

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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YAMAHA MOTOR CO., LTD., Marine Business Operations, 2500 Shingai, Iwata, Shizuoka 438-8501, Japan

Chantey Special The Outboard Motor Business in Emerging Markets

There is a division named the Overseas Market Development Operation Business Unit (OMDO) at Yamaha Motor Co., Ltd. It is dedicated to the development of emerging markets, like the island nations of the Caribbean and South Pacific, the continent of Africa and the subcontinent and western regions of Asia. In line with Yamaha Motor's corporate mission of bringing more fulfilling lives to people around the world with quality products, OMDO markets a full line of Yamaha products that includes not only outboard motors but also personal watercraft, motorcycles, generators and more.

In this issue of *Chantey*, we report on the outboard motor business in two markets handled by OMDO: Iraq in the Middle East and the island nation of the Maldives in the Indian Ocean.

Republic of Iraq Working to Spread the Use of Motorized Boats for Fishery

Iraq is a land with a long history where the Sumerians developed the world's first city-dwelling civilization around 6,000 BCE that blossomed into the ancient Mesopotamian culture. Today, it is the world's fifth largest producer of oil with approximately 50% of the country's GDP derived from oil exports.

In recent history, most people might strongly associate the country with the Iraq War that began in 2003. That war certainly devastated and drained the resources of the country, but since 2011, Iraq has begun to make steady progress toward recovery.

The Iraqi government's current National Development Plan (2013–2017) calls not only for the increase in oil production but also includes initiatives aimed changing its industrial structure to reduce its economic dependency on the oil industry. In order to diversify its economy, plans call for income from the oil industry to be appropriately channeled into national development efforts, with a focus on promoting industry, energy, agriculture and

tourism.

Fishery is one of the important industries that Iraq wants to develop, and the recovery of the fishing industry will contribute significantly to the overall recovery of the nation.

The distributor of Yamaha outboard motors in Iraq is Almaysoora Co. For Trading Agencies & General Trading Ltd. Since 2009, it has been supplying Yamaha outboards to the fishing cooperative of the city of Basra and is contributing to the country's recovery in this way.

Iraq's coastline on the Persian Gulf is only 58 km long, making the main outboard motor market the rivers and wetlands along the Tigris and Euphrates river systems. The fishing population here is said to be about 100,000, but with less than 5,000 powered boats available, there is still a big deficiency in fishing capacity. At Almaysoora, the company is working together with Yamaha to supply outboards to motorize more of the fishermen's boats.

Full-fledged nationwide marketing of Yamaha



The Yamaha outboard motor distributor in Iraq, Almaysoora Co.



outboards in Iraq began in the latter half of 2013, and in 2014, the number of units sold is expected to almost triple in size. To support this growth, the company is now working to strengthen its 3S (Sales, Service, Spare parts) functions.

Furthermore, Yamaha outboard motors are being used in Iraq's first-ever "river taxi project" launched by the Ministry of Transport in 2013, which is now serving as a new means of transportation for the people of Baghdad.



Republic of Maldives

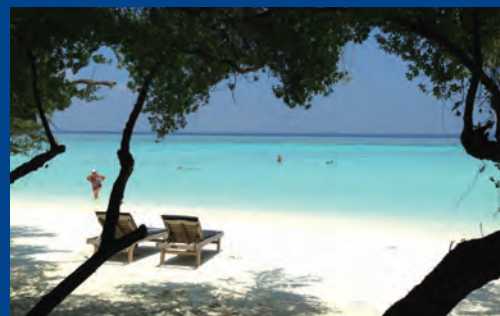
Where Outboard Motors Are a Necessity of Daily Life

The Maldives is a nation of some 1,200 islands—most of which rise no more than a meter above sea level—located southeast of India in the Indian Ocean. The capital of Malé occupies only three square kilometers and is home to about 120,000 people, making it a city with one of the highest population densities in the world. The country's main industries are tourism and fishery. Transportation and transport between the islands is handled almost entirely by boats powered by Yamaha outboards (mainly 4-stroke, 200 hp engines or larger). These boats take the place of cars and trucks in other countries and are thus a necessity of life for the people of this island nation.

The distributor of Yamaha outboard motors in the Maldives since the 1970s is Alia Investments Pvt. Ltd. In this country, it is common for outboard motors to clock up an incredible amount of running time over a relatively short period, and transport companies and the like subject them to even harder use. To stand up to this kind of use requires commercial-use engines. That is why customers here have come to rely on high-quality Yamaha outboards and the quality service offered for them. Alia Investments has gone to great lengths to provide ever better service and has won higher levels of customer satisfaction as a result. On page 3, we speak with the company's managing director.



Boats are a necessity for transportation between the islands



The beautiful waters here are the prized resource of the country's tourist industry



South Asia Distributor Meeting held in the Maldives

The "3rd South Asia Distributor Meeting" was held on April 7 and 8, 2014 in the Maldives. This was the first such meeting held since the last one eight years ago in 2006. Representatives of eight distributors from six countries as well as staff from Yamaha Motor Distribution Singapore Pte. Ltd. (YDS) gathered this time for a fruitful two-day conference.

On the first day, the Overseas Market Development Operation Business Unit (OMDO) reported on the 2013 business results for Yamaha Motor and the Unit's own operations, ran a marketing seminar and after-sales service seminar as well as a presentation



on the Yamaha Motor group's new brand slogan, "Revs your Heart." The participants also heard a report by YDS about its activities and an introduction to the Yamaha Parts Academy (YPA).

There were also business reports and best practices presentations by the distributors, with Alia Investments Pvt. Ltd. from the Maldives talking about its efforts to strengthen the company's organization, Sri Lanka's Associated Motorways (Pvt) Ltd. about scooter sales expansions, Pakistan's YPEL (Pvt) Ltd. about expanding generator market share, Pakistan's Business and Engineering Trends about its history and expanding outboard motor sales and India's George Maijo Industries Pvt. Ltd. about its progress in developing new markets for outboards. These

reports from fellow distributors proved stimulating for the participants and promoted active exchange of information and opinions.

The second day included a tour of the facilities of Gulf Craft—the largest builder of transport boats in the Maldives—and finally a tour of the showroom, Spare Parts Center, offices and service workshop of local distributor Alia Investments to fill out the meeting's agenda.

At the official dinner on the first day, host distributor Alia arranged a show of traditional Maldivian music and dance for the enjoyment of the attending distributors. A promise was also made to continue holding these meetings with a 4th event in the near future.



The eight represented distributorships from six countries were:

Associated Motorways (Pvt) Ltd. from Sri Lanka, YPEL (Pvt) Ltd. and Business and Engineering Trends from Pakistan, George Maijo Industries Pvt. Ltd. from India, M.A.W. Engineering Pvt. Ltd. from Nepal, Karnaphuli Ltd. and B.F. International Ltd. from Bangladesh and Alia Investments Pvt. Ltd. from the Maldives

Where livelihoods depend on outboard motors and after-sales service

Alia Investments Pvt. Ltd. Managing Director, Alau Ali

If you go around the ports and marinas of the Maldives, you will see that we are blessed with an unusual market where about 93% of the share is dominated by Yamaha outboards. That's why we rely on the relationship with the customer in our business. What's more, we believe that providing after-sales service is the most important part of our job. There are two ways of providing after-sales service: (1) providing maintenance and the technical service work; and (2) maintaining a good stock of spare parts. It's a very small community so word-of-mouth is of great importance for us.

With every new Yamaha outboard engine purchase, we provide YAMALUBE oil free-of-charge to the customer for the break-in period. Some islands are so far away that the customers can't bring the engine in for maintenance, so if they call us asking about something, we make sure to give them all the advice we can. Providing free training to the mechanics and boat captains of our commercial-use customers is another way we promote our business. We provide on-the-job training opportunities to mechanics to come and work with us for a week in our workshop so they are able to do simple repairs by themselves. This gives them knowledge and job experience with other boats and shows them how we maintain quality and a professional service standard. They see that we have nothing to hide and are happy when ask them to come in and teach them how our staff operates. Another way we maintain customer confidence is by training our own service staff regularly. Whenever there's an opportunity, we send them to Japan. Because of our good reputation for service quality, we have distributors from neighboring countries like Sri Lanka, India and Pakistan coming here for training at our service center.

The Maldives is different from many other countries in that our capital, Malé, is the distribution center for almost everything, from food and water to staple products and building materials. So, when a person from the outlying islands comes to Malé to buy things like timber, flour, sugar, etc., a neighbor may ask them to go to Yamaha and buy a propeller



and go to another shop to buy rope, etc. Very often when somebody comes to Malé, they will call or fax our Spare Parts Center ahead of time to notify us that the person is coming so we can prepare the items for them. It's not possible to have locations everywhere because the Maldives has 200 populated islands, some with only a couple hundred people and others with a few thousand. To enable customers in a particular island community to access our services, what we do is find mechanics to train, provide them with the necessary equipment and then have them work together with us. Instead of opening a dealership, we prefer to have these service centers, because after purchase, the most important thing for the customer is making sure the product stays in good running condition. With this system, we now have authorized repair/service centers in various key locations around the country. We supply the authorized service center with parts and accessories and the customers can purchase items from them at their convenience. We also make sure to provide refresher service training for the dealer mechanics as well.

We want to make it easier for customers to get to know and use Yamaha products. That means making sure there are more service centers around the major islands.

The other thing we've been doing is looking at Yamaha and the market to see what the next "big"



Alia Investments Pvt. Ltd. in the capital of Malé



Almost all the boats you see in the harbors and marinas of the Maldives mount Yamaha outboards



The Alia parts warehouse boasts a plentiful stock of spare parts

product will be. For example, in 2006, we switched to 4-strokes from 2-strokes. We showed customers the benefits of 4-strokes like eco-friendliness, fuel efficiency, durability, etc., and made sure our service staff was trained and ready and our stock of parts updated. It was a very satisfying, very big change which was mutually beneficial.

One of my biggest interests is personal watercraft, and I enjoy using them myself, but from a business standpoint, outboards are a product that I love most. I think that in the Maldives, outboards are one of the key products that has significantly contributed to the growth of the economy and

increased mobility. We highly appreciate the tremendous loyalty our customers show us. So we take our job very seriously. Sometimes, we go beyond pricing and use airfreight despite not having a profit margin because we have to provide what the customers need; it's our responsibility. Even when we close for holidays, we inform all the customers beforehand, because to Alia, the customer is always our top priority. We emphasize to our staff that we cannot look at what we do as a mere "business" anymore, but as an essential service we must provide. Our guiding philosophy is based on this.

When choosing cable ties

In this edition of our “Advice from a veteran mechanic” series, I will talk about the various types of cable ties.

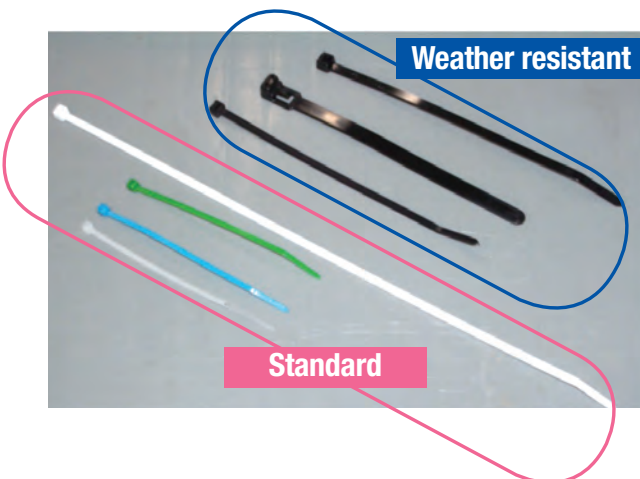
I was a bit surprised when I learned that there were some people around me who didn't know that there are different varieties of cable ties. We have to choose cable ties that fit the environments where they will be used. The type of cable ties you choose doesn't really matter much if they are going to be used indoors, but the choice becomes very important when they will be used outdoors.

This could be considered miscellaneous information, but I wrote this issue's article in the hopes that it may come in handy for you in the future.

The types of cable ties

When choosing cable ties for everyday work, the main criteria for the choice is the tie's length—is it long enough for the tie that needs to be made. I think many people make the choice without enough concern for the other criteria involved.

However, when you look at the product catalogs, you will see that besides the “Standard” types, there are also “Weather resistant,” “Heat resistant” and “Chemical resistant” types available for different use conditions. What's more, the ties are made of a variety of materials ranging from nylon to fluorocarbon polymers, polypropylene and others.

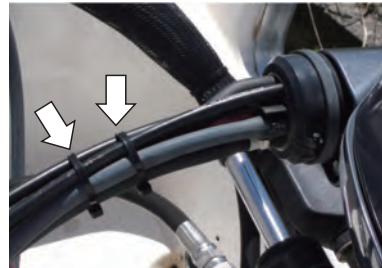


What should you be careful of?

Cable ties are probably used most often for tying together things like the cables and hoses around the outboard and the wiring of the instrument panel and remote control box. This means that the ties will be for outdoor use.

Outdoors, ultraviolet rays are the biggest contributor to the deterioration (and possible breakage) of the plastic resins that most cable ties are made of. Cable ties that are made to resist the effects of ultraviolet rays are called “weather resistant” cable ties.

So, it is important for us to choose weather resistant cable ties for use. The actual difference in product life is said to be about two years for standard ties and about ten years for weather resistant ties—a very significant difference. So, how do you tell the difference between weather resistant cable ties and those that aren't weather resistant? The answer is by their color. Carbon is added to the



plastic resin in order to resist ultraviolet ray penetration, so weather resistant cable ties are always black. Standard cable ties are milk white or colors other than black, so it is easy to tell which are which.

There is always a reason for the difference in price

When you go to a do-it-yourself shop, you will find both standard and weather resistant type cable ties. The weather resistant types are usually about 40% more expensive. Their added durability is the reason for the price difference.

In general, when there is a difference in price between products of the same type, it is usually safe to assume that there is a good reason for the difference. If it isn't just a case of discounting to promote sales, there is almost always a solid reason behind the pricing. Not knowing this rule of thumb is likely to lead to problems later on.

Dr. Sugimoto Chantey Editorial Room

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Sport Angler Kurt on Exciting Angling with Lures Along Rocky Shores

In one of my earlier articles, I wrote that one of the appeals of fishing along rocky shore waters is the variety of fish that can be caught. This time, I want to introduce the lure fishing method that I'm currently into when fishing along the shore. It's a style different from the *ukifukase-tsuri* (float or bobber drift) angling method I wrote about in that previous article about targeting largescale blackfish.

Angling with lures is popular in Japan too, in a variety of forms and places, from lakes and rivers to surf, inshore and offshore fishing, from boats or from land. If you go to a fishing gear store here, you'll almost always find display cases and racks packed with an incredible variety of lures. Among these, "metal jig" lures are the type often used in rocky shore fishing. The lighter ones weigh around 20 grams, while the larger ones will go up to around 100 grams. We choose the lure to use based on the fishing depth and the strength of the currents. Since metal jigs are made of lumps of lead or other metals, they're heavy for their size. This means they can be cast long distances and that the same lure can also be used for fishing either at the surface or along the sea bottom. This is why they're used so often. Also, they can be used in combination with jerk bait or pencil bait plugs and the like depending on the situation.

Another unique thing about lure fishing from rocky shores is that we usually use a longer fishing rod. When lure fishing from a boat, a 6-7 ft. rod is commonly used, and for larger offshore targets, a rod of around 8 ft. is typical. But, for rocky shore lure fishing, longer rods of 10-12 ft. are usually used. This is to get a longer cast and also to help in guiding the catch away from obstacles while maneuvering the often-difficult footing on the rocks of the shore when working the catch in.

The target fish for lure fishing fall into two main groups: migratory ones and ones living permanently in the given shore waters. Both types are ferocious fish eaters and can



A 86 cm, 5.7 kg yellowtail amberjack, caught on Nijima in the Izu Islands



Blackfin seabass



Blacktip grouper



Lures often used in rocky shore angling. Metal jigs like the ones on the right are the main types used



On a fishing ferry boat headed for Udoneshima in the Izu Islands to shore-fish

grow to be very large. In Japan, some of the most popular targets are blackfin seabass, grouper and amberjack. What makes lure fishing on rocky shores interesting is the challenge of observing the tidal flow and the contours of the shore to find likely fishing points, and then the need to bring the catch in by yourself once it's hooked. You have to rely solely on your own ability to maneuver

it and yourself through the craggy outcroppings and often unfavorable footing during the fight. Of course, there's always the possibility that your line will be cut on the rocks during the fight, so actually landing a catch on a rocky shore is difficult. But, that's also one of the things that makes it so exciting. If you're mainly interested in catching a big fish, it's surely easier to do it from a boat, but landing a trophy fish from a rocky area is a unique challenge and one of the most rewarding an angler can experience.

This type of fishing can be enjoyed from rocky shore areas attached to land, but if you're trying for a big one, it's often best to take a fishing ferry boat out to an offshore island or rock outcropping. As I mentioned in my earlier article, relying on these ferry boats is the way I recommend from a safety standpoint. I hope you'll find an opportunity to try shore lure fishing.

News Round-up

Activities from distributors around the world, and more

Locally Built Yamaha Boats Debut at 2014 China (Shanghai) International Boat Show

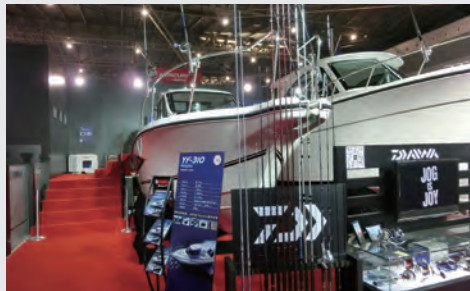
The Shanghai World Expo Exhibition & Convention Center at the former site of the China Shanghai World Expo 2010 was the venue for the 2014 China (Shanghai) International Boat Show held from April 10–13, 2014.

Perhaps due to the recent economic downturn and the government crackdown on extravagant spending, this year's show was held on a smaller scale than last year; with fewer large luxury boats and extravagant items on display, and more familiar and easily attainable marine products exhibited instead. Also, there was less of the festive aspect and atmosphere of previous shows and a more functional orientation with lots of practical business talk.

At the large Yamaha booth, attractive displays of boats, personal watercraft and outboard motors showed Yamaha's prominence as a comprehensive marine manufacturer and certainly contributed

significantly to the brand's recognition in the Chinese market.

One of the highlights at the Yamaha booth this time was the impressive debut of the new "YF310" boat (powered by twin "F115" outboards) designed for sport fishing and manufactured by Yamaha in China.



The new "YF310" sport fishing boat manufactured in China made its debut at the show

Middle East Parts Distributors Summit in Istanbul, Turkey

The Middle East Parts Distributors Summit held in Istanbul, Turkey from April 14–16, 2014, was one of the major parts events held by Yamaha Motor Distribution Singapore Pte. Ltd. (YDS) for the Middle East & East Mediterranean marine distributors. This seminar was attended by key managers from their respective parts divisions, and in it, YDS shared with them the concepts of Education Marketing, SCM, Network Enhancement, Time Commitment Service and 3S as the next frontier for achieving Total Customer Trust & Satisfaction.

Taking this opportunity, YDS also introduced a new method for taking surveys using an iPad. Using this iPad application ensures consistency and accuracy in data collection and analysis, which will further



increase our understanding of the customers and markets.

The seminar was a great success, enabling YDS and distributors to share common goals and directives for better collaboration in future market activities for enhanced results.

From Jason Tan, YDS

3S Campaign 2014 in the UAE, Oman and Bahrain Aiming to Further Raise Customer Satisfaction

Over the last several years, the Dubai Office—Yamaha Motor's base in the Middle East—and parts supply base Yamaha Motor Distribution Singapore Pte. Ltd. (YDS) have been working in collaboration to increase customer satisfaction by conducting 3S (Sales, Service, Spare parts) campaigns in cooperation with Yamaha distributors in the region. Again in 2014, these campaigns are being actively carried out, including recent ones in the UAE, Oman and Bahrain.

In the UAE, distributor Al Yousuf Motors LLC is moving forward with its Al Dana Project aimed at getting customers to trade in their 2-stroke outboards for new 4-stroke models, with a special focus on introducing larger horsepower 4-stroke models into the fishing industry. Technicians from YMC in Japan also joined the campaign staff and succeeded in gathering customer input for use in future product development.

The Yamaha distributor in Oman, OHI Marine LLC, is strongly dedicated to after-sales service as exemplified by its regular involvement in teaching fishermen about the proper use and maintenance of outboard motors in the training seminars organized by the country's Ministry of Agriculture and Fisheries, and other activities. In their 3S campaigns, OHI Marine extends after-sales service to more remote areas that don't have easy access to it, and other activities that focus on winning customer trust. This time, they prepared posters for educating users about imitation

spare parts and used them to lecture and teach the fishermen directly, explaining the importance of Yamaha Genuine parts and accessories and encouraging their use. These efforts to educate users about Yamaha Genuine parts and regular replacement of expendable parts during the campaign led to direct results in terms of parts sales.

The Yamaha distributor in Bahrain, A.J.M. Kooheji Group B.S.C. (C), participated last year in the 3S campaign in Qatar conducted by Yamaha distributor Al Badi Trading & Contracting Co., Ltd.—one of the best organized and systematically conducted campaigns in the Middle East—and came back from the event with some ideas for their own campaigns. The company planned this year's 3S campaign to include not only targets for the number of motors inspected and parts sales but also for sales of new outboards as well. Besides displaying product pamphlets as usual, they took along new outboards to display at the campaign venues. They succeeded in actually selling four new units, and thus made significant progress by connecting the service campaign directly to sales promotion.

In these ways, we are constantly making efforts to build Yamaha's after-sales service system in ways that bring more satisfaction to customers by working locally to make the 3S campaigns a more visible program in each country and helping the distributors identify the strengths and weaknesses of their campaigns.



Performing service inspections on large-horsepower outboards (UAE)



Teaching fishermen the benefits of using Yamaha Genuine parts (Oman)



One "E40" and three "75A" Yamaha outboards were sold during this year's 3S campaign (Bahrain)

News Round-up

Activities from distributors around the world, and more

2014 Moscow Boat Show Japan-made Yamaha Boats Draw Attention

From March 11–16, 2014, the 2014 Moscow Boat Show was held at the Crocus Expo International Exhibition Centre in Moscow, Russia. This year marks the 7th time this international exhibition of boats and marine products has been held.

In addition to the booth of OOO Yamaha Motor CIS (YMCIS), three of the company's contracted dealers also set up booths at the show. YMCIS provided support for these dealers by assisting with their display layout design, maintaining corporate visual identity (VI) and more. In the Russian marine market today, much attention is focused not only

on Yamaha outboard motors but also Yamaha boats manufactured in Japan. This time, three of these Yamaha boats were on display in the Yamaha booth and those of the contracted dealers—the “SRX” small angling boat, the “AG-21BR” designed and equipped specially for wakeboard towing and the “SR310” cruiser. In this show known for its large number of visitors from the high-income bracket, the SR310 in particular drew a lot of visitor attention. The AG-21BR mounting an outboard motor and the SRX were also appreciated as models with originality and product qualities



The Yamaha booth

not found elsewhere, and they attracted many requests for test-rides. There were also many inquiries about the WaveRunners that are currently selling well in the Russian market.

The common view today is that it will still be some time before the Russian economy sees a full-fledged recovery, but the high level of interest in marine leisure shown by visitors at this boat show is a hopeful sign for the future.

Dealers from Argentina Visit Japan

From April 11–18, 2014, a group of 15 marine dealers from Argentina visited Japan as winners of the 2013 sales contest put on by Yamaha Motor Argentina S.A. (YMARG).

On a tour that took them around Eastern Japan (Tokyo and Chiba Prefecture) and Western Japan (Kyoto, Nara and Osaka), the group was able to observe some of Japan's latest technology and learn about the country's history and traditions. On the 14th, they visited and enjoyed tours of the

Fukuroi South Factory where Yamaha's mid- and large-horsepower outboard motors are manufactured, the main motorcycle factory, the Communication Plaza, and other areas of Yamaha Motor's headquarters. That evening they were received at a welcoming party where YMC Executive Vice President Takaaki Kimura presented each dealer with a commemorative plaque.

The dealers commented on the impressive picture they got of Yamaha's approach to *Monozukuri*.



At the welcoming party with YMC's Executive Vice President Takaaki Kimura (4th from left)

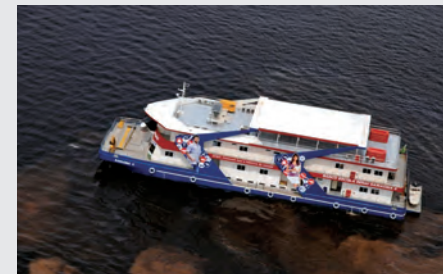
Brazilian President Introduced to YMDB's CSR Activities

On February 14, 2014, Brazil's President, Dilma Vana Rousseff attended a ceremony for the launch of the new industrial training boat *SAMAUMA II* of the National Service for Industrial Training (Serviço Nacional de Aprendizagem Industrial), known by the acronym SENAI. She was given an inspection tour of the boat's training facilities and the Yamaha outboard motors donated by Yamaha Motor do Brasil Ltda. (YMDB).

One of the industrial training courses to be conducted on the boat is for mechanics that service the outboard motors powering the boats that are a vital means of transportation for people residing in waterside areas. Under its CSR (corporate social responsibility) program, YMDB has donated for use in the mechanic training course four 60 hp outboard motors and special service tools for outboard repair, including the Yamaha Diagnostic System (YDIS) computerized troubleshooting system. It has also been arranged for YMDB technicians to train the

course's instructors in the latest outboard motor service know-how, and thus provide Yamaha support for the SENAI program with both hardware and software expertise. YMDB is well known throughout Brazil as the only company manufacturing outboard motors in the country. In addition to commanding the top share in the Brazilian outboard market, the company has also been a regular supporter of SENAI programs nationwide, in ways such as providing periodic service training for its instructors, and donating or lending outboards and other equipment for training purposes.

Through comprehensive CSR activities like support for the school boat service and this *SAMAUMA* program, YMDB hopes to contribute to raising the quality of life for Brazilian people, to be a company that is strongly rooted in the communities and a brand that is loved by the people as it continues to work towards greater development of the country.



The industrial training boat *SAMAUMA II*



Brazil's President Rousseff inspecting the training facilities

Editor's Note



In this issue, I was able reaffirm what vital roles Yamaha outboards are playing in the lives of people in regions all over the world. I would also like to take this opportunity to thank the personnel at our distributors and dealerships for their tireless efforts in implementing market-oriented activities in the same spirit that we at Yamaha Motor do. Let's all work together for even greater success in our activities.

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 on YouTube

View waterside scenes and scenes of Yamaha outboards in use around the world

Yamaha Outboards Channel <http://www.youtube.com/user/Yamahaoutboardmotors>