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Chantey
Special

Yamaha's Contributions to Youth Education

Yamaha Motor not only manufactures and markets products, but also conducts various kinds of programs that contribute to society, and the same is true with our group companies and distributors around the world. For this issue's Chantey Special, we highlight some of Yamaha's programs and activities for youth education in Brazil and Australia.

Fostering the next generation of marine industry technicians

Australia

Not unlike Japan, the country-continent of Australia is surrounded on all sides by water and is the home of a thriving marine industry that is pivotal to the economic sustainability and growth of many of its regions and territories. As we introduced previously in Chantey, group company Yamaha Motor Australia Pty Limited (YMA) holds a Yamaha Student Grand Prix as a way to bolster support and ensure the future growth and stability of this industry. It is an awareness program designed to help high school students from grades 9 and 10 better understand the opportunities for employment as a technician in the marine industry.

The program brings students from schools in Sydney and the surrounding territories to

participate in training days where they learn about actual marine product servicing and repair, something not possible within a standard educational curriculum. Culminating in the regional finals held in Sydney, students represent their schools and demonstrate the necessary skills and knowledge they have acquired with an end goal of helping them progress to trade training and eventually a career within the marine industry.

For the 2012 holding of the Student Grand Prix, nine students representing three schools in Sydney, and eight students representing two schools from South East Queensland took part, putting their new skills to the test. When the finals were over, winners were chosen from

every school, helping local Yamaha dealers select the best students for future employment. One example is Brandon Wrangles, a student from Upper Coomera High, who has now entered into a marine traineeship with local Yamaha dealer Broadwater Boating as a result of his winning performance.

All of the high schools, partnership brokers and technical colleges praised Yamaha for its efforts in helping all the students gain a better understanding of what working life is in general and the opportunities available to them in the Yamaha dealer network. The program

has a positive effect on the Yamaha staff as well, with many commenting that seeing how motivated the students were to learn about Yamaha and its business gave them greater motivation as well.

For this year's Student Grand Prix, three additional Sydney-area high schools will join in, introducing even

more students to the rewarding careers available to them within the Yamaha dealer network, and strengthening Yamaha Motor's partnership with local schools and communities in Australia.

A video about the event can be found here:

<http://youtu.be/skY1ea7H21k>



Boats to carry school children and their hopes for the future

Brazil

Since 2010, the São Paulo-based group company Yamaha Motor do Brasil Ltda. (YMDB) has been participating as an outboard motor supplier in a Brazilian government project to provide boat service for school children. At present, 97% of the planned 674 school boats for the initial stage of the project have been put into operation. Now, in the Amazon basin and other regions of the country, the yellow school boats powered by Yamaha outboard motors can be seen plying the waters full of school children daily.

School boats mounting Yamaha F90B outboards

With its growing economy and upcoming hosting of prestigious international events like the next Summer Olympics and FIFA World Cup, Brazil is the focus of increasing international attention today. Nonetheless, there are still some regions of the country where many of the children who are the future of their communities cannot attend school, and remedying the deficiencies of the educational environment is an important issue.

Particularly in the Amazon basin in the northern part of the country, there are few schools and it is said there are about 150,000 children who are unable to go to school due to a lack of transportation. To address this issue, the Brazilian Ministry of Education took the initiative in creating the transportation means for these

children to get to school, which led to the launch of the school boat program in 2010.

The boats were supplied by the navy and mounted with Yamaha F90B outboard motors. The F90B was chosen for safety-related reasons, as it would not provide exceptionally fast acceleration that might be dangerous with children on board, and also for environmental factors such as its low vibration and noise levels.

An honor to help in improving the educational environment

To deploy all of these school boats, it was necessary to call on the assistance of numerous Yamaha dealerships around the country. YMDB made up a special manual for the program and went around to dealers in the Amazon basin to explain the significance of the project and ask for their cooperation. In the end, some 25 dealerships covering the project area



A school boat deployed in the Amazon basin powered by the F90B

participated by doing the final set-up of the outboards being delivered for the school boats, and by continuing to provide follow-up service and repairs when necessary. In typical Yamaha fashion, thorough follow-up care efforts were made, such as providing local training sessions for the boat operators explaining proper use of

the outboards, maintenance and measures to deal with any problems that may occur.

"Since so many outboards were being supplied and deployed for this project, we were expecting to get some claims regarding product trouble, but as of now there has not been a single one. I believe this is because of the efforts of the dealers

involved and the effect of the training sessions we have conducted for the operators," says Mr. Toshihiko Ono from the Service Division of YMC's Marine Engine Business Unit, who was stationed in Brazil and involved in the project until 2012.

Due to the lack of schools and teachers in some regions, the schools operate on a three-shift basis that keeps the school boats running full-time. Still, there has been almost no trouble with the engines and every day you can see the yellow school boats on the rivers of the Amazon basin with their loads of happy children.

"YMDB adopts a corporate mission of helping to bring more fulfilling lives to the people of Brazil and the company is especially pleased and proud to be able to make this contribution in the field of education for the country's children. And, I believe that the dealers cooperating in the program feel the same way," says Mr. Ono.



Many children are now able to go to school and learn thanks to the school boats

Crimping, Part 2

In our last edition of this “Advice from a veteran mechanic” series, I talked about proper selection of crimping terminals and tools. This time I will continue this mini-series and discuss proper technique for the crimping operation and how to test the result. The important thing is knowing what exactly “proper” is and the results it produces, but again, this is an area where there is less information available than one would expect so I have tried to put together points I think will be helpful. So, this column will be a tutorial in proper terminal crimping technique and knowing how to test the result properly.

What type of terminals can be used?

First of all, the order of the work procedure is:

Step 1: Strip the insulation from the electric wire.

Step 2: Insert the wire into the terminal.

Step 3: Crimp the exposed wire core.

Step 4: Crimp the insulated wire portion.

Now, let us think about what the important points of this procedure are:

Point 1: How much insulation should be stripped from the end of the wire?

→ To expose a length equal to **A** in diagram **B**.

Point 2: How far should the wire be inserted into the terminal?

→ Insert to the point shown in diagram **B**.

Point 3: What part of the crimping tool is used to crimp the exposed wire core?

→ Choose a size that fits the diameter of the wire core (diagram **C**).

Point 4: What part of the terminal should be crimped?

→ Crimp as shown in diagram **D**.

Point 5: How much should it be crimped?

→ Enough so that the wire can't be pulled out by hand.

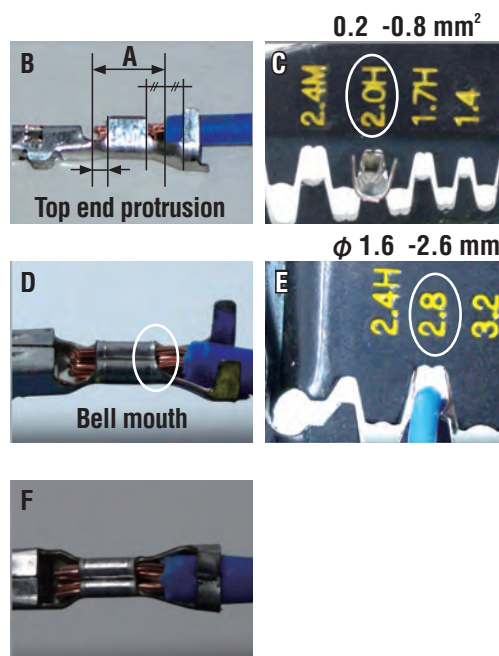
Point 6: What part of the crimping tool is used to crimp the insulated part of the wire?

→ Choose a size that fits the diameter of the insulation (diagram **E**).

Point 7: How much should it be crimped?

→ Crimp as shown in diagram **F**.

I believe that these seven points are the important ones in proper crimping procedure. You can remember them by referring to the diagrams.



Knowing the result of proper crimping

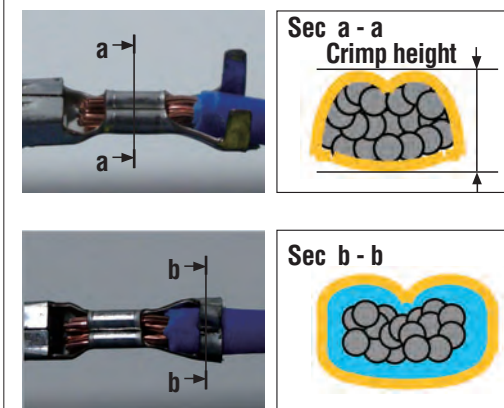
An important element determining a proper crimp is what we call the “crimp height.” Ideally, each crimp height should be measured after crimping to make sure it meets the designated height for each type of terminal, but in our normal working area and conditions that just isn't possible. Instead, I recommend that you use the following two points when the crimping is completed to make sure it has been done properly.

- Pull on the wire to make sure it doesn't come out of the terminal.
- Check to see if the crimp has proper form.

Then practice so you get a good copy of the examples as they are shown in the diagrams. If your crimping is done in the same form as shown in the photos here, there is at least an 80% certainty that you have done the crimping properly.

Finally, I want you to remember that a “proper result” is “a beautifully done job.” A result that

has a distorted or asymmetrical shape or form is not what I mean by “a beautifully done job.” If the result isn't beautiful, you can be sure that it is not a properly done job.



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First held in 1971 on Lake Mead in Nevada, today's Bassmaster Classic is one of the top angling competitions in the world, both in fame, competitive level and in scale, with a first-place prize of \$500,000. Fishing fans flock to the event with their families, and media coverage is equally big, with television programs covering the action as well. The successful bass fishing pros enjoy popularity like the stars of other big sports, with fans waiting in long lines to get their autographs at the tournament expo grounds. Scenes like this might be hard to imagine in regions where angling is not such a popular sport.

Another reason for the deep-rooted popularity of angling in the U.S.A. is the abundance of local tournaments held across the country that local amateur anglers can enter easily. Among the large base of participants are hard-core angling buffs outfitted with the same types of top-class boats and gear as the pros, as well as more casual anglers who join in for a fun weekend on the water with their friends.

All of this adds up to make bass fishing nothing less than a large-scale, nationwide sporting industry. To answer the demand of this huge industry, Yamaha develops and markets the bass fishing-specific V-MAX SHO outboard series that leads the market together with Yamaha Motor Corporation, U.S.A.'s deluxe bass boat maker Skeeter.

There are basically two ways to enjoy bass fishing. One is as a competitive sport by participating in tournaments, and the other is a style where you're seeking "the big

Sport Angler Kurt on America, where a major industry surrounds bass fishing

The 2013 Bassmaster Classic professional bass fishing tournament was held in late February on the Grand Lake O' the Cherokees in the state of Oklahoma, with Cliff Pace, who competes under contract with Yamaha-Skeeter, winning the championship. In fact, pro anglers with Yamaha contracts swept the top four places in this prestigious competition.



catch." The attraction of the tournament style of angling is the fun and excitement of matching your skills against other anglers under a fair set of rules.

For those who like the "big catch" style, a 10 lb. (approx. 4.5 kg) bass is one measure of success, and there is even a "10 Pound Bass Club" that welcomes qualifying anglers. There are also those who chase the dream of catching a world record (by the way, that world record was tied in 2009 by a 22 lb. 5 ounce bass caught in Japan's Lake Biwa).

There are a number of factors that make bass such a popular game fish. One is the fierce fight they put up with pull that belies their size. Another is the patterns of

movement they exhibit in certain seasons that reward the knowledgeable angler with plenty of strikes.

The bass family also has a number of species, including largemouth bass, smallmouth bass, Florida bass and spotted bass, among others. In addition to the freshwater species, there are also members of the bass family that live in brackish waters and saltwater. Besides bass, there are many other species of game fish in different regions of the world that offer the potential for building a sport angling industry the way bass fishing is in the U.S.A. that you might be able to develop in your region for sport and for your business.

As for myself, I got a lot of enjoyment out of bass fishing when I lived and worked in America. Since I like the "big catch" style, I'm still casting around for my 10 pound bass when I can.



News Round Up

Activities from distributors around the world, and more

New service systems and strategies, test-rides and more



Over the five days of February 25 to March 1, 36 distributor representatives of Yamaha marine products in 25 countries including the U.A.E., Bahrain and Brazil came to Yamaha Motor in Japan for a comprehensive program that covered customer service, new products, test-rides and more.

The first day consisted of seminars about service systems and strategies going forward for improving consistency, response time and customer satisfaction. Additional explanations included information about the new In-Line Four F200F outboard motor and the Helm Master outboard motor control system as well as service tools like an updated Yamaha Diagnostic System (YDIS) for outboard motors and personal watercraft.

The distributor representatives spent the second and third days undergoing training for using the new products, seeing Yamaha's latest personal watercraft and learning how

to organize and run solid Yamaha Riding Academy (YRA) programs for them.

The fourth day was spent out on the waters of Lake Hamana to actually try the new products. A test-rig mounted with three outboards was available for the representatives to try docking with the new Helm Master system in real-water conditions. Also, two boats were prepared, one with a V6 F225 outboard and another with the new In-Line Four F200F outboard, in order to clearly feel the differences between the two.



The fifth and final day's program took place at the Yamaha factory in Kumamoto Prefecture (Yamaha Kumamoto Products Co., Ltd.) where the representatives were able to tour the factory and gain knowledge of how each Yamaha outboard is assembled. All of the participants were united in their confidence that Yamaha's commitment to further development and improvement in not only its products but also its customer service tools will surely yield even greater results in their respective regions in the future.



Kan Bright Pan of Supratechnic Malaysia said that the F200F will provide an attractive solution for users wanting to switch out their current 2-stroke outboard for a 4-stroke



B Shanmugavadivelu of Al Yousuf Motors (Dubai) felt that the new customer service system is a big step forward and will greatly improve response time



Marcelo Franco of Yamaha Motor do Brasil Ltda. (Brazil) felt that the new F200F's light weight and smooth performance will make waves in Brazil's fishing industry



Lalan Rocky of OHI Marine LLC (Oman) praised the Helm Master for making piloting a boat into a marina dock easier and how Yamaha's new diagnostic system will make solving problems faster

Boat shows highlight the appeal of Yamaha products

The Miami International Boat Show is one of the world's largest boat shows and was held this year from February 14 to 18 in Florida, U.S.A. The Yamaha Motor Corporation, U.S.A. (YMUS) booth featured new models like



The Yamaha booth at the Miami International Boat Show

as well as giving general customers their first look at the new "Helm Master" outboard motor control system now being sold to select boat builders in Europe and the U.S. that enables boat operation with a joystick. The visitor turnout for the Miami show was 102,118. This year, there were an increased number of displays of large boats with multiple-outboard rigs, and many participating boat builders commented that it was the best show in recent years, making it a good indicator of long-awaited recovery in the boating market.

In Japan, the Japan International Boat Show was held in Yokohama from March 7 to 10. Besides being the world's biggest outboard motor brand, Yamaha is also the leading boat brand in Japan and this year's Yamaha booth featured new boat models and WaveRunner personal watercraft. The booth also had counters introducing a range of information about ways to enjoy boating, thus helping to make the boat show not only a venue for promoting Yamaha products but also a way to contribute to the spread of



marine leisure. The show also boasted more visitors than the previous year and brought good results for the exhibitors.

A proud line of Yamaha boats were on display at the Japan International Boat Show. These products are the fruits of more than 50 years as a comprehensive marine manufacturer

Editor's Note



The fact that the future lies with our children is something that will never change, as with all living beings. In places around the world, we are conducting activities for children in the hope of bringing future development to not only Yamaha and the marine industry but also to society as a whole. The school boat program in Brazil was a contract bid offered by the Brazilian Navy and wasn't just a simple competition for the lowest price. The capability of Yamaha's network to offer top-notch product reliability and high-quality service, even in regions deep in the Amazon, was recognized and won the bid. It's an example of something the competition can't duplicate and what only a top marine product maker can do. In this issue we want to tell the story behind the program, of the passion in Yamaha's representatives and how their hard work in building the sales and service network in the Amazon Basin will benefit Brazil's children and their future.

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>