Annual Cultural Festival with its diverse program of football tournaments, dances, canoe and donkey races. It was an excellent opportunity for Captain Andy's to display products and product information. The Mashua race had a large entry of 24 dhow boats from all over the Lamu archipelago. The Festival was well attended by local and international visitors and there was a huge turnout for the prize giving ceremony for all the events. The guest of honour was the US Ambassador, Mr. Ranneberger. The winner of the Mashua



There were big prizes for the winner

race was the dhow, Subira, owned and captained by Suo Kale Suo, from Mbwajumali, Lamu East.

From Erica Thomas, Director of Captain Andy's Fishing Supply



Kenya's Lamu-mashua boat race

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

WAVERRUNNER 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>