

# Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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## Yamaha Genuine Propellers *Chantey Special*

### Propellers to bring out the full performance of the outboard

Yamaha Motor offers a full range of Genuine Parts & Accessories specially designed to bring out the full performance potential of our outboards motors in the different types of uses customers put them to. These include high-performance propellers, versatile remote controllers that can be used on a wide range of boats and high-precision, easy-to-read meters. This time we introduce the range of Yamaha Genuine Propellers.

For boat owners, the propeller is an important accessory with a big effect on the outboard's performance and, thus, the performance of their boat. The best propeller for a given boat depends on factors including the boat's size, the shape of the hull, the boat weight and the amount of load it usually carries.

If customers complain that their engine doesn't reach the top of its rpm range or, conversely, revs too high; or if their boat is slow to plane or doesn't reach top speed; or if it becomes top heavy when carrying passengers at the capacity level, all of these are problems that result from having the wrong size propeller on their outboard.

Please be sure to encourage your customers to use a propeller that fits the way they use their outboard and the type of boat they use it on.



## Use a propeller that is best for the boat type and the way it is used!

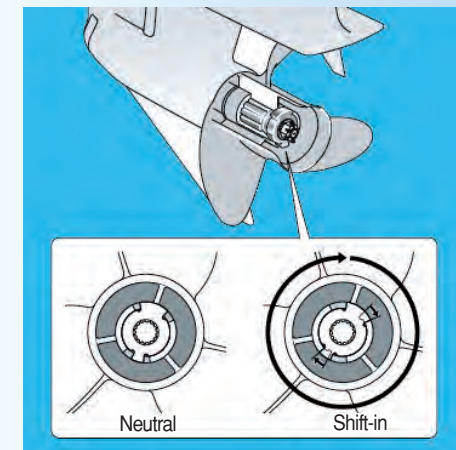
*Chantey Special*

When Yamaha designs and engineers its outboard motors, the concern is not just for the performance and reliability of the engine itself. Yamaha also takes into consideration the specific uses the outboards will be put to, such as on multipurpose boats, for offshore sport fishing, for freshwater bass fishing, for powering heavy transport boats, as well as 2-engine mounts calling for counter-revolution models. To answer the full range of user needs, Yamaha Motor also manufactures 15 different series of propeller models in a total of over 200 variations, made of stainless steel, aluminum or resin and designed to provide the best match for each type of outboard and the way it is used.



### Shift Dampener System for smoother, quieter shifting

Some of the larger 4-stroke models adopt Yamaha's revolutionary new Shift Dampener System (SDS™) that absorbs much of the "shock" produced when a running outboard is initially shifted into gear and reduces noise commonly associated with shifting. Using a special new design and components, the SDS technology succeeds in absorbing much of the force involved in gearshifts. This eliminates the annoying "clunk" and delivers a smoother, quieter shifting action that every boater will appreciate.



#### Models featuring Shift Dampener System (SDS™)

- V6/3.4L models: F200A, F200B, F200C, F225A, F225B, F250A, F250B
- V6/4.2L models: F225F, F250B, F300B \* Except VMAX series models (F200D, F225D, F250C)
- V8/5.3L models: F300A, F350A

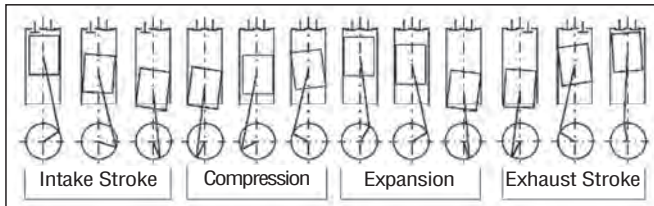
\*These outboard motor propellers are available as options

# Piston measurements

This time our subject is piston measurements. As in the previous edition, we look at areas of the “Tests and Measurements” section in the Service Manual worth knowing more about.

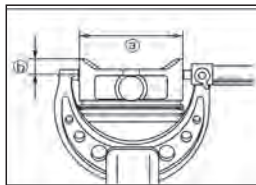
## Piston motion

Since the piston is constantly moving up and down in the cylinder, there is naturally some abrasion due to friction. But in fact, because there is space between the piston and the cylinder that we call the “piston clearance,” the piston’s up-down motion has a lateral component as well. The relationship with the connecting rod causes the piston to tilt slightly from one side to the other as it goes through each up-down cycle, like the head of a bobblehead doll.



## Conditions for piston measurement

As seen of the Service Manual’s page on “Checking the piston diameter,” a micrometer is used to make the measurement.



The illustration at right from the F60C Service Manual shows that the measurement should be made in the “b” section. The reason for measuring in section “b” is that it is the section where most abrasion occurs. Due to the bobblehead motion, the areas at the top edge and skirt of the piston at right angles to the piston pin rub against the cylinder with the most force.

## Zero-point adjustment

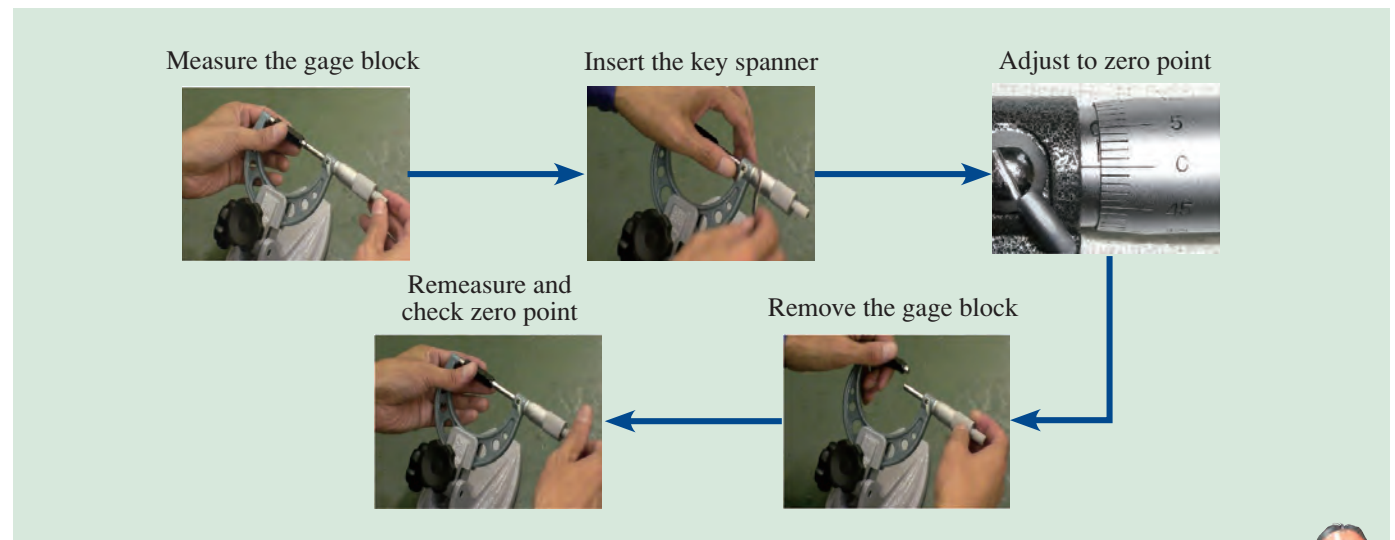
You might think that a micrometer is a tool that will give the same measurement no matter who uses it, when it is used or how it is used, but that is not true. Because, if the micrometer’s zero point is off, the measurements it gives will also be off.

Every time you use a micrometer, first make sure that you “calibrate” it by properly adjusting its zero point. If the zero point is off register, use a gage block (block gauge) and the key spanner that comes with the micrometer to adjust it before use. Shown below is the process for zero-point adjustment (calibration).

## Understand your tools’ standards

The important thing to learn here is that measurement tools also have standards of their own that must be met. If the tool isn’t properly calibrated the measurements it gives won’t be accurate.

Whenever you get a new tool you also have to get proper knowledge about what the tool’s standard is, how to calibrate it and how to store the tool so it continues to function properly. This knowledge is essential for using a tool properly and making measurements correctly.



Dr. Sugimoto Chantey Editorial Room



## Making customers “market leaders” through the power of word of mouth

In our last sequel of this Customer Management series we talked about the importance of the effect of word of mouth (WOM) and how the spread of internet use and the prominence of blogs and social media like Twitter and Facebook has increased the power of WOM to the point that it is now an essential part of communication strategies for corporations and businesses. At the same time, WOM has become an important means for creating “market leaders” among customers who will serve and good ambassadors for a brand or a business. This time, let us look at the process of creating market leaders.

### Nurturing “market leaders”

As a means for “WOM marketing,” blogs and social networking services like Twitter and Facebook can also be used as platforms for connecting with and nurturing customers of your shop or dealership who are well informed about the strengths and advantages of the services and products you offer. In Japan, where Yamaha builds and markets commercial fishing boats, there was a period when our “*Ryoyu*” (Fishery Friends) system functioned effectively for sales promotion. It was a system based on the presence of certain people who were considered leaders in their local fishing communities and had influence in getting out information to the other fishermen in each fishing port. The strategy of the system was to build strong relationships with these leaders. Yamaha sales personnel used methods such as sending out information on a priority basis to these leaders and sometimes



having them offer their opinions in the product development process as means to build stronger customer relationships with them. Thanks to these relationships, the Fishery Friends naturally began to take an active role in recommending Yamaha products to other customers.

As we mentioned earlier, there are a number of new ways for spreading word-of-mouth communications emerging today with the social media, and it would be foolish not to use them to publicize your business. At the same time, however, it is important to try to use them to nurture a group of customers who will function as ambassadors for your dealership by communicating its strengths and the advantages of Yamaha products to other customers in ways that are positive and accurate. Furthermore, it is essential to remember that the most important thing of all is the quality of the after-sale service you provide on a daily basis, the care and thoroughness you show in dealing with your customers and their needs, plus the technical quality of the service you give.

# News Round Up

Activities from distributors around the world, and more

## Miami International Boat Show 2011

The annual Miami International Boat Show 2011 was held from February 17 to 21, as the event celebrates its 70<sup>th</sup> year. Yamaha Motor Corporation, USA (YMUS) exhibited its new outboard line-up, including the VMAX SHO, the F300B series and the F70. Also on display were the latest Yamaha Waverunners with an ultra-lightweight hull made from Yamaha's exclusive material NanoXcel, and more.



Around the show venue were numerous new boats on display mounting Yamaha outboards. Visitors saw an especially large number of these boats rigged with the Yamaha F300B series, which are popular for their high power and amazingly lightweight design. As many boat builders are targeting entry-level customers today, the mid-class models F150 and F115 were popular as well.

Visitor attendance was up about 14% versus last year, and the busy test-ride venues seemed to reflect an upward trend in the US economy.



## The 1<sup>st</sup> Fisheries and Livestock Exhibition 2011 in Karachi, Pakistan

On February 7<sup>th</sup> and 8<sup>th</sup>, the 1<sup>st</sup> Fisheries and Livestock Exhibition 2011 was held in Karachi, the capital of Pakistan's southern Sindh state.

Yamaha marine distributor Business and Engineering Trade (BET) participated in this exhibition by displaying its boats, Yamaha outboard engines and also prototypes of the fishing boats. The exhibition was a success for BET with many enquiries for boats and engines from show visitors.

Sindh is the state that sustained the most serious damage from last July's record flooding. Speaking at the exhibition, Sindh Board of Investment (SBI) Director General Mohammad Younus Dhaga said, "SBI was successful in bringing thousands of local and international investors under one roof, which is very encouraging for the Sindh Government."

*From Hamza bin Tariq, BET*



*At the BET booth*

## Relief Support for Regions Struck by the Eastern Japan Earthquake

In response to the devastation caused by the major earthquake and tsunami that struck Japan's northeastern seaboard on March 11, Yamaha Motor Co., Ltd. has sent relief aid consisting of drinking water, emergency food, blankets and portable toilets to the stricken areas. In addition to these aid items, Yamaha Motor immediately sent inverter type portable generators and PAS electrically power assisted bicycles, for which there have been an increasing number of requests due to the present shortage of gasoline for motorized vehicles in the region and the difficulty of automobile use in many areas because of blocked roads.

To aid in the fastest possible recovery of the affected regions, Yamaha Motor will continue to consider and initiate further contributions as the relieve efforts require.

**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>