

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS



CONTENTS

2013 Feb.
No. 145
English Version

- P1: Chantey Special: 2013 WaveRunner Models
- P3: Chantey Special: 3S campaigns in the Middle East, the envy of other makers' customers
- P4: One-point Service Advice: Crimping: Terminals and Tools
- P5: Sport Angler Kurt on "Inshore fishing - a sport you can enjoy with the entire family"

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2013 WaveRunner Models

The 2013 lineup of WaveRunner models stay on course from last year to answer a wide range of user needs. The lineup includes the flagship model FX Cruiser SHO that leads the pack, the high performance VXS and VXR models that bring users the joy of being in full control, the VX Deluxe that features light, agile running performance with great economy, and finally the stand-up SuperJet model.

FX Series

(FX Cruiser SHO, FX SHO, FX Cruiser HO, FX HO)

The series boasts a winning combination of a NanoXcel body that achieves good stability at higher speeds with the industry's largest displacement engine (1.8 L) in an ergonomically designed package for comfortable cruising. The 2013 models sport a 3D Yamaha emblem for a high quality look.

Sport Series (FZR, FZS, VXS, VXR)

Thanks to the hulls designed for optimum running performance, the FZS/FZR models bring out the full power potential in the 1.8 L supercharged engine to make them great for sporty use. This was proven by taking the championship title at the 2012 IJSBA World Finals. The VXS/VXR models take the light and agile NanoXcel hull of the VX series and pair it with a naturally aspirated 1.8 L engine to offer excellent handling and running performance.

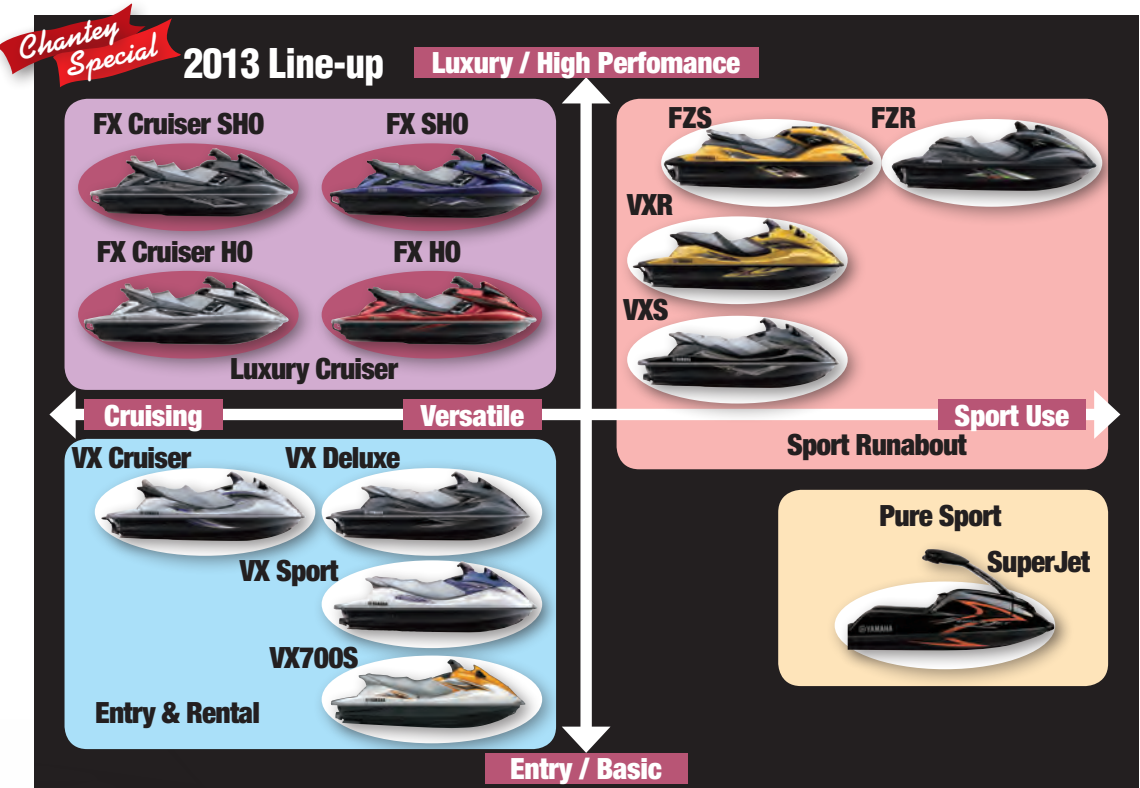
VX Series

(VX Cruiser, VX Deluxe, VX Sport, VX700S)

The 1,052cc 4-stroke engine and a lightweight body provide exhilarating cornering performance and a light, comfortable ride. This popular series of WaveRunners has held the top sales spot since its release eight years ago. The VX700S is the industry's only available 2-stroke runabout model. Since the introduction of the 2012 models, manufacturing has been done at the Amakusa factory in Japan using the new VAR-MAX construction method that enables hull designs with excellent agility, cornering performance and acceleration characteristics.

SuperJet

The industry's only 2-stroke 701cc stand-up personal watercraft. The unique hull shape brings the rider a pure "no-limits" sporty riding experience.



Don't hesitate to refer to the Shop Display Design Manual!

Yamaha has created a new manual full of suggestions and standards for making a WaveRunner dealership more attractive. It provides a practical guide to exterior designs that effectively draw customer attention, ideas for interior layouts that make more effective use of limited space and lighting techniques that bring the products to life.



Demo rides to introduce the wonderful world of Yamaha WaveRunners

WaveRunner demo rides offer customers a great opportunity to actually ride and experience the performance, quality and fun of Yamaha personal watercraft for themselves. They are essential promotions for stimulating the market, encouraging trade-ins on new models and winning new customers. In 2012, we saw distributors and dealerships around the world creating exciting events with imaginative new aspects that were effective in promoting sales. Let's make 2013 another year full of ambitious and rewarding events.

U.S.A.

298 demo rides rev up the U.S. market

Last year in the United States, Yamaha WaveRunner demo rides were planned and held on a nationwide scale. In the three months from May through July alone, 298 demo rides were held by 163 dealerships around the country, with 2,200 people trying out WaveRunners and leading to a large number of sales contract signings on-site. Notices of the events were posted primarily on the Yamaha Motor U.S.A. website along with dealership introductions.

At the event held by Surdyke Yamaha in Missouri, a temporary pontoon pier was set up at the venue on the shore of Lake of the Ozarks to run the demo rides from. Existing and prospective customers with an interest in personal watercraft were invited to join in the event that included a meal and music besides the demo rides to make it an enjoyable weekend for all. The event was so popular that it attracted local radio and television coverage.

Another event mounted by Riva Yamaha in Florida, attracted more than 200 participants. Here again, there were a good number of sales deals concluded on event day. For Riva, it was also an experiment in using the company's Facebook page to gather participants.

Word has it that Facebook and other social networks are being used effectively now in the U.S. to create buzz and gather participants for other events like these two.



Surdyke Yamaha created a "Floating Island" for their event



The Riva Yamaha event gathered more than 200 participants

Asia and the Middle East

Sales reach record highs in the Asian market

In Asia in 2012, distributors in many countries and regions like China, Hong Kong, Thailand, Brunei, Vietnam and Indonesia held their own demo rides in their respective markets. As a result, the 2012 season was the best ever for the Asian market, with personal watercraft sales reaching record heights.

Of special note in 2012 was the increase in sales of models for private use like the FX series due to demo rides targeting private pleasure-use customers, compared with the previous season when rental models like the VX700S were prominent.

Especially in China, about 120 customers got a chance to try out WaveRunners in one 3-day event. In addition to the demo rides the event featured attractions like riding demonstrations and S-1 time trials. Yamaha Motor Commercial Trading Shanghai (YMCT) is now organizing many demo rides all over China in cooperation with dealerships. As a result, the best sales results ever were recorded in 2012 in China.

In the Middle East as well, there were a large number of demo rides held, particularly in Bahrain that gave many customers the chance to experience the appeal of Yamaha WaveRunners. The local distributor and dealerships are pleased with the positive results these events have brought.



At China's first-ever YAMAHA MARINE FESTA event



Demo rides attracted customers at Sheikh Khalifa Park in Bahrain

Australia

Promoting enjoyable marine life for everyone

In November, 2012, early summer in the Land Down Under, Yamaha Motor Australia (YMA) joined with the Northcoast Motorsport dealership of Queensland to co-sponsor a WaveRunner experience for people with disabilities organized by disability services provider Multicap and the personal watercraft enthusiasts of the Sunshine Coast Jet Sports Club. YMA lent the WaveRunners to be used in the event and contributed caps to be given out to participants, along with other forms of support. Sponsorship in a number of charity events like this is one of the ways YMA contributes to community development around Australia. Also, through promotions like this, YMA strives to show people that personal watercraft are products that can be ridden with assurance and fun when used properly.

On event day approximately 100 people participated, and with the help of the support staff, many people with disabilities were able



to experience and thoroughly enjoy the unique fun that WaveRunners can offer.

Disabled participants in the event got plenty of expert support from the event staff. Here a disabled participant gets ready for a ride sandwiched between two support staff members

Chantey Special 3S campaigns in the Middle East, the envy of other makers' customers

One of the key terms in Yamaha's outboard motor business is "3S" (Sales, Service, Spare parts). None of these three important elements can be neglected. Running a business with well-established functions in all three of these areas and making sure they are supplied to the customers when and where they are needed has also been proven an effective way to differentiate Yamaha from the competition. As we have shown previously in Chantey, a number of full-scale 3S campaigns are being conducted in the Middle East, and all of the dealerships involved are getting positive results from them.

In many areas there are a great number of distributors and dealerships that have held "service campaigns" providing customers with free product inspections and more that have helped significantly in boosting customer satisfaction. However, conducting 3S campaigns where not only the Service department but also the Sales and Spare parts departments participate

makes for an even more effective campaign that provides customers with a higher level of service and can contribute to greater sales results in the long run. Although the details may differ from country to country, below is a list of the positive results Yamaha distributors around the world are experiencing in their Sales, Service and Spare parts departments from 3S campaigns.



Private mechanics are given a "Yamaha Schoolbag" that includes a parts list in CD form, printed materials and novelty gifts (Oman)

We are told that on 3S campaigns in some areas, staff members hear comments from users of other brands saying how they envy Yamaha users for getting such service. So, it is nearly certain that this envy will be a factor when such customers choose the brand for their next purchase. Besides the increased customer satisfaction 3S campaigns produce among Yamaha customers, these types of comments from users of other brands gives us a glimpse of broader long-term effects of these grassroots efforts.



A banner showing how to distinguish between Genuine Parts and imitation parts is put up at the campaign site (Oman)



The campaign was especially appreciated by customers in more remote areas of the country (Qatar)



Detailed explanations and friendly advice from the Service department and sales of campaign period specially discounted parts from the Spare parts department connected to future sales (Saudi Arabia)

Results by department

| | |
|------------------------|--|
| Sales department | <ul style="list-style-type: none"> Surveys conducted during campaigns provide a grasp of the conditions of the competition and Yamaha that is useful in forming future sales strategies Increased customer satisfaction resulting from the detailed after-sales service that the campaigns can provide and the competition doesn't have The ability to make various helpful proposals to customers based on what is learned about the actual way they use the products The opportunity to make appeals in the market for products Yamaha wants to launch and new models being introduced Strengthening of sales rep knowledge that comes from working with the service and spare parts departments |
| Service department | <ul style="list-style-type: none"> Shared understanding of problems in the market made possible by working with sales and spare parts departments Gaining a grasp of the way the products are actually being used that enables service people to give advice and educate customers to prevent problems Increased customer satisfaction resulting from the detailed after-sales service that the campaigns can provide and the competition doesn't have The opportunity to instruct private mechanics and strengthen relationships The opportunity to recommend the use of Genuine Parts to customers and offer advice about getting periodic inspections done Preventing major problems before they occur by inspecting the users' products (after-sales service becomes preventative service) |
| Spare parts department | <ul style="list-style-type: none"> Increased awareness of Genuine Parts and a resulting increase in parts sales by having the service people educate customers about the importance of using Genuine Parts Gaining understanding of how the products are actually used that helps in effective selection of items for the future and production of educational tools Gaining ideas for new sales routes by visiting local markets Increased staff awareness gained from working with the service department Increased customer satisfaction resulting from parts sales in remote areas |

3S campaigns conducted in the Middle East in 2012

| | Al-Khorayef Commercial Co. Ltd. (Saudi Arabia) | OHI MARINE LLC (Oman) | Al Badi Trading & Contracting Co. Ltd. (Qatar) |
|-------------------------|--|--|---|
| Campaign areas selected | Primarily localities with potential for future growth, ones more than 400 km from a distributor showroom where parts supply and service availability is weaker | Areas where the use of some imitation parts instead of Genuine Parts is occurring | Five localities were selected that will be the focus of strategic market development in the future |
| Main campaign contents | <ul style="list-style-type: none"> Friendly and detailed customer education from service staff Yamalube oil and Genuine Parts are sold at special discount prices during the campaign period along with explanations of the importance of using Yamaha Genuine products The ground is laid for future sales by handing out leaflets about products Yamaha wants to launch in the region in the future | <ul style="list-style-type: none"> Spark plugs and gear oil are sold at special discount prices and free engine inspections are given. A supply of high frequency replacement parts like propellers, trim tabs, anodes and starter ropes are prepared for sale at special discount prices Time is spent to educate users here about the importance of using Genuine Parts and how to tell Genuine Parts from imitation parts Efforts are also made to set up reception booths at places where the largest possible number of customers will find it | <ul style="list-style-type: none"> With a focus on campaign efficiency, the local customer list is used to make appointments for campaign day by telephone Spark plugs, 4-stroke engine oil/gear oil and other replacement parts are sold at special discount prices (no labor charge) New models offered for sale |

Crimping: Terminals and Tools

In our “Advice from a veteran mechanic” series this time, I will begin the first in a mini-series about proper technique for crimping terminals onto electrical wires. Many terminals are used in wire harnesses and connectors for electric/electronic parts. Since the necessary parts and tools can be readily found at Do-it-yourself or hardware stores, many mechanics will make their own replacement or test harnesses locally. However, it is difficult to find manuals describing the proper technique for crimping terminals, so most mechanics devise and employ their own methods. That’s fine if there are no inherent problems in the methods used, but this is not always the case, and improper terminal crimping can lead to later problems.

In this first column on terminal crimping, I will discuss choosing the proper terminals and tools for the job.

The gauge of Yamaha outboard harness wires is over 0.75 mm²

Before discussing terminals I want to first discuss the electric wires used.

Generally, the standards used to refer to the sizes or gauge of electrical wires are the “AWG” (American Wire Gauge) standard, the “cross-sectional area” of the wire or the “diameter” of the wire in millimeters. At Yamaha we use cross-sectional area as the measure of wire gauge. Wires with a cross-sectional area of over 0.75 mm² are used in our outboards.

| AWG | Cross-sectional area (mm ²) | Diameter (mm) |
|-----|---|---------------|
| 17 | 1.037 | 1.150 |
| 18 | 0.8230 | 1.024 |
| 19 | 0.6529 | 0.9116 |

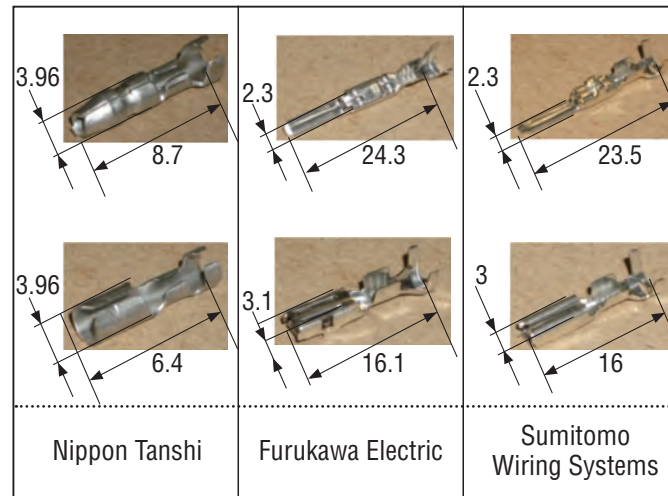
What type of terminals can be used?

The connection between the wire harness and the electrical component must be a plug-in type.

Among the plug-in types of solderless terminals are closed barrel types and open barrel types. Closed barrel types are not used on Yamaha outboards and therefore, open barrel terminals should be used for replacements and repairs, etc.

Next we make sure the proper type of electrical wire is used. As mentioned earlier, the wires used on our outboards are 0.75 mm²

gauge or larger, and terminals suitable for this gauge are chosen. Finally, we check the shape of the plug-in portion. In the case of flat type terminals, the width, thickness and shape vary slightly by maker, so parts by the same maker should be used. The main makers of terminals used on outboard wire harnesses are shown below for your reference.



What tools should be used?

There are two types of hand tools used for crimping the terminal onto the wire.

The one on the right (blue grips) is for open barrel terminals and the one on the left (red) is for closed barrel terminals. Note

that the shapes of the dice portions are different. Be sure to use an open barrel terminal type. Otherwise the barrel will not be crimped to the right shape. Also, be aware that cheap, poor-quality tools can cause defective work.



Selecting the right terminals and right tools is a prerequisite for proper work

No matter how good your working skills are or how experienced a technician you may be, using the wrong parts with the wrong tools will result in defective work.

Using the right parts and materials and using the right tools is an important part of doing a job properly. You need to have the knowledge to discern what the right tool is for a job, why that tool is the right one and understand the reason that makes it the right one.

Dr. Sugimoto Chantey Editorial Room

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Sport Angler Kurt on Inshore fishing - a sport you can enjoy with the entire family

This time I want to talk about inshore fishing in America. Since inshore fishing from a boat is done on comparatively calm water without the large waves often found in offshore waters, there is the added appeal that you can take the children along and enjoy the time on the water as a family. But, that doesn't mean it is simply for beginners, not by any means! If you want to, you can go after some mighty big fish in inshore waters. Tarpon is a good example, and there are other fish like redfish and snook as well, all of which can be caught in sizes of over 20 lbs.

In the U.S., I was able to experience a variety of different types of inshore angling in a number of shallower water areas and bays along the east and west coasts of Florida, in the mangrove coasts of southern Florida and in the Louisiana Delta.

The types of game fish you go after vary with the region, but you will find varieties like redfish, snook, bluefish, crevalle jack, Atlantic Spanish mackerel, flounder, speckled trout and tarpon. Of course, there is the serious sport of only going after tarpon, which can grow to the size of a human adult, but it can also be fun fishing for a variety of different fish at the same time. In America, when you are able to catch three or four different game fish particular to a given region, it's called a "Grand Slam." This type of fishing is also popular among hardcore anglers.

One of the game fish that I particularly like and is easy to catch is the redfish shown in the photo here. The attraction of this fish is the sheer power of its pull after the strike. There are so many hardcore anglers who love going after redfish that there are even tournaments specifically for it, but it is also a fish that you can catch



The redfish. It's a catch that will thrill you with the power of its fight after the strike

on family fishing trips with the kids along.

There are a number of different types of boats used for this type of angling, but the most popular is probably a 20 to 22 ft. Bay Boat powered by an F150 outboard. Put simply, its popularity lies in its great versatility. Its size is such that you can take the kids along with assurance, and it has good stability on the water. With a sufficiently

large Bay Boat, there is a wide range of uses you can take advantage of. You can fish in shallower inshore waters and, if the waves aren't too big, venture farther out from shore to go after game fish like snapper and grouper.

In terms of cost, the initial investment, maintenance costs and the cost for gasoline are far more affordable than the cost of an offshore boat. That means it is a boat that the middle class family can afford and enjoy the boating life with.

The affordability of the boat and the accessibility of waters to enjoy great angling is the real attraction of inshore fishing. I think inshore fishing is a great way to get your customers into the sport of angling and share it with their family and friends. You will probably find that there are areas of your own country to enjoy angling in new and exciting ways that you can introduce to your customers as well!



A catch in Louisiana. In addition to the bigger fish, I caught lots of redfish along with flounder and black drum. They are all delicious fish!

Editor's Note



Alongside outboard motors, WaveRunners are another representative line of Yamaha's marine products. They have played a major role in bringing the joys of marine leisure to many people with their agile handling and swift performance similar to that of our motorcycles. This is one defining trait that will never change.

While WaveRunners may give off an air of style and flair, the business is run no differently from any other Yamaha product line, with high importance placed on 3S (Sales, Service, Spare parts) functions and implementation to bring greater satisfaction to customers around the world.

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>