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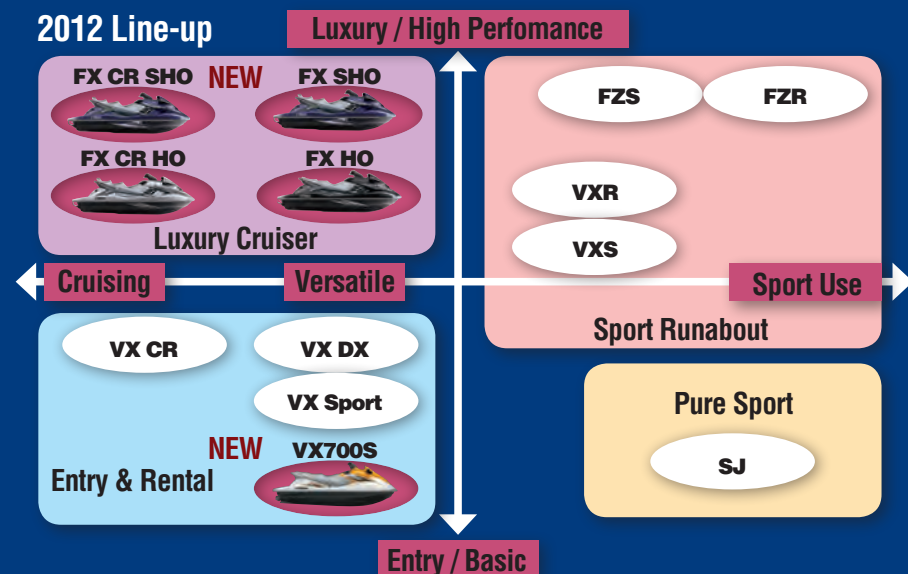
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Chantey Special
Chantey WaveRunner Special Report

New WaveRunner models reach the next level of product maturity and performance

This fall, Yamaha releases its 2012 WaveRunner personal watercraft lineup of five models: the widely recognized cruiser models FX Cruiser SHO, FX Cruiser HO, FX SHO, and FX HO as well as the VX700S with its sporty ride anybody can enjoy. These new models are packed full of the knowhow and technology Yamaha has acquired in the 25 years since we released the world's first sit-down type personal watercraft for tandem riding. We hope you will introduce as many customers as possible to these great new products.

2012 Line-up



KING OF CRUISERS

A cruiser model with a complete package

Under the concept of the “King of Cruisers,” Yamaha took the proven FX series, and set out to give its four models full model changes with a newly designed hull, and a sleek body design accentuated with distinctive edges made from Yamaha’s lightweight NanoXcel technology. The body was lengthened by 22mm, providing improved stability and comfort during high speed cruising. Furthermore, the seat has been reshaped and the switch layout was changed into a more ergonomic design for better



ease of use. These changes greatly increase functionality and performance as cruiser models.

VX700S with VAR-MAX

Performance you can feel with reduced weight through the VARTM construction method

While an entry-level model, the new VX700S has a lively and exciting ride that will surely make it popular for



not just for personal use, but as a model for resort rental use as well. Not only was weight reduced for improved performance with the new Vacuum Assisted Resin Transfer Molding (VARTM) construction method, but the fact that this model will be produced in Japan will help ensure stable supply to important markets such as Southeast Asia.

Check out these sales points for new products!

KING OF CRUISERS

The newly evolved FX Series

Newly designed hull for an even more comfortable and fun ride

Changes to the rounded shape of the chine slightly reduced the side G-forces while cornering to bring about a softer ride. Furthermore, the lengthened round keel at the rear end of the hull allows for enjoying a comfortable ride even in choppy water conditions.

Added function and comfort as a cruiser model

- The reshaped seat on the FX Cruiser SHO and FX Cruiser HO offers outstanding support and comfortable three-person seating positions, while the FX SHO and FX HO feature a sporty type seat shaped for smooth weight shifting.
- A neutral position is newly added to the shift lever for greatly improved control when docking or in narrow thoroughfares.
- With a focus on ergonomic design, a 4-step adjustable steering system, shaped handlebar grips, reboarding step, multifunction instrument panel, and well-positioned easy-to-access storage space give even better functionality to this model.
- With the newly designed stern compartment and large-size bow storage space, overall storage capacity has been increased by 140% from previous models.

Mounted with proven 4-stroke engines

The FX Cruiser SHO and FX SHO both carry a supercharged 1,812cc, inline-4 cylinder, DOHC, 4-valve engine, while the FX Cruiser HO and FX HO carry a High Output (naturally aspirated) version. Both engines boast incredible speed and acceleration.

FX Cruiser SHO



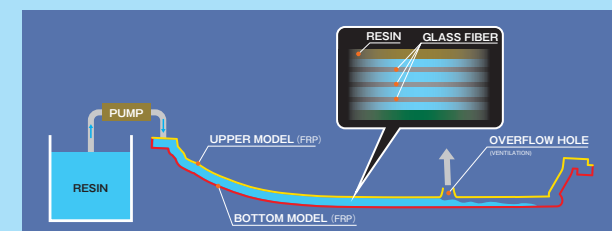
FX SHO



Use of a new construction method A WaveRunner Made in Japan

VAR-MAX is the new technology used in the VX700S

Vacuum Assisted Resin Transfer Molding (VARTM) is a FRP molding process where resin is pressure-injected into a sealed mold with the glass fiber already enclosed in a near vacuum state. Not only does this give a beautiful finish to both the inner and outer surfaces of the molded piece, but it also produces a lighter hull as well.



Stable supply and uniform product quality

Preparing this new production line in Japan will ensure stable production with this new form of manufacturing and make it possible to provide constant supply of this quality product.



Easy to ride, easy to use

- While on long rides, you can feel the acceleration and cornering performance provided by the lightened body and high-performance engine.
- All kinds of enjoyment is made possible by the larger storage compartments and spacious rear platform.

Yamaha Riding Academy (YRA) instructors trained in various regions: teaching about safety and awareness of local rules of use

Yamaha has been aggressively introducing the YRA program for personal watercraft (PWC) users on a large scale since last season. After extensive training, instructors are being certified in various regions to aggressively expand the use of YRA safety



courses for local users. The goal of these courses is to teach users how to have more fun by riding correctly and safely. This is not just for the safety of the customers, but to help them better understand the appeal and benefits of Yamaha products by using them with greater assurance. YRA activities can also play a vital role in winning social approval for PWC use that will help create a stable business environment and help prevent unnecessary bans resulting from accidents. In 2011, six instructor training courses were held in Fiji, China, Japan, Russia and Thailand. Of those, the courses in Russia

Yamaha WaveRunner TOPICS

were held in Yaroslavl in the northwest over the course of five days from October 1-5. A total of 17 participants from domestic dealers and the sole product distributor took part in the course in hopes of developing a healthy market and showing users how to further enjoy their PWC.

Japan's Largest WaveRunner User Event YAMAHA S-1 SLALOM GRAND PRIX

The Yamaha S-1 Slalom Grand Prix is an event for users who want to try their hand at time trials on their WaveRunners. All tournaments are conducted under equal conditions, with the only variables being the wind and wave conditions. With this setup, the riding technique of the riders comes right out in their times, which is why this event has a popular following in Japan.

In Japan on October 9, the Yamaha S-1 Slalom Grand Prix was held on the Tonegawa River in Chiba Prefecture. A total number of 61 entrants were chosen to participate, each placing in the top 5 in their class



at the regional tournaments held from April to October of 2011, including riders chosen by participating dealerships.

They battled for the top time with the voices of their friends and family cheering them on.



Brazil's First WaveRunner Dealer Meeting

On September 29 in Sao Paulo, Brazil's first business meeting of domestic WaveRunner dealers took place with 26 people from 18 dealerships in attendance. The participants listened intently to the explanations about the 2012 model lineup, a presentation by YMDB with feedback from its customer survey as well as a lecture on riding safety. Additionally, information and sales promotion activities were exchanged between dealerships.

Brazil's PWC market is still doing well as there were many orders for products made after the meeting's conclusion.



How to use a cylinder gauge – Part 3

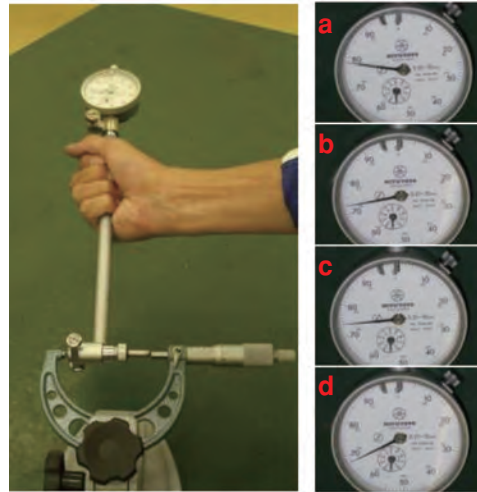
This is the third part of our series on how to use a cylinder gauge. In part two, we discussed how to make the standard dimension setting. This time we will discuss how to set (calibrate) the gauge to “zero point,” so the needle of the gauge points precisely at zero when measuring something of the standard dimension with the cylinder gauge.

Measuring a micrometer of the standard dimension

In part two of this series, we discussed setting the micrometer at the standard dimension. The next step is to calibrate the gauge so the needle points to zero when measuring the standard dimension micrometer with the cylinder gauge.

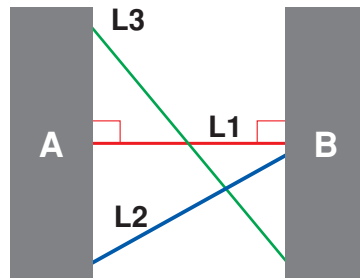
Using the cylinder gauge set up in part one, we now measure a micrometer of the standard dimension. (Photo at right)

When you actually measure it, however, you may get a different needle position each time and not know what the correct measurement is. (Photos a, b, c, d)



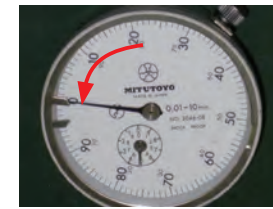
Proper distance between the two surfaces

In general, where there are two parallel surfaces like A and B in the diagram at right, and they are connected with lines like the L1 (red), L2 (blue) and L3 (green) shown here, the correct distance between the two surfaces is shown by L1, which connects the two surfaces at right angles. What we know from this is that L2 is shorter than L3, and L1 is the shortest of the three and will thus produce the smallest numerical value when measured.



Correct distance: looking for the smallest numerical value

Looking at the photos of the four gauges and their numerical values for the measurements made with the cylinder gauge, we see that “a” has the smallest value, which makes it the correct measurement among the four for the distance between the measured surfaces. Once the correct measurement (a) has been found in this way, rotate the dial face until the needle points to zero. This gives you your “zero point.” Once the needle and zero are aligned, you have completed the adjustment (setting for the



selected standard dimension). When the actual cylinder measurement is made, it will be in terms of how far

the needle moves from zero.

Finding the amount of deviation from the standard dimension in this way gives you the desired information about the dimensions of the cylinder you are measuring.

Try several times until you get it right

On the preparatory steps we have looked at thus far in the three parts of this series, identifying the smallest numerical value for L1 is the most difficult thing to get right.

When you actually try it, you will find that it is not easy to do. You may get frustrated because the tip of the anvil slides off the micrometer time and again. The only way to master this process, however, is to do it

again and again until you get used to it. So, please be patient and keep trying.

With this third part of the series, we have completed all of the preparations for actually measuring the cylinder bore. In the next part (four), we will do the actual measurement and learn to read the values produced by the measurements.

Dr. Sugimoto Chantey Editorial Room

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Customer lists used effectively in a 3S campaign (Qatar)

In this issue, we return to highlighting the importance of customer management utilizing customer lists. A customer list with detailed information in a variety of categories can be an important sales tool that makes your marketing more effective, helps you form sales strategies with each customer in mind and aids in sending out information about events and making events stimulating.

As you will see in the News Round Up section of this issue, Qatar's Yamaha distributor Al Badi Trading & Contracting Co. Ltd. conducted a 3S (Sales, Service, Spare parts) campaign in October that reached out to its important market areas and strategic areas. Making effective use of its customer list compiled from outboard motor sales and marina owners lists greatly increased the efficiency of the campaign and brought about great end results.

More specifically, the Al Badi team did not just go to a random location and set up a campaign area, but they used those lists to determine targets, make prior appointments, and created a customer reservation table when they put on this event – and here are the benefits they reaped:

1. Enabled prior estimates of the necessary number of people and tools for the work
2. Enabled preparation of necessary spare parts



3. Deepened customer relations through direct contact with users prior to the campaign visit
4. Finding prospective customers
5. Reduced advertising expenses

It's not just these benefits either. For users who could not make the arranged time, phone calls to those customers could be made through use of the customer reservation table. This impressed the distributor staff themselves with the importance of these customer lists in marketing once again.

There may be a variety of adversity to face, like a difficult regional economy and tough competition from other makers. To keep moving forward in the face of this adversity, these customer lists may be important assets for strengthening the three parts of distributor or dealership operations (Sales, Service, Spare parts) and winning loyal customers.

Sao Paulo Boat Show 2011

This year's Sao Paulo Boat Show ran from October 13-18 at the Transamerica Expo Center, attracting 34,000 visitors. Centering around large boats from various overseas manufacturers, the show recorded its largest number of exhibits ever.

The Yamaha booth had 2012 model WaveRunners, a full line up of outboard motors, as well as a special exhibition of the Yamaha 242 Limited leisure-sports boat on display. The atmosphere was active with sales negotiations with regional Yamaha dealers, along with the first official sales in Brazil of the F300B outboard motor gaining much attention.

In a show of Yamaha brand diversity, the Yamaha XT660Z Tenere motorcycle (manufactured in Brazil) was also on display along with a live piano performance from the Yamaha Corporation.



A New Marine Showroom

On October 18, the distributor of Yamaha marine products and genuine parts in Brunei Darussalam, Hai Hwang Trading Company, celebrated the opening of its new product showroom. It was a large event, with the Acting Director of the Marine Department, Haji Matnoor bin Haji Salleh and the Japanese ambassador to Brunei, Noriki Hirose, in attendance with 180 other participants. The opening ceremony was conducted along with product explanations of the Yamaha 5.3L 4-stroke V8 F350A outboard motor as well as other personal watercraft.

From Kiminori Tsubomoto, Singapore Office, Marine Engine Business Unit, Marine Business Operations, YMC



An Efficient and Customer-oriented 3S Campaign

In Qatar, for five days from October 2-6, Yamaha's distributor Al Badi Trading & Contracting Co. Ltd. conducted a 3S campaign. Besides having the world's 3rd largest natural gas reserves and being the host for the 2022 FIFA World Cup, Qatar is a hotbed for market growth and foreign investment and the 3S campaign was centered around six important commercial- and pleasure-use marine market areas we want to make headway in.

Up until now, the company's campaigns were entirely about service and maintenance, but this time there was one representative each from the service and marketing departments of Yamaha Motor's Dubai office participating along with another from the parts division at Yamaha Distribution Singapore Pte. Ltd. (YDS). With these participants, this truly was a 3S (Sales, Service, Spare parts) campaign. The team was able to provide services normally unavailable, like reservations for engine repairs, arrangement and sales of parts, and engine sales promotions all on the same day, leaving the customers very satisfied with the campaign.

From Mitsuhiro Nakamura, Dubai Office, Marine Engine Business Unit, Marine Business Operations, YMC



Providing advice to customers



Improving user awareness of how to correctly handle use of posters and other tools

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>