

Chantey

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

New outboard motors unveiled *Chantey Special* Featuring the in-line 4-cylinder F115A and new V6 model F250G



F250G

The F115A is a lightweight 115 hp class outboard motor with electronic fuel injection released in 1999. Since then it has met market needs for more than a decade as a light, reliable and durable outboard. The biggest development hurdle for 4-stroke outboards is achieving the compactness and light weight customers want in an outboard. Yamaha's latest weight-reducing design and engineering technologies have been adopted in the F115A for

2011. The F115A 4-stroke outboard has been a popular choice for boaters for more than 10 years, and now its new remake for 2011 is lighter than ever thanks to state-of-the-art Yamaha technology.

The Yamaha 3.4 liter V6 outboard lineup started with the 200hp and 225hp models and was extended to include a 250hp model. Now, a new F250G model designed for use in a variety of different environments has been added to the range, with new structural features that take the famous Yamaha durability to a new level. The models of this Yamaha outboard lineup are designed to provide the right power combination for a broader range of uses and operating environments to ensure customer satisfaction. In this feature article we focus on these two new models.



F115A

F115A

Even lighter 4-stroke outboard with excellent fuel economy and great versatility

The F115A keeps the proven DOHC, in-line four-cylinder, 16-valve system but adds all new parts in the intake system and fuel system, providing extremely high intake and exhaust efficiency.

The new shape of the front of the cowling helps achieve more efficient air intake while preventing water from entering the cowling.

Main Features

- The intake system of the F115A has all new parts, including the cowling, that make it 3 kg lighter while retaining its proven reliability and durability.
- The long intake manifold fitted with a resonator helps provide the optimum amount of air to the combustion chambers, thus enabling the engine to produce robust mid-range torque.
- A new knock sensor is added to the ECM (Engine Control Module) of the electronically controlled fuel injection system. This provides a reliable anti-knocking function to supplement the multi-point injection system's great combustion efficiency, strong performance, excellent fuel economy and quick start-ups.



F250G

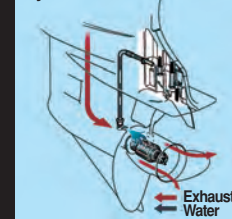
Dependable 3.4 liter V6 engine with exceptional product life

Even with the same 3.4 liter V6 outboard motors, the purpose of use and the use environment will vary depending on how and where they are used. To meet the needs of a broad range of use conditions, this lineup offers variations to answer a wider range of customer needs. The new F250G takes the F250A as its base unit and adds anodizing to the lower casing and an anode-function coating to the bearing housing. This new F250G model offers a great balance of high power and durability.

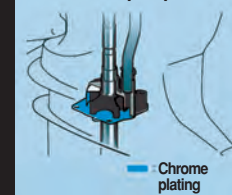
Main Features

- A propeller damper cooling system has been incorporated into the lower casing.
- Cooling-water is inducted to the propeller damper through a tube without obstructing exhaust gases, thus resulting in high power output.
- The cartridges of the water pump are given a hard chrome plating to protect against internal abrasion even when used in muddy water.
- The anode-function finish in the exhaust gas passage guards the lower unit against corrosion.

Propeller damper cooling system



Water pump



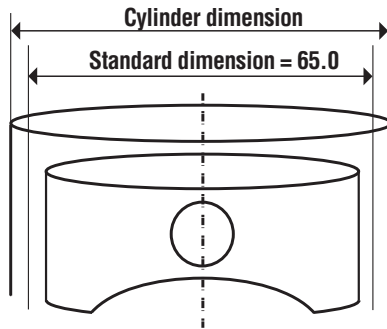
How to use a cylinder gauge – Part 1

Our subject this time is how to use a cylinder gauge.

The cylinder gauge is not a tool that gives you a numerical value for the object to be measured, as vernier calipers or a micrometer do. For this reason, there are three steps that should be followed when using a cylinder gauge and we will explain them in full detail with illustration in a four part series. In this Part 1 we look at the cylinder gauge itself. In Part 2 we discuss how to create the standard dimension setting, while in Part 3 we look at creating the zero point and in Part 4 we discuss how to read the numerical results.

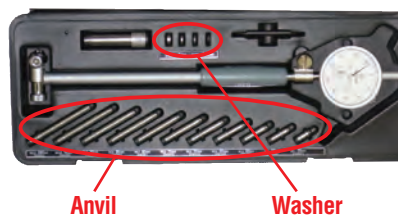
Cylinder dimensions

According to the Product Information Guide, the cylinder bore for the F50F engine is 65.0mm, but in fact it is always bored to be slightly more than 65.0mm, in the range of 65.000 to 65.015 mm. (Likewise, the piston is always made slightly smaller than 65.0mm.) The cylinder gauge is used to measure how much larger the bore diameter is than the standard dimension of 65.0mm.



The function of the cylinder gauge

As stated above, the cylinder gauge is not a tool for making a direct measurement of the cylinder



bore. Rather, it is a tool for measuring the amount of deviance from the standard dimension.

Therefore, the cylinder gauge has two functions, one for setting the standard dimension and another for reading the amount of deviance from the standard dimension.

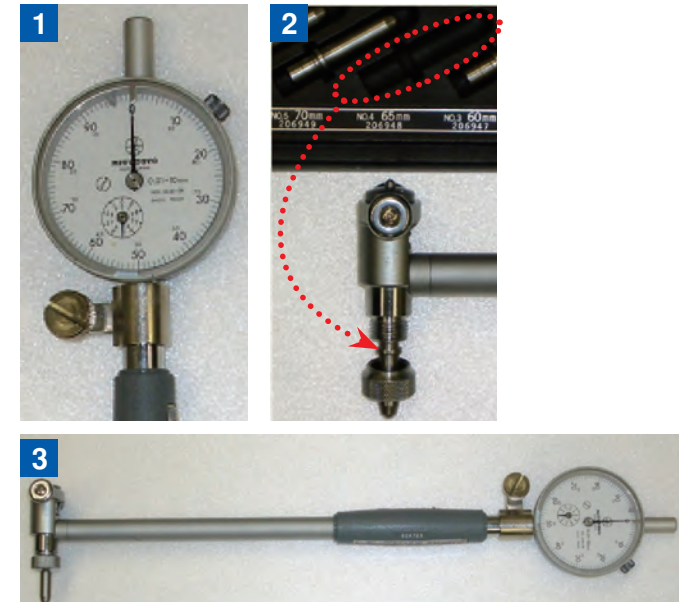
For setting the standard dimension, we use the anvil and washer that come with the gauge. (The actual setting process will be explained in Part 2 of this series.)

For reading the amount of deviance, a dial gauge is used. When the dial gauge is attached to the cylinder gauge, the movement of the gauge head is registered on the dial gauge to show the amount of deviation from the standard dimension.

Preparations for measurement

First, the dial gauge is set on the cylinder gauge. The position of the dial gauge on the cylinder gauge can be set freely in order to give the gauge head a suitable range of stroke for an effective measurement of the bore. At the same time, the dial face is set at an angle that is easiest to read. (See 1)

Next, the appropriate sized anvil and washer are



selected and attached to the gauge. (See 2)

This completes the set-up. (See 3)

Next time in Part 2 of this series we will discuss proper setting of the standard dimension.

Dr. Sugimoto Chantey Editorial Room

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Organizing events where market opinion leaders encourage sales

In Japan there is a boat dealership that organizes a cruising event each summer and invites customers to join and enjoy cruising together. It is an event where a different destination is chosen each year and the dozen or so participating boats set out together from a marina in the Tokyo area for a two-day cruise with an overnight at a beautiful offshore island or a regional marina along the Pacific coast.

This event is popular because the participants know they will be cruising in convoy fashion and be accompanied by sales representatives and service people from the dealership. So, even relatively new boaters can enjoy these long-distance cruises with assurance. At the destination, the participants enjoy each others' company over delicious seafood cuisine and perhaps at a hot springs spa. And, it is also a great opportunity to exchange information about one of their favorite pastimes, marine leisure.

Of course, the boat dealer's customer list plays an important role in the planning and execution of events like this. The regular customer data-keeping gives the dealership information about customers

that would be good candidates to reach out to and invite to the event. They might be customers that have been out of touch for a while or customers who are not using their boats as often recently. Or, they might be customers who are due to trade in on a new boat or engine soon. Because of the nature of the event, it is also natural to invite new customers who have just bought a boat recently. During such a cruising event with a variety of participants, attention always focuses on the newer boat models in the convoy. The presence of new boats naturally stimulates the desire for participants to think about buying their next boat or engine.



As we mentioned earlier, this type of event is good for the users because it provides them with an opportunity to improve their boating and navigational skills with assurance in an enjoyable environment. What's more, by continuing these events every year the dealer is able to nurture customers who become opinion leaders in the market. At the dinners everyone enjoys together at the destinations of these cruises you will often see the more experienced boaters talking to the newer boaters about the joys of boating and quality products in ways that can be even more convincing than hearing it from a sales representative. You will also see customers who have just bought a new

boat or engine talking with pride about its qualities and why they are glad they bought it to customers who are approaching the time for their next purchase.

Besides cruising events for boat owners, there are certainly a lot of other events that can be planned for owners of other products. When deciding what kinds of events to plan, your customer data can provide plenty of hints. Look at your customer list and think of the face of each customer. You are sure to get ideas for events that will be attractive to them. The possibilities that good customer management provides are countless.

News Round Up

Activities from distributors around the world, and more

Portugal 3S Campaign

Yamaha Motor Portugal S.A. (YMP) with Yamaha Motor Co., Ltd. held a 3S Campaign from May 23 to 27, 2011 at major commercial market areas.

The 3S Campaign is a *One to One* activity that really brings the Yamaha name to front-of-mind for the end user, ensuring that his/her brand awareness and confidence are significantly improved, and kept at high levels. This 3S Campaign activity, is very effective in directly improving Customer Satisfaction!

The 3S Campaign, involves going into the field and actually doing numerous things, like talking to the customer to perceive his/her level of satisfaction, problems with the product, etc. The user is also given a brief training course, involving explanations of key engine components, product features and everyday maintenance and checks. It is of primary importance for the distributor to work with



3S campaign team (Dealer, YMP and YMC staff)



At the Tavira fishing market

A leaflet notifying customers of a 3S campaign



the local dealer in activities like this. In our 3S campaign the dealer handles all the parts sales and helps with staffing and logistics. Of course, the dealer's local market knowledge is very important. We never forget that he/she is the face of Yamaha for the customers.

From Eiji Ichida, Service Gr., Marine Engine Business Unit, YMC

Oman distributor opens new service facility

The Yamaha marine distributor in Oman, O.H.I. Marine Llc, held an opening ceremony on May 24th for its new service workshop. The new facility was created to answer the service needs for the growing number of 4-stroke outboards being sold in this market.

The new service facility is designed and equipped for optimum work efficiency and functionality. In addition to 2-stroke service facilities, boat rigging and PWC set-up facilities, the new workshop adds 4-stroke service facilities and a newly built circulation type flow-tank designed for testing both outboards and PWC. The new test tank makes it possible to run PWC at full speed and to test with the machines connected to the computer diagnostic system.

Going forward, O.H.I. Marine Llc will continue to train its technicians under the YTA Silver Program and work to raise the overall level of its service capabilities to make sure it offers service and technical excellence that wins customer satisfaction.

From Takashi Maruyama, Service Gr., Marine Engine Business Unit, YMC



The new PWC test tank is equipped for simultaneous computer diagnostics



The new service facility in Oman

Yamaha outboards power whale-watching tour boats

The waters off Rosa Beach of Imbituba in the state of Santa Catarina, Brazil are one of the biggest whale habitats in South America, and the area is designated as a nature preserve to protect the whales' ecosystem. Mr. Enrique Alfredo Litman is a member of the local IBF whale protection organization who runs a whale watching guide business. Recently, Mr. Litman has equipped his whale-watching tour boat with F250AETX and FL250AETX Yamaha 4-stroke outboard motors. Determined to use

only 4-stroke engines for environmental reasons, Litman chose the Yamaha brand at the suggestion of friends and his outboard dealer, Alenautica. Since switching to the quieter Yamaha engines he finds that whales come closer than before, swimming right alongside the boat or even diving directly under it.

From Fumihiko Kitano, Yamaha Motor do Brasil Ltda.



Mr. Litman is a member of the local whale protection organization



Since changing to Yamaha outboards, the whales come closer to the boat than before

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>