

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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The popularity of Yamaha marine products in Malaysia The key is high quality after-sale follow



Morning scene at the Redang Pelangi Resort



Malaysia is considered one of the most important markets for Yamaha outboard motors in Southeast Asia. Most of the country's land area is divided between the part on the Malay Peninsula (West Malaysia) and the part on the island of Borneo (East Malaysia). Although the country's economic growth suffered temporarily due to the drop in exports brought on by the worldwide

financial crisis, by 2010 it had recovered to an annual growth rate of 7.2%, fueled primarily by the strong Chinese economy. Now, Malaysia is well on course to its long-term goal of being counted among the developed nations of the world by 2020. In our *Chantey Special* this time we introduce customer response to Yamaha products on the Malay Peninsula (West Malaysia).

There are two distributors of Yamaha marine products in Malaysia. Of the two, the distributor for West Malaysia is Supratechnic (Malaysia) Sdn. Bhd. With main offices in Kuala Lumpur, the company covers the rest of West Malaysia with six regional offices. Supratechnic is known for its aggressive market development efforts and also for the high quality of its after-sale service. This year the company opened a new main office facility in Kuala Lumpur and is redoubling efforts to provide even faster parts supply and a fuller range of customer services.

The West Malaysia market area is blessed with rich marine resources on both the eastern and western coasts of the Malay Peninsula, which results in a large demand for products for the fishery industry. With world-famous resort areas such as Penang and Langkawi, there is also a healthy demand for tourist transport boats and engines. And, as the economy continues to grow, there are increasing expectations for growth in demand in the pleasure-use sector.



On Redang Island with its abundance of untouched natural beauty, clean-running Yamaha 4-stroke outboards are the power of choice

Answering the needs of the commercial-use market

Port Klang is a harbor town at the mouth of the Klang River about 30 km west of the nation's capital, Kuala Lumpur. Although this is also a major transport boat market, this time we visited the facilities of Ang He Yam, a company that operates fish farms.

Ang He Yam runs three fish farms around Malaysia. Currently, their fish farm at Port Klang has a 24-ft. transport boat powered by a Yamaha F150A outboard that is used for shipping loads of live fish in tanks

The Yamaha distributor Supratechnic's fast, reliable and thorough after-sale service is something the other makers can't match



This transport boat owner in Port Klang has complete trust in Yamaha outboards

The large majority of transport boats operating out of Port Klang are powered by Yamaha outboards



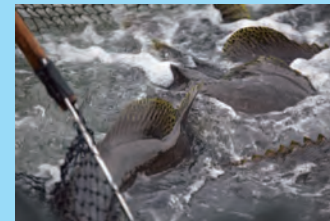
weighing between 1.5 to 1.8 tons from the offshore fish farming facilities to onshore wholesale operators. "Considering the weight of the loads and the frequency of the shipping runs we make, our transport boats need to have an engine that has good durability, speed and power. Also, if we don't get the fish to market on schedule every day, they lose their commercial value, so engine reliability is a critical factor. In these respects we are very satisfied with our Yamaha outboard. It has much better fuel economy than the brand we were using before, which helps reduce running cost. Another big difference that I want to mention is that the Yamaha engine is much quieter. Thanks to this quietness, I feel that the transport pilots enjoy their work much more. Right now we are only using this one Yamaha outboard at our Port Klang fish farm but, considering how good the performance is, I think we will now start using Yamahas at our other two farms as well," says the person in charge at the Port Klang fish farm. This kind of high level of customer satisfaction is a reflection not only of the quality of the product



This fish farm now uses a Yamaha F150A outboard on its transport boat. It is helping to save labor and ensure timely deliveries of fresh fish



The employees of the Ang He Yam fish farm at Port Klang



This Port Klang fish farm raises mainly grouper fish



performance itself but also the trust customers like this have in Supratechnic (Malaysia) Sdn. Bhd. And this satisfaction and trust is not limited to the fish farming industry but extends to the transport boat operators working in the waters around the Malay Peninsula. These commercial-use clients especially appreciate the services Supratechnic provides for its customers.

Resort facilities give Yamaha products the highest marks for reliability

To learn about Yamaha's reputation in the resort industry, we visited a resort on Redang Island about 46 km offshore from Kuala Terengganu on the east coast of the Malay Peninsula. The island group with its surrounding water with coral reefs are designated a National Park. Here you will find many areas still untouched by civilization. Along with Sipadan in East Malaysia, this is one of Malaysia's most famous diving spots.

Redang Island has several resort facilities that offer boating and a variety of marine activities to the tourists that stay there. One of these resorts known for its at-home atmosphere, the Redang Pelangi Resort, is an important client of Supratechnic.

Here, boats used for snorkeling, scuba diving and fishing are being fitted with Yamaha outboards one after another.

The resort's owner, Mr. Foo Ee Lin says, "We are very satisfied with the Yamaha products we are using. We intend to change the outboard engines we use on all of our boats to Yamahas."



In addition to the power, speed and fuel efficiency of the Yamaha outboards, Mr. Foo also cites the after-sale service offered by the distributor Supratechnic as one of the best aspects of the Yamaha brand here in Malaysia.

"Their service response is marvelous. We still have some engines of other makers, but they aren't able to respond when the engine breaks down. That takes the engine completely out of service for that season, which is a costly waste. In contrast, wherever there



Most of the boats docked at the floating pontoon dock at the Redang Island resort mount Yamaha outboards



Of the many marine activities available at this Redang Island resort, diving is the most popular



The Redang Pelangi Resort's owner, Mr. Foo Ee Lin (right) has complete trust in Yamaha outboards and the Yamaha distributor Supratechnic

is a problem with one of our Yamahas, Supratechnic takes care of it right away, which is a big help for us. Because we are using these engines in our business, that service response is the most important thing of all. I am now recommending Yamaha outboards to the other resort operators on the island," adds Mr. Foo. Customers like these are even more demanding than we expect in the area of after-sale service. But when a distributor like Supratechnic provides service that meets or exceeds the expectations of these demanding customers, the resulting trust becomes a priceless asset that can make a market leader, just like it is doing here on Redang Island.

How to use a cylinder gauge – Part 2

This is the second of our 4-part series on how to use a cylinder gauge.

In Part 1, we gave an overview of the cylinder gauge's parts and function. In this part we begin explaining how to use the gauge. The first step is to make the standard dimension setting.

The measurement process

As we mentioned in the first part, the cylinder gauge is used to measure how much larger the actual bore diameter is than the standard dimension.

The standard cylinder bore dimension for the F50F engine is 65.0 mm. The dial gauge should be calibrated so that the needle points to 0 (zero) when the diameter setting is 65.0 mm. (Outlined in red in the figure at right)

The cylinder is measured with this calibration, and since each cylinder is actually bored to be larger than the standard dimension, the needle will move to the left of 0 (zero) when the measurement is made. (Outlined in blue in the figure at right).

The amount of needle movement (deviation) from 0 is added to the standard dimension to get the actual cylinder bore measurement. In this case the dial gauge



shows a deviation of 0.010 mm, so the actual bore measurement is 65.010 mm.

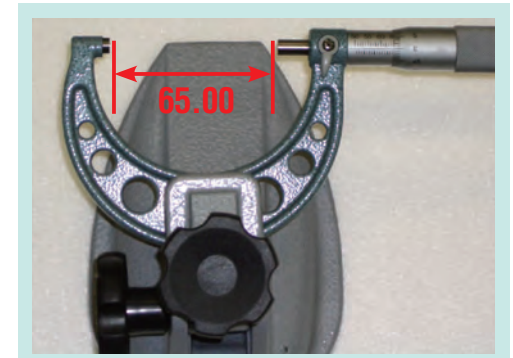
Creating the standard dimension

As seen in the figure at right, a micrometer determines the standard dimension.

An accurate standard dimension setting is first made on the micrometer and then the dial gauge is set to 0 (zero). In other words 0 becomes the equivalent of the standard dimension.

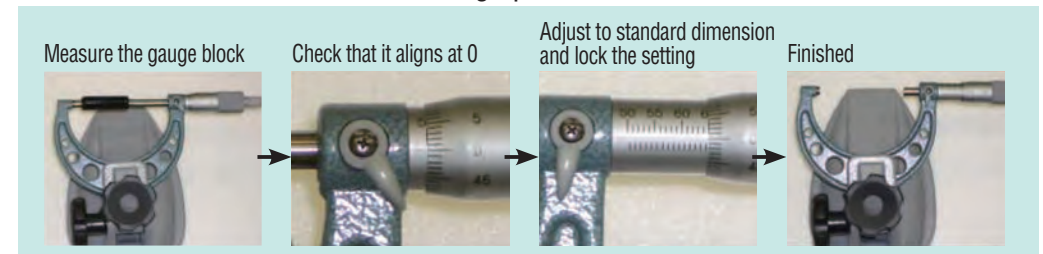
Therefore, the setting on the micrometer becomes the basis for the measurement, so it is important that this setting is made accurately.

Concerning the use of the micrometer, please refer to the detailed explanation we made in our edition (No. 134) about "Piston measurements."



Using a cylinder gauge to measure a cylinder's bore begins with assembling the cylinder gauge, which must be done in a specified process of several steps. Each process must be done with accuracy, so be sure to complete each step with care.

Here we describe the flow of the setting operation.



Developing potential customers and fans

The customer list is essential for promoting sales and check-up service campaigns. Categorizing the information on your customer list makes it an effective data source for sending out notices efficiently to the right customers or potential customers depending on the type of event you are holding. If your customer list is detailed, accurate and well organized, sometimes just looking at the list can give you ideas for new sales promotion activities or events.

This time we would like to introduce another best practice by a marine dealership in Japan to consider measures not only for existing customers but also for cultivating potential customers who may buy marine products from you in the future.

Japan's southwestern island of Kyushu is surrounded by scenic waters on all sides, many of which are perfect areas for marine leisure. As a company doing marine business in this market, Dealership A was feeling the need to not only increase sales to its existing customers but also expand its market for the future.

It happened that at the time, the local government of one of the districts in Dealership A's business area was holding a 60-day exposition to celebrate the 100th anniversary of the establishment of the township's government. Dealership A decided to take this opportunity to mount a booth in the expo and conduct a "60 days of boat test rides" event using the nearby coastal waters.

Unlike the dealership's previous test-ride events promoted by sending out notices to people on its customer list, this expo-related test-ride event attracted a large and diverse group of people. Many of them had never ridden on a boat or even had contact with boats before.

The manager of Dealership A says, "It is OK that most of the people who come to the test-ride event are never going to become customers directly. The aim of the event is just to get as many people as possible to



have this first contact with boats and become more familiar with them."

Still, there will always be a few people who will immediately become interested in boating because of this type of experience. For that reason, Dealership A had its staff talk with as many of the test-ride applicants as possible in order to find ones who showed a definite interest in boating.

"We asked the ones who seemed to have even a slight potential as future customers to fill out a questionnaire," says the manager. "From this we got their name and contact information, whether they owned any marine products, what kind of products they are interested in and what kinds of information they would like."

The names and information collected from this questionnaire are now kept separately from the existing customer list. And it is now serving as an important information source for cultivating new customers.

"The point is to gather as many people as possible at events like this and to gather information on as many potential customers as possible. That is what makes a truly useful list," adds the manager of Dealership A.

News Round Up

Activities from distributors around the world, and more

2011 Latin America Distributor Marine Technician Grand Prix

A 2011 Latin America Distributor Marine Technician Grand Prix competition was held in Sao Paulo, Brazil over the two days of July 13 and 14. The contestants included eight technicians from eight South American countries. On the first day there was a written exam with a total of 187 questions covering six subject areas. On the second day there were practical tests in eight areas including piston and cylinder measurement, adjusting carburetors and checking electrical components. The winners were decided on total points from the two days.

The assessment of skills involved in this Technician GP has proved very effective in building motivation among service technicians, and many positive comments were received about the event from the observing service managers of the participating distributors.

From Toshihiko Ono, Yamaha Motor do Brasil Ltda.



Eight technicians from eight countries competed



One of the practical tests involved disassembling and re-assembling the camshaft of an F225A



The GP winner was Mr. Juniano Bitencourt Brum of Motoryama Nautica in Brazil. The prize was a set of KTC Nepros tools

Yamaha wins 3rd consecutive Best Brand of the Year Award

The Yamaha marine dealer in Pakistan, Business and Engineering Trends, was awarded the Best Brand of Pakistan for the 3rd consecutive time by the Prime Minister of Pakistan and the company's Chief Operating Officer, Hamza bin Tariq, received an award as best businessman in Pakistan for his services for the marine sector. Despite the difficult economic conditions and competition from other brands, the company has continued its aggressive efforts to secure the position of Yamaha outboards as the only brand in Pakistan which offers *Kando** to the customers. The company is confident that with the unwavering support of Yamaha Motor Co., Ltd. they can push forward and restore the Yamaha brand to unquestioned dominance in Pakistan's marine sector.

From Hamza bin Tariq, Business and Engineering Trends in Pakistan

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



Receiving the Best Brand of the Year trophy from the Honorable Prime Minister of Pakistan, Syed Yousuf Raza Gilani (left) at his office

Delivery of "School Boats" begins!



Four school boats were delivered in Manacapuru city on the Amazon

After a delay for the recent presidential elections in Brazil, the delivery of the new "school boats" for areas dependent on water transportation finally began last month. The deliveries are being made by the dealerships that will be in charge of service support for the school boats, and on delivery they have provided instruction for the boat operators on how to use their Yamaha engines, how to make pre-starting checks and what the contents of regular service inspections will be. Here at the city of Manacapuru on the Amazon River, four boats were delivered and received high praise from to the Department of Education. These yellow school boats will be seen in increasing numbers throughout Brazil as deliveries continue.

From Toshihiko Ono, Yamaha Motor do Brasil Ltda.

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>