

Chantey

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Chantey Special

The Dynamic Russian Marine Market



"Baikal" means "a rich lake" and it is surrounded by a beautiful natural environment. Said to be the oldest lake in the world, it is a magnificent water wonderland for active Russian marine fans

As one of the BRICS countries, much attention is focused on Russia's economic growth. Amid this growth, Russia's marine leisure business is expanding steadily. The term marine leisure might bring to mind luxury items like large cruisers, but in fact, it is products like inflatable boats and the small-sized outboard motors used to power them, as well as products like personal watercraft that are seeing the most growth in sales today. For this issue's Chantey Special, we feature the Russian market, focusing on a number of scenes from its marine market.

With a total land area of 17.09 million square kilometers, Russia is roughly twice the size of the United States. Although Russia has few areas of coastline that are suitable for marine recreation, there are vast areas of wilderness in Siberia and other regions of the country and a wealth of beautiful and untouched inland waters. As we can see from the way people have enjoyed the *dacha* life (spending free time a second home in the countryside) in Russia since the days of Peter the Great (1672-1725), people here love spending time in the natural environment, and

this custom has earned its adherents the nickname "people of the forests." Russia also has a history of producing many excellent seafarers. For people with these kinds of traditions and cultural background, one might say that Yamaha's outdoor leisure products are a perfect match. It is in this market environment that Yamaha Motor's subsidiary in Russia, OOO Yamaha Motor CIS (YMCIS), markets mainly Yamaha marine products including outboard motors and WaveRunner personal watercraft (PWC). And, to further promote marine leisure in Russia, it

also imports and markets Yamarin boats from the Finnish Yamaha distributor and major Finland domestic boat builder, Konekesko Marine. Furthermore, basically all its dealers are contracted exclusive Yamaha dealerships and almost all of them handle not only Yamaha marine products like PWC and outboard motors but also attractive outdoor recreational products like Yamaha snowmobiles and ATVs to enable them to offer products for all seasons and build strong customer relationships while expanding sales.



Along the rivers on the outskirts of Moscow you will find numerous marinas and luxurious dachas



A PWC display and product experience event at the Royal Bar beach club in Moscow

Promoting marine leisure with the experiences of event participants

In June of this year, YMCIS chose Lake Baikal as the site for an experiential PWC touring adventure for journalists in the leisure recreation press. Lake Baikal is the world's oldest freshwater lake and it is known as the "Pearl of Siberia" and, like the Galapagos Islands, as a "museum of living antiquities." As one YMCIS representative explains, "Many Russian PWC users believe that it's a craft to take you to a destination. The Russian market and its users are all about traveling to far away destinations, loving nature and spending time in the great outdoors in bold and dynamic ways."

The touring event for the press was a big success. Despite being early summer, the lake's water temperature was 5 to 6 degrees Celsius. Once you start running at speed, the cold on the lake feels like mid-winter, and riding that way over a few hundred kilometers in two or three days made for quite a challenging adventure for the press. Nonetheless, the participating journalists said they were very satisfied, and thrilled at the natural beauty of Lake Baikal.

Several days later, YMCIS held an event targeting affluent customers based at the up-scale Royal Bar beach club in Moscow to feature the Yamaha PWC and Sport Boat lineup. At this event, footage taken at the PWC adventure touring event at Lake Baikal was shown and some of the journalists that had taken part were invited to speak freely about the experience.

"Creating demand by having customers actually see the products at a beach club like this is part of our aim, but we really want to show people that these are craft that you can use to have fun in the great outdoors in very dynamic ways. I believe the journalists that attended the press event spoke about it proudly because it was also very well received. We expect person-to-person communication to help in expanding interest in personal watercraft," comments the YMCIS representative. Of course, this trend is not something that is limited to PWCs but extends to boats as well. Listening to dealers, we realize that one of the most important objectives for them is to provide as many potential and existing customers as possible with opportunities to actually enjoy using the products.

Chantey Special The Dynamic Russian Marine Market

The Russian government has approved a “Strategy for Socio-Economic Development of the Far East and the Baikal Region until 2025.” While this economic strategy may not include any projects directly involving the marine business in the Siberian region, it is clear that there is much interest in the business potential in the area. For this Chantey Special, we spoke with dealers based in Siberia.

Sales promotions of Irkutsk dealer SOTEP Stimulating the market by bringing customers together

SOTEP Ltd. is a Yamaha dealer based in the city of Irkutsk near Lake Baikal that began selling Yamaha outboard motors in 1999.

“There is a constantly growing number of people with disposable income in Russia who enjoy spending their free time on the rivers, lakes and coastal waters. I believe that the marine business is one with a bright future,” says SOTEP’s president, Mr. Alexander Shoshin.

Presently, outboard motors are used primarily for leisure boating uses like fishing, and smaller models from 15 to 40 hp are the main sellers. Aluminum boats are especially popular, and SOTEP manufactures its own models. Looking toward a market for larger boats, the company says they are now manufacturing large-size models up to 9 meters in length.

SOTEP’s strengths as a dealership lie in its large-scale building and product display facilities and the high-quality service they always strive to provide. They also stress the importance of their policy of working proactively to always have the models that customers are looking for in stock. The president also points out that another unique focus of their promotional activities is organizing races and fishing tournaments where they can actively communicate with the customers.

“Organizing events not only provides us with valuable opportunities to communicate with the



One of the boats sold by SOTEP. With an aluminum hull, it is well suited for rugged use

customers but also leads to exchanges between the customers themselves. As a result they become friends who spend time together not only at the events but in their private time as well. That makes their marine leisure lifestyle even more enjoyable and stimulates the market,” comments Mr. Shoshin. One of the company’s business initiatives now is promoting replacement purchases for customers with older boats. They say this involves finding attractive boats that are good matches for the latest Yamaha outboards and recommending them to the customers. The company’s active marketing initiatives like holding events and making efforts to encourage interaction between customers using Yamaha products are truly impressive.



The large SOTEP showroom offers a proud array of numerous products and models



SOTEP’s president, Mr. Alexander Shoshin

Adventure tours that are drawing this active dealership nationwide attention

While covering YMCIS’ PWC touring event on Lake Baikal, we happened to meet a group of PWC owners who were in the midst of a ten-day tour of the lake. Their leader was Mr. Andrey Prudnikov, General Director of a Yamaha dealership named Rokot-Moto in the city of Surgut.

Born and raised near a branch of the Ob River, Mr. Prudnikov says that his life and his livelihood have always been connected to the rivers, as have the ways he enjoys his free time as well. In other words, his hobbies naturally connect to his work. The market environment in his area is harsh, and the winters are long. As such, it goes without saying that Rokot-Moto’s primarily deals in snowmobiles. On the other hand, for that very reason, summertime enthusiasm is always high. The season for marine leisure products is short but they are still very important products. “Our market is still in the development stage, and I believe it is going to grow in the future. And that holds true not only for boats (and the outboard motors that power them) but for PWCs as well,” says Mr. Prudnikov.

The company has a very unique way of promoting PWC sales. “I established an ‘Adventure Trip Lovers



This group of owners was on a 10-day cruise of Lake Baikal on their PWCs

Club’ in Surgut. We’ve done grand adventure trips like a full crossing of Russia and a tour to Alaska,” says Mr. Prudnikov.

The club’s activities have been covered by the Russian media, and many people have joined the club after seeing articles about the adventures and being seized by the desire to do the same. Inquiries have come in not only from the Surgut area but from distant parts of Russia as well.

“Look at this! Despite the bad weather, no one is even thinking about quitting the trip. Everyone is prepared and ready to go,” he says.

One of the trip members is Mrs. Belaya Irina Valeryevna, a mother of three who decided to buy a PWC and join in the adventure after reading several articles about Mr. Prudnikov’s trips. This is her first adventure trip with the club.

“It is a great group of people and such fun to get together. And it also gives people very valuable experiences. Russia’s natural beauty knows no limits. And traveling by PWC lets you see scenery and have experiences you could never get on a trip by train or airplane or car.”



Mrs. Belaya Irina Valeryevna bought her PWC so she could join in Mr. Prudnikov’s adventure trips



Mr. Andrey Prudnikov, General Director of the Rokot-Moto dealership

SSTs for safer work practices – Hydro puller kit

In this edition of our “Advice from a veteran mechanic” series, we will continue to talk about “SSTs for safer work practices.”

In our last issue, we discussed use of the flywheel stopper, which was included as a new tool in the 2012 edition of the F150A Service Manual. On the same page of the 2012 manual you will find the “Hydro puller kit” that I want to discuss in this issue.

As in our last issue, I want to discuss this hydro puller kit as a Special Service Tool (SST) that has important advantages of from the standpoints of “speed” and “safety.”

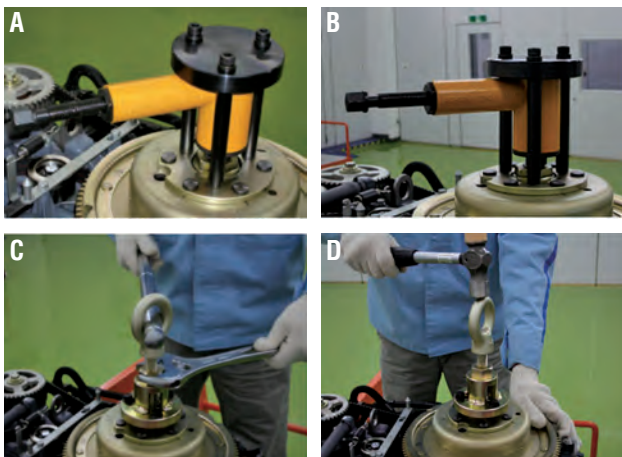
Issues involved in this operation

The hydro puller kit is a tool set designed for the job of removing the flywheel from the crankshaft. (Photos **A** and **B**)

Until now, a “Flywheel puller” was used for this operation, but let us look at the advantages of using the hydro puller kit from the standpoints of “speed” and “safety.”

Like the flywheel holder, the conventional flywheel puller is operated by holding the wrench with the left hand while applying pressure to the right-hand bar. If this action doesn’t remove the flywheel at first, it may be necessary to apply a shock to the top of the tool. (Photos **C** and **D**).

Because this method requires doing two different actions with the right and left hands, it cannot be considered a very safe method. Also, since applying a shock by striking the tool can cause damage to the crankshaft or the thrust bearing, this is in fact a bad working method.

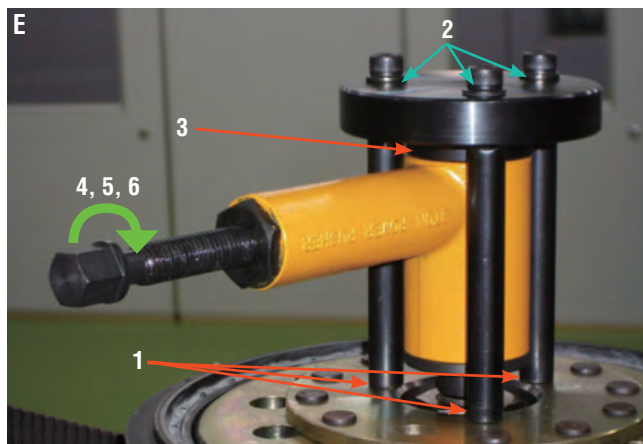


Points to notice about the new puller method

The new hydro puller kit is a device that uses hydraulic pressure to pull the flywheel from the crankshaft. (Photo **E**)

When using hydraulic pressure to apply a large amount of pressure, care must be taken in the following areas:

- 1) The three feet of the tool’s base must be secured firmly against the flywheel.
- 2) For the washers under the bolt heads, two washers are used if there is no spacer, but one is sufficient if there is a spacer.
- 3) A spacer is inserted for the F150 model and larger models.
- 4) The action of turning the screw to increase the hydraulic pressure should be done slowly.
- 5) If the screw becomes hard to turn, stop and wait a few seconds.
- 6) Repeat the process of turning the screw, waiting and then turning again.



The reason for turning the screw slowly, stopping and then turning again is to minimize pressure-induced deformation in the three bolts. If a large amount of pressure is applied all at once, the bolts become stretched and unable to support any more pressure load.

Always look for possibilities for improvement

Two of the main reasons Yamaha developed this hydraulic pressure tool are because mechanics wanted increased power for pulling flywheels and they wanted to stop using a method where they had to do two different types of actions with their right and left hands.

When you actually use the new hydro puller kit you will find that the job can be done more safely, more easily and more quickly. Although there is the disadvantage of increased cost, it is a tool that definitely increases productivity and safety.

Finding new variations and improvements on the old working methods is an important part of our job. If we constantly ask ourselves if there is a way we could do a job more safely, more easily and more quickly, it is sure to lead to new ideas. I recommend that we all make improving our working methods a regular part of our jobs.

Dr. Sugimoto Chantey Editorial Room

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Lake Hamana is located in Shizuoka Prefecture not too far from YMC headquarters. Lake Hamana is a brackish lake, meaning it is a lake composed of a mixture of saltwater and fresh water, and it's sometimes used as a site for development tests of Yamaha outboard motors and other activities. It nurtures an abundance of fish and shellfish, and in addition to the commercial fishing done here, many people fish for pleasure, and numerous boats can be seen out on the lake on the weekends. Many employees of YMC's Marine Business Operations also own boats and use them on Lake Hamana.

The most popular style of boat on Lake Hamana is a traditional Japanese utility boat called a *wasen* fitted with a tiller handle type outboard motor. I myself enjoy all kinds of fishing aboard the *Yuushinmaru*, a *wasen* owned by a colleague.

Many types of in-shore fishing can be enjoyed on Lake Hamana, but one famous target is the octopus, and many anglers gather at the beginning of summer (late May-early July) to catch octopus, from both the shore and aboard boats.

This year the octopuses were abundant, and the lake attracted many visitors daily.

Traditional fishing of octopus uses hooks baited with

Sport Angler Kurt on Japan's Octopus Fishery

The Japanese love octopus. Octopus fishing is common throughout Japan, which is said to consume 60% of the world's octopus catch. In this issue I will focus on octopus sport fishing.



foodstuff, and there are many great ways to enjoy it—as sashimi, deep fried, as *takoyaki* (grill-baked dumplings with octopus bits) or “octopus rice” (rice cooked together with octopus). So, you can be sure Japanese people will always appreciate a gift of octopus. Octopus can be found in various places, so please give octopus fishing a try!



crab, but in recent years the use of a squid fishing lure with weights added called an *egi* has become popular. Since the currents at Lake Hamana are very strong, before or after high and low tides are the best times for fishing. Since the octopus is a bottom dweller, the weights are used to sink the lure and comb large areas of the bottom.

While there is none of the energetic fight that is associated with catching fish, people who try octopus fishing are simply drawn to it as it is an interesting kind of fishing. In Japan, raw octopus is a prized



A hero that loves the sea returns to Ishinomaki



The popular *Sea Jetter Kaito Show* is held at the Ishinomaki Mangattan Museum, a facility dedicated to one of Japan's most famous *mangaka* (manga artist/writer), the late Shotaro Ishinomori. The museum is located in the city of Ishinomaki in Miyagi Prefecture and was originally established with the hope of creating more such heroes that would be loved throughout the country. Since its founding, a show in which a hero riding on a Yamaha personal watercraft (PWC) battled to victory over bad guys came to be held in the river next to the museum and became quite popular. However, the museum was heavily damaged by the tsunami of the Great East Japan Earthquake that hit the city on March 11, 2011, and just reopened recently after being closed for roughly two years. To celebrate the renewal and reopening of the museum, a movie titled *Sea Jetter Kaito - Special Edition* was produced, again featuring Yamaha PWCs. The freestyle PWC riding skills used in the water action is one of the film's highlights.

Grassroots promotions build future business for Turkish distributor

Since 2005, Yamaha Marine distributor Burla Machinery Trade and Investment Company has been promoting a campaign to build the Yamaha brand image, get young people participating in educational activities, and to create future demand by offering children as well as their parents opportunities to get involved with the sea. Named "From 7 to 70 - Let's go to sea," plans call for two-day campaigns to be held at six to eight locations around the country this year.

On the first day, the children gather at a school for a classroom course teaching them about the importance of wearing lifejackets and other rules of seamanship, and then there is instruction in marine rope work and starting an engine. On the second day, the children and their parents get the chance to go out on the water in inflatable boats and practice using a tiller-handle type outboard motor. In this way, Burla gives families a fun experience of the sea and its rules and safety practices. Burla will continue to offer both hardware (products) and software (services) that go beyond short-term business motives to help build loyal customers of the future.

The children proudly received their certificates when the two days were over



Eduardoño and Yamaha participate in artisan fishery projects

In order to promote sustainable economic projects in coastal communities in Colombia and to create a culture of lawfulness, in 2007, the UNODC (United Nations Office on Drugs and Crime) and the Colombian Department for Social Prosperity developed a project in collaboration with communities of the Gulf of Urabá called GuardaGolfo. Yamaha Motor distributor Eduardoño and its Foundation took part by offering products, technical service and training in artisan fishery.

Despite poverty and public order difficulties, these communities succeeded in making use of the aid from the project and today have well-organized businesses selling fishery products all over the country. Eduardoño's participation made access and purchasing of glass fiber fishing boats and Yamaha outboard engines easier.

As fishermen began to replace their 2-stroke engines with 4-strokes, Eduardoño's technical knowhow for correct use and maintenance of the motors became even more important as well. Furthermore, the Eduardoño Foundation has provided training courses on artisanal fishery, giving instruction on proper technique for catching, handling and marketing fish. These activities raised awareness about care and protection of ecosystems, as well as strategies for more effective fishing and offering higher quality products for sale.

Today, this type of project has spread to other coastal areas of Colombia and Eduardoño remains engaged in helping fishermen with quality products and services.



News Round Up

Activities from distributors around the world, and more

Moved by the reliability of Yamaha outboards on a tour to Antarctica

We received this kind letter of appreciation from Mr. Junji Aihara of Odawara, Japan. There is no greater joy for us than receiving warm messages of support like these. We will continue putting everything we have into creating outboard motors that are trusted by people everywhere, create *Kando** and reach all corners of the globe.



**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.

Greetings,

April 18, 2013

I am writing for the first time to tell Yamaha about my experience on my long-awaited dream trip to Antarctica with my wife for two weeks in January of this year.

It was quite a challenging trip, but we were able to discover so many different and incredible beauties of the great world of nature. I live by the seashore in Odawara and that made me long to have a boat of my own to enjoy the water on. So, at the age of 45 I got a Class 1 small boat operator license, but I was never able to save up enough to buy the boat I dreamed of. Instead, I chose to go on a trip to Antarctica on an ice-strengthened ship that sailed out of Ushuaia at the southern tip of Argentina. The ship carried 18 Zodiac inflatable boats and I was surprised to see that all of the outboard motors used on them and the auxiliary outboards they had were all Yamahas. When I asked the captain why they used Yamaha's outboards, he explained that they rarely break down and he was very happy with them.

When we reached Antarctica, they took us ashore seven times in groups of ten. Each of these outings was for about three hours, cruising in waters where we could see icebergs and sea animals like seals, penguins and whales. In waters where there were ice drifts, we were jolted a bit when the propeller would strike some underwater ice at times, but the outboard worked well despite the freezing water, and we made it through all the trips with no trouble at all. As a Japanese, it really made me proud of the quality of the Yamaha outboards.

I hope Yamaha Motor will continue to grow and prosper through more great products like this.

**Sincerely,
Junji Aihara**

Surubi fishing contest in Argentina

The 38th National Surubi Festival was held in the city of Goya in Argentina from April 22 to 28, 2013. Surubi is a large catfish found in the Pranana River and is a popular target for anglers. More than 2,500 fishermen and 844 boats took part in the competition with 208,000 visitors in attendance, setting a new record for competition participants.

Yamaha Motor Argentina S.A. (YMARG) held a free Yamaha outboard motor inspection campaign as part of the event.

As part of the festival, a boat speed contest is held for the various horsepower classes, and this year, a boat mounting the F250C outboard brought Yamaha its first victory in some time. In recent years, boats of Bombardier Recreational Products (BRP) had been consistent winners, but with this Yamaha comeback, there are big expectations for a rapid rise in the reputation of the VMAX models and the market potential of the F150C as well.



After the start of the speed contest



The F250C-powered boat that won the speed contest

Editor's Note



Things like hearing about PWC touring events in the Russian wilderness and receiving a letter of appreciation from somebody who saw our outboards at work on a visit to Antarctica shows the many ways that Yamaha products fulfill our corporate mission of bringing *Kando** to people all over the world and renews my pride in being part of the Yamaha family. But, rather than being complacent in that pride, I hope we will all continue to work together to bring *Kando* to more people with Yamaha products.

YAMAHA OUTBOARDS WEB SITE <http://global.yamaha-motor.com/business/outboards/index.html>

WAVERUNNER FAN SITE <http://global.yamaha-motor.com/business/waverunner/>

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>