

# Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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Chantey  
Special

## New Outboard Manufacturing Base in Thailand

# Small-horsepower Outboard Motor Production Begins at TYM

Production of small-horsepower 4-stroke and 2-stroke Yamaha outboard motors has started at Thai Yamaha Motor Co., Ltd. (TYM), complementing production at MBK Industrie (MBK) in France in a strategy aimed at providing even more attractive models with greater product competitiveness in order to meet customer needs. Production of the "F4," "F5" and "F6" outboard models at TYM began in August 2014, and plans call for production volume to steadily increase over time.

The new factory where production is already in progress brings together the high level of manufacturing expertise accrued by TYM in its long years of motorcycle production, and the outstanding supplier network the company has built up in the process. With these assets, TYM will devote itself to achieving levels of quality and reliability equal to and exceeding those of the past in order to reach ever-higher levels of customer satisfaction.



Thai Yamaha Motor Co., Ltd.



## Our mission is not only to reduce costs but to also remain dedicated to uncompromising quality

I'm very glad to have witnessed the start of outboard motor production at TYM. It represents a big milestone in Yamaha's outboard motor history.

We at Yamaha's Marine Engine Business Unit consider the start of outboard production at TYM to be the first step in an entirely new stage of business expansion for the future.

Yamaha outboards are chosen by customers all over the world, and we are proud to hold the No. 1 position in global market share. Of our outboard range, the small, 4-, 5- and 6-horsepower 4-stroke models that have now gone into production at TYM are used by our largest customer base.

The reason that customers continue to choose Yamaha in the competitive small outboard class, where it is increasingly difficult to differentiate ourselves from the competition, is because we have continued to win their trust by constantly improving and making advances in our products ever since we began producing our first-ever outboard, the "P-7," over 50 years ago in 1960.

Recently, our competitors have started producing small and mid-size outboard models in Thailand and China, and the competition for cost-performance is becoming increasingly fierce.

That's why it's important for us to stand firm



Tatsumi "Terry" Okawa  
Executive General Manager,  
Marine Engine Business Unit,  
Marine Business Operations, YMC

and confident in our knowledge that *Yamaha* manufacturing is different from the overseas production of other brands. Knowing this, we will stick to our highest standards not only in reducing costs but also in our dedication to quality.

I believe this is what will solidify our customers' trust in our brand and make them "feel glad they chose Yamaha and want their next purchase to be a Yamaha too."

We will never be satisfied with our present status and will continue to use our assets as a marine product manufacturer to the fullest in order to bring the world outboard motors with "Unquestionable Reliability" and uphold our position as "far and away the top share in the global market."

## Building Demand through Rental Boat Operations

At the Boat Business Unit of Yamaha Motor's Marine Business Operations in Japan, an area that is doing well is one of our "software," [as opposed to hardware, i.e. products] businesses, the "Sea-Style" marine leisure club. It's a system in which members who pay the initial cost of membership and a monthly fee can rent Yamaha boats for use at some 140 affiliated marinas around Japan.

Before Sea-Style was established, Japan had a number of up-scale marine clubs where members could charter boats specialized for sport fishing or head out on luxury cruisers, but there were few systems by which people could easily rent boats for personal use. In answer to this potential demand, Yamaha Motor went into the rental boat business by starting the "Yamaha SRV Rental Boat Club" in 1996. Operated today as the "Yamaha Marine Club Sea-Style," the club offers services at affiliated "home marinas" in about 140 locations, including Hawaii in the United States, while its membership has grown to approximately 17,000 people.

While the boats available for rental differ by marina, there is always a good selection available, ranging from simple fishing boats and multipurpose boats to cruisers with cabins,

ready to answer a variety of member needs so they can go where they want to go and rent the kind of boat they like. Furthermore, in addition to renting out boats, the affiliated home marinas in each region also plan their own unique events and more that help members enjoy marine life to the fullest.

Behind the reasons Sea-Style has become so successful are factors that only Yamaha can provide. One of these is the base partnership that exists between Yamaha Motor and the nationwide sales network. A large number of marine dealerships across the country that handle Yamaha products and are equipped with outstanding staff and facilities are registered as Sea-Style affiliates, providing the requisite services and helping instill trust and assurance in the club's members.

Another factor is the know-how Yamaha Motor



### Main boats available through Sea-Style

There are outboard motor-powered boats as well as Yamaha Sport Boats and personal watercraft (PWCs) available for rent.



has gained from more than 50 years of marine promotion and educational activities. Looking for ways to help more beginners enjoy marine leisure with assurance, Yamaha developed the "Marine Juku" courses (fee-based) that teach a variety of boating skills that many people particularly lack confidence in, such as docking or launching a boat. The program is designed so that people can easily sign up for classes, and a wealth of other educational materials like videos are also available.

In its initial stages, the orientation of Sea-Style was primarily promotional, aiming to offer as many people as possible the opportunity come in contact with boats with hopes of eventually connecting this interest to actual boat sales. Of

course, that is still one of the aims today and there are tangible results in that respect, but now the aims have expanded to include firmly establishing new forms of marine business by promoting further expansion of marine infrastructure, offering an increasing number of rental boats and bringing in new marine products for rental, like personal watercraft. All of these efforts aim to offer members a fuller range of quality services.

Sea-Style is a uniquely Yamaha system available in Japan, a country where leisure boating is certainly not a widespread form of recreation, and we hope this business model will serve as a useful reference point for your own marine business.

# Finishing Rope Ends

In this edition of our “Advice from a veteran mechanic” series, I will talk about finishing rope ends neatly to prevent fraying and unraveling.

At Yamaha Motor in Japan, we keep ropes in our workshops and service cars for times when we need to tie things down or together. But, sometimes I see ropes with cut off ends that are starting to unravel. It’s still possible to tie things with fraying rope ends, but just a little extra effort to finish the ends neatly so they don’t unravel will make working with the ropes a lot nicer. Why not try doing this in your own workplace?

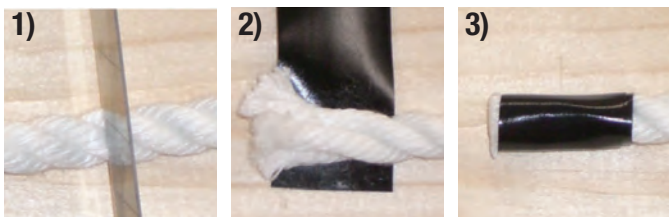
There are a number of ways to finish the ends of ropes, but here I’ll introduce the method I use. There is nothing special about it, but I think you may find it useful.

## The Method Many People Use

For the sake of comparison with my method, I will first introduce a method used by a number of people around me:

- 1) Cut the rope.
- 2) Roll the strands of the rope together while winding vinyl tape around the rope end.
- 3) Burn the end to melt and harden the strands together.

This is the end of the process, but when the rope end is finished this way, the area wrapped with tape and the fused strand ends are still soft and the appearance is that it will soon become undone and unravel again.

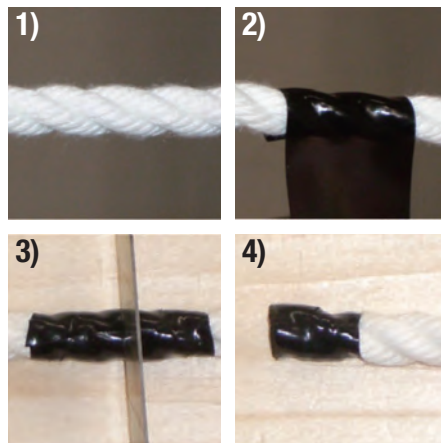


## The Method I Use

In my method, I use the same items to do the same thing, but the order of the steps in my method and the way I perform them are different:

- 1) Stretch the rope taught.
- 2) Wrap the place you will cut tightly with vinyl tape.
- 3) Cut the rope.
- 4) Burn the end melt and harden the strands together.

The difference is the rope is wrapped with tape before it is cut. This means that the strands at the end of the rope remain in their original tightly wound state.



## Look at it, think about it and then try out an idea

This method I use is not one that someone taught me. Long ago I bought some rope at a do-it-yourself store, and when I opened it up back at my workshop, I noticed that the rope ends were finished in a way that was a bit different from what I had seen before. I took a good look at it and asked myself how it had been done. I noticed two things:

1. The part of the rope under the tape was tightly bound.
  2. The condition of the cut of the tape at the end of the rope.
- Seeing these factors, I tried to imagine how it had been done. Then I tried what I had imagined to be the finishing method, and it turned out the same as the finish on the rope I had bought, so I knew I had found the method.

Working in this way—imagining the work process from its end result—is actually something we do quite often. Although there is nothing special about this method of finishing ropes, it is not something that you would arrive at naturally in the course of your daily work. It is something that comes from asking yourself questions when you see something new and experimenting to find out how it is done.

Dr. Sugimoto Chantey Editorial Room

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## Sport Angler Kurt on Dorado (mahi-mahi) Fishing in Summer

When the water temperatures rise in summer, it's generally not considered a good season for fishing, but if you can locate schools of small fish and use them as bait, you may find good fishing in many places. In this edition, I would like to introduce you to a type of fishing you can enjoy during the summer along the Enshunada Coast in central Japan.

In Japan, when the rainy season ends and we start to get the real summer heat, the water temperature begins to rise and fishing in Lake Hamana becomes more difficult. When this time of the season comes, the octopus fishing I introduced before comes to an end. But, with the change of season also comes a change of fishing opportunities as schools of Japanese anchovy come closer to the shore near the mouth of Lake Hamana, and with them comes the chance to catch a variety of migratory fish that follow the anchovy schools into these waters. Because the fishing grounds are out at sea some distance, you need a larger boat than the ones used on Lake Hamana, but if you can get one, it's possible to enjoy going after exciting game fish by following the flocks of birds hovering over the schools of small fish. This time, from among the migratory fish that can be caught in the waters off the Enshunada Coast in this season, I want to introduce dorado (also known as mahi-mahi or dolphinfish) fishing, which offers a chance of getting a big trophy with relative ease.

The dorado [not the same as the dorado in Brazil covered in a previous article] is a large carnivorous fish that can be found in warm waters all over the world. Many of you are probably familiar with it because of its unique coloring and shade. The dorado can grow to a size of up to two meters in length, but the ones found in the waters off the Enshunada Coast are usually in the range of 70 cm to one meter. The biggest attraction of dorado fishing is that you can catch it using a topwater plug. You can fish for them near the surface using poppers, floating



*Our boat this time was the Yamaha "UF-26 CC"*

or sinking pencil baits and the like. When a school of dorado sights the bobbing lure and chase it, they break the water surface with a great splash and a colorful flash of their body colors as they strike in a dramatic display that is as exciting as any kind of summer angling can be. You can also get strikes using lures like a metal jig, but for a fun angling experience, I recommend the topwater approach.

For this fishing trip, I went with some fellow Yamaha Motor employees. We used the 26-ft. Yamaha "UF-26 CC" center console boat previously sold in Japan and set out for the waters offshore from Lake Hamana. On this day there were large schools of Japanese anchovy where the currents meet not far from the shore, and here and there we could see flocks of birds over the schools. As the lure, I chose a popper—my preferred standard. We chased the bird flocks until I could start to cast into the midst, and though I got a good number of chases, the relatively small size of my lure at about 5 cm meant I wasn't getting any successful hits. Seeing this, I decided



*Lures for catching dorado*



*Birds flocking over the fish*



*The dorados we caught*

to switch to a pencil bait lure and use an action that took it below the surface. As soon as I did, a dorado broke the surface and struck at my bait.

That day the weather suddenly turned bad and we decided to return to port earlier than planned to stay on the safe side. Still, it was a very satisfying fishing trip and all of us managed to land at least one fish.

Dorado is a fish that you can find in waters all around the world, and if the conditions are right, it's a relatively easy fish to catch. It's a target that I recommend even for children and novice anglers. If you give it a try, I'm sure you will find it an exciting way to enjoy fishing from a boat.

# News Round-up

Activities from distributors around the world, and more

## Technical Support for Fishing Tournaments in Brazil

Yamaha Motor do Brasil S.A. (YMDB) and two Yamaha dealerships in Brazil joined efforts to hold fishing tournaments this year. One was held on May 3 with the Motopalmas dealership in Porto Nacional and another on May 17 with the dealership Alternativa Náutica in Três Lagoas. In total, about 500 boats and 1,000 anglers participated in the competitions.

The main goals were to help customers operate their boats safely during the tournament by providing technical support and making an appeal for Yamaha 3S activities and how they can help maintain the reliability of Yamaha products for pleasure-use customers. YMDB and the Yamaha dealerships offered free check-ups that included outboard inspections, engine oil replacement, propeller rental/sales, etc., on the day before the event and even on the event day if people needed emergency support. As a result, it was possible to see off all the competitors safely, thus achieving the initial purpose. With the cooperation of the dealerships, it was also possible to use the fishing tournaments as a platform for winning high praise for our 3S activities.



Emergency support was provided even on tournament day to solve problems and make sure all the boats could join the event trouble-free

## The First Taiwan International Boat Show



The Kaohsiung Exhibition Center was the venue for the first major boat show in Taiwan

From May 8–11, 2014, the first Taiwan International Boat Show was held at Kaohsiung Exhibition Center in Taiwan. In addition to many foreign exhibitors from the neighboring countries of Japan, China and the Republic of Korea (South), there were also companies exhibiting from the U.S., the U.K., Australia and New Zealand among others. This brought the total number of exhibitors to 168 and helped the show attract about 70,000 visitors over its four-day run. All this made it one of the largest boat shows in Asia.

Being the first show, the Yamaha presence was limited to a small booth by Taiwanese Yamaha distributor Fornor Machine Trading and Service Corp. However, for the next show we plan to have a large Yamaha booth with personal watercraft and to strengthen our relationships with local boat builders and boat dealers in order to increase the exposure of Yamaha products on a large scale and help promote sales.

## Korea International Boat Show 2014

From June 12–15, 2014, the Korea International Boat Show 2014 was held at the Korea International Exhibition Center (KINTEX) in the Republic of Korea (South). This year marked the show's 7<sup>th</sup> holding and its theme was the "2014 Maritime Safety Conference and Korea International Boat Show." A Maritime Safety Pavilion was set up to offer maritime safety instruction and educational materials to all of the show visitors in order to support safety on the water while spotlighting the rapidly growing Korean marine leisure industry.

At the booth of the Yamaha distributor in Korea, Hyundai Trade Motors Co., Ltd., there were displays of the "FR-23 Active Sedan" Yamaha family cruiser model as well as displays for the first time of Yamaha personal watercraft (PWCs) and more. Until now, the commercial-use industry has been the main focus of this show, but now we are making strong appeals for the pleasure-use sector as well.



Yamaha's "SR310" sports cruiser and the family-oriented "FR-23 Active Sedan" cruiser boat were displayed along with PWCs, outboard motors and other Yamaha products

# News Round-up

Activities from distributors around the world, and more

## Distributor Meeting Held in Turkey

From September 3–5, 2014, a Middle East region distributor meeting was held jointly with the Water Vehicle Business Unit of YMC in Antalya, Turkey.

The Water Vehicle Business Unit gave a presentation on this year's personal watercraft business and announced sales policies for next season and for the medium-term. It also gave explanations of the new 2015 personal watercraft models unveiled on August 20<sup>th</sup> and the new "RiDE (Reverse with Intuitive Deceleration Electronics)" system. Models of the new "FX Cruiser SVHO" model mounting the RiDE system were also prepared for a test-ride session for the distributors. Those who rode it said it was very easy to use and exactly what their customers would be hoping for. It was a good opportunity to have the distributors experience the increased product competitiveness and quality of the new models.

From the Marine Engine Business Unit of YMC, the distributors got a shared understanding of the medium-term business policies and suggestions for reviewing their approaches for the pleasure-use segment. In addition, the

local distributor in Turkey, Burla Machinery Trade and Investment Company, provided best-practice examples of collaborations with local boat builders/boat dealers and marketing methods using social network services.

An instructor was also brought in to give a seminar on "Employee Satisfaction for Customer Satisfaction" that was relevant and fruitful for the distributors. This elicited comments from the distributors such as, "I realized how to inspire my team," and "Let's continue to improve and encourage our teams and teamwork!"

A product explanation and test-rides of the new "F175A" outboard model soon to be fully introduced in the markets of the region was also included on the agenda and gave a vivid picture of the



Test-rides with a model featuring the new RiDE system

"Lightweight and Compact" model concept.

Both the Water Vehicle and Outboard Motor business units will continue to work with the distributors in the coming season to improve "teamwork and communication" aimed at increasing customer satisfaction and raising the Yamaha brand's presence in the market.



## The 30<sup>th</sup> Saipan International Fishing Tournament

The Saipan Fishermen's Association held its annual fishing derby, the Saipan International Fishing Tournament, on July 19–20 this year.

This signature event has been held annually for the past 30 years with the Yamaha distributor Joeten Motor Co., Inc. serving as a main sponsor since the inaugural holding in 1984. This year's 30<sup>th</sup> milestone event was especially successful with a total of 60 boats and 162 fishermen from Saipan and neighboring islands and as far away as Japan and Hawaii participating. This tournament enjoys the positive support of the Saipan community and has become one of the island's major events. To celebrate its three decades of sponsorship, Joeten Motor planned a variety of activities this time. Before the event they offered special prices on oil changes and maintenance for

Yamaha outboard motors. And, in addition to the general organizer prizes, a special Yamaha Prize was given to the angler with the biggest catch among the boats with Yamaha engines. As a 30<sup>th</sup> anniversary gift, a Yamaha "F25D" outboard motor was also donated to the organizers as a prize for the Anniversary Raffle that contributed to the Association's fund-raising activities. This event help to grow the Yamaha brand image, brand recognition, and also helped to encourage even more brand loyalty.



### Editor's Note



Greetings, everyone. My name is Takashi Fujii and I'm the new Chief Editor of *Chantey*. Allow me to briefly introduce myself. Until now, I've been working in Sales & Marketing for Yamaha's Recreational Vehicles (ATVs and ROVs) at YMC, but now I've moved from the sand and mud of the off-road world to the sparkling blue waters of the marine world! I'm really looking forward to the new faces and experiences this change will bring. I'll be working to fill *Chantey* with articles that will be interesting and relevant for you, so please feel free to contact me.

**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>