

# Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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Chantey Special

2015  
WaveRunner  
Models

## A Full Lineup with New Models and Technologies

The 2015 Yamaha WaveRunner lineup is stronger than ever, with features including a newly developed lightweight material for hulls and decks and a newly adopted dual throttle handlebar control system. The VXR, VXS, VX Deluxe, VX Cruiser and VX have been completely redesigned, employing the larger and newly designed "VX Hull" and other improvements for a more comfortable ride, natural steering characteristics and nimble performance. What's more, the exterior design of all these models has also been completely redesigned, creating a more sharply defined form.

Another innovative feature adopted on 9 of the 2015 models, including the FX Series, VX Series and VX Performance Series, is the newly developed "RiDE" (Reverse with Intuitive Deceleration Electronics) dual throttle handlebar control system for smooth and intuitive control of the craft when decelerating or running in reverse. Furthermore, the four premium models of the FX Cruiser SVHO, FX SVHO, FZS SVHO and FZR SVHO adopt the new "NanoXcel2" material for their hulls and decks, a further development of Yamaha's exclusive NanoXcel ultralight hull material.

### The New VX Series

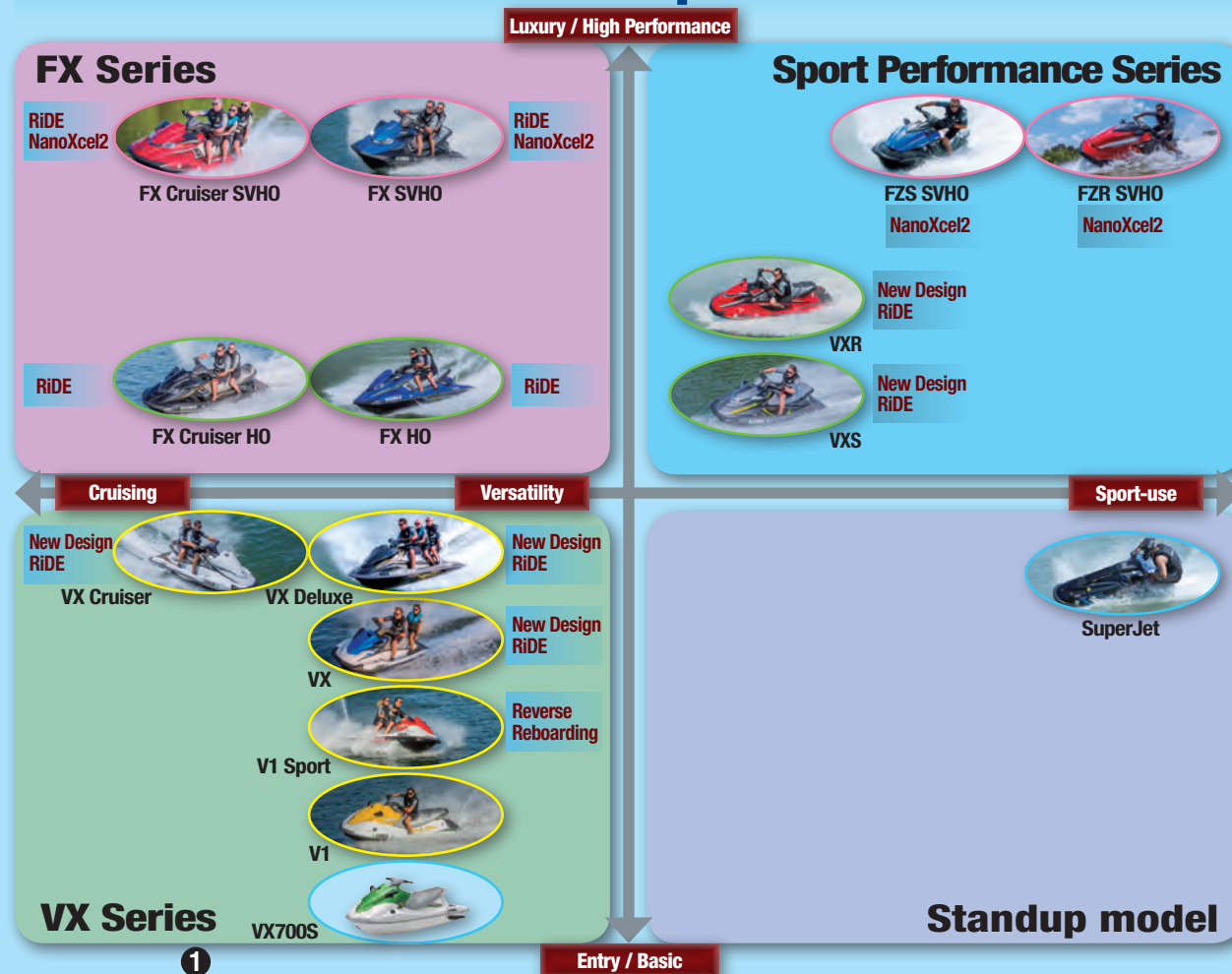
The newly developed hull for the VX Series has been widened by about 30 mm compared to the current hull for even greater stability characteristics. This hull was designed with a focus on creating a more comfortable ride when carrying multiple passengers. The smooth performance of the new VX Series during straight-line cruising and when turning brings those on board a solid feeling of assurance.

Other new features include (1) measures to enable a more comfortable posture for riding such as greater space for foot placement, (2) a two-piece "VX Seat" large enough to comfortably sit three people and (3) improved functionality for the "No Wake Mode" and "Cruise Assist" on the VX Cruiser and VX Deluxe models.



The 2015 model VX Deluxe

## 2015 Lineup Chart



# The New Functions and Technologies on the 2015 Models

## RiDE (Reverse with Intuitive Deceleration Electronics)

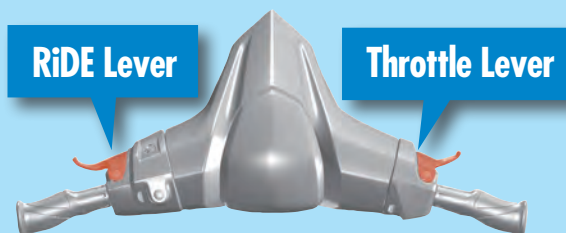
Smooth operation when decelerating and running in reverse, making docking easier

Available on: FX Cruiser SVHO, FX SVHO, FX Cruiser HO, FX HO, VXR, VXS, VX Cruiser, VX Deluxe, VX

On a model equipped with the RiDE system, the left-hand RiDE lever operates the PWC's reverse gate. By using this newly developed feature in combination with the right-hand throttle lever, it provides a higher level of operability when decelerating, reversing, turning while decelerating and more. Coordinated handwork of both levers allows the rider to smoothly switch between moving forward, decelerating and reversing without letting go of the handlebars, and makes intuitive control of the PWC possible.

Also, besides the ability to maneuver the craft through docking areas, etc., without removing the hands from the handlebars, it is also possible to rapidly decelerate without the nosediving it would typically cause until now.

RiDE special site: <http://global.yamaha-motor.com/business/waverunner/ride/>

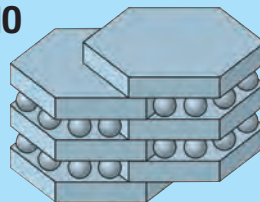


## NanoXcel2

Advances with Yamaha's exclusive ultralight material for hulls and decks improve acceleration performance

Available on: FX Cruiser SVHO, FX SVHO, FZS SVHO, FZR SVHO

Continued development of Yamaha's exclusive NanoXcel material for personal watercraft hulls and decks has produced the new "NanoXcel2" material adopted for 2015 on the four models mounting the SVHO engine. NanoXcel2 is 18% lighter than its predecessor while retaining its levels of strength and rigidity, and it improves the overall performance of the new models.



*NanoXcel2: the material is made even lighter by bonding the existing layers of exfoliated clay with a filler made from a newly formulated resin system containing extremely fine glass micro-bubbles*

## Electric Trim System

To set optimal trim smoothly and easily

Available on: FX Cruiser SVHO, FX SVHO, FX Cruiser HO, FX HO, VXR and VXS

This electrically powered system allows riders to easily adjust trim according to their riding preferences via button operation, such as for getting up to planing quicker or adjusting the trim to fit wave conditions.



## Create New Business Opportunities

To coincide with the announcement of the new WaveRunner models for 2015, Yamaha Motor and its group companies organized a distributor meeting in Miami, Florida in the U.S. in August, and another in Turkey in September.

### The Business Theme for 2015

Now is the time to go beyond typical sales promotion methods and create new business opportunities in innovative ways that fit the various markets of your region. To help in this task, Yamaha product development staff and service staff will also actively get involved in each region in order to better cooperate in these new business efforts.

Let's proactively hold test-ride events to not only get customers to understand and appreciate the outstanding new technologies and features on the 2015 models but to also develop a solid base of potential customers.



*A meeting for Yamaha distributors was held in August in Miami, Florida, U.S.A.*

## Yamaha machines top performers in the 2014 IJSBA World Finals

From October 4–12, 2014, Yamaha teams and the FZR WaveRunner performed stunningly at the 2014 International Jet Sports Boating Association (IJSBA) World Finals of personal watercraft racing held in Lake Havasu City, Arizona, U.S.A. Held every year since 1982, the IJSBA World Finals are the top-profile event on the international PWC racing calendar.

In this competition, Yamaha won seven world titles in all and more top runabout racing titles than any other brand, and the dominance included wins in the Pro Stock, Pro Limited, Women's Runabout, Runabout Open Slalom, Expert Runabout Veteran, Expert Runabout and Amateur Runabout categories as well. What better proof could there be of the high performance of Yamaha WaveRunners.



# How to Wrap Sealing Tape

In this edition of our “Advice from a veteran mechanic” series, I will talk about how to wrap sealing tape (thread seal tape) on threaded pipe or hose joints.

The other day, I bought a new portable air tank, but when I started using it, I found an air leak. I checked it out and found that the air was leaking from where the hose nipple meets the hose, and I realized the problem was in the way the sealing tape was wrapped. It had been wrapped in the opposite direction from the way it should have been.

I believe this is a task that many people simply do in their own way. People tend to think that their own method is good enough and there is no need to be taught the right way to do it. But, I would like to introduce my method of wrapping sealing tape here in the hope that you may find it useful.

## Develop Your Own Process

I have developed my own tape wrapping process that I believe does the job without fail and I use this method every time.

The process is as follows:

- 1) The basic alignment is to hold the nipple in the left hand so the screw portion is to the right.
- 2) Put the index finger of your right hand through the hole in the sealing tape reel with the end of the tape hanging down on the far side.
- 3) Place the end of the tape on the screw threads and hold it there with the thumb of your left hand while making sure that the edge of the tape doesn't hang out over the end of the threads.
- 4) Hold the tape down as you start to wrap it. Hold the tape on the reel with your right thumb so that the

seal tape doesn't unwind from the roll, and keep the tape taut as you wrap it.

- 5) After two or three wraps, pull the tape taut and cut it off. After you cut it, be sure to press the end firmly down on the wrap.

With this, the process is finished.

## Points to Make Sure Of

There are three important points to wrapping sealing tape properly:

- Be sure to wrap the tape in the correct direction. See steps **1)**, **2)** and **3)**. It should be wrapped clockwise when facing the end of the screw threads.
- Don't let the tape stick out over the end of the threads. See step **3)**. If the tape runs over the edge, that part will get cut off when screwing on the nut and end up inside

the hose.

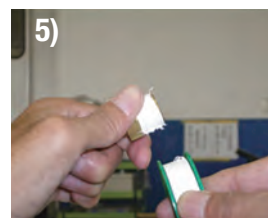
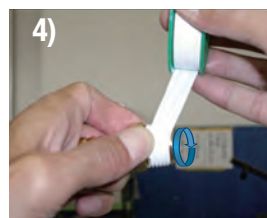
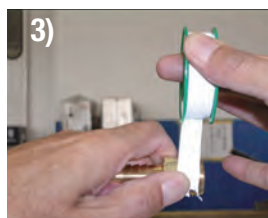
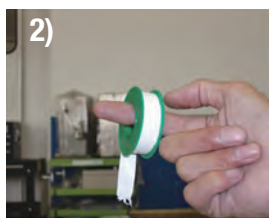
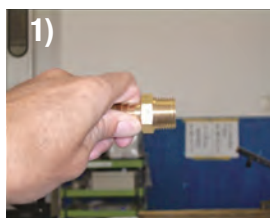
- Make sure the tape sticks firmly to the ridges of the threads.

See steps **4)** and **5)**. If the tape isn't stuck firmly to the threads the whole wrapping will turn as the nut is screwed on and not create an effective seal.

## Learn by Watching Other People Work

I've never seen a manual or instruction book explaining how to do this, so most people are probably not taught how to do it correctly or asked to teach others.

So, how do we learn to do it? In this case, it is a process of teaching it or learning it via demonstration. However, seldom will there be someone around who will say, “Come here and I'll show you how it's done.” So, we usually have to learn by finding a chance to watch someone doing it without them knowing. I believe I have learned a lot of what I know in this way.







The sea bass has strongly carnivorous behavior that makes it one of the most popular saltwater targets when fishing with a lure in Japan. It's often the target for angling at the mouths of rivers, for surf fishing, and in bays and a variety of other areas. It's also popular in the Lake Hamana area, and many anglers go after it from the shore or from boats. It's said that some of the biggest can grow to over a meter in length, but the average size for Lake Hamana is about 40–50 cm. Sea bass can be caught from shore, but having a boat makes it easier to approach many of the better fishing spots. When I go after sea bass, it's usually from my friend's Japanese style utility boat (*wasen*) named the *Yuushinmaru* (the boat I introduced in my article of this series about octopus fishing). Sea bass can be caught in the daytime, but night fishing for it is more popular. It's most frequently caught in the hours just after sunset, known as *yumazume* in Japanese.

The tackle generally used for catching sea bass from shore is a 9–10 ft. rod. When on a boat, I recommend a rod of about 7 ft. as they're easy to handle onboard. The other part of the tackle is usually a spinning reel, but some people use bait tackle as well. For the lure, a plug of about 10–20 grams is mainly used, and you can use the same

## Sport Angler Kurt on Sea Bass Angling

In our last issue, I wrote about offshore fishing for dorado (mahi-mahi) in summer. This time, I want to introduce a kind of inshore fishing. One of the most popular targets for fishing off a boat on Lake Hamana is sea bass.



*Sea bass is also known as suzuki in Japanese*

tackle as used for black bass fishing.

The body shape and size of sea bass is similar to black bass, but compared to black bass—which favor still water and tend to stay near underwater structures—sea bass have a longer and thinner body and tend to prefer waters with waves and tidal currents. That's why most of the lures used for sea bass are ones designed for ease of use in currents. As for the angling method, rather than giving the lure vigorous action in the water, it's more important to use techniques like letting the lure drift in water where there are changes in current direction. Especially in the southern part of Lake Hamana, where the currents become very fast with the ebb and flow of the tides, making use of these currents is an important strategic point.



*The Yuushinmaru*



*The lures used this time*



Although there is a seasonal aspect with sea bass, it can still be caught to some degree year-round. If you ever have the chance to visit Japan, this is a kind of angling that I recommend you try at least once.

*This December issue marks my final article for Sport Angler Kurt.*

*This section of Chantey was aimed at communicating the fun of angling and I hope it gave you a look at new ways you can have fun on the water with Yamaha products. Thank you very much for reading my column and please look forward to reading Chantey next year!*



# News Round-up

Activities from distributors around the world, and more

## Marine Dealer Meeting Held in Brazil

Over the two days of September 24 and 25, 2014, about 150 dealership representatives gathered for a Marine Dealer Meeting held on the outskirts of São Paulo, Brazil. Attending from Japan were Executive General Manager Tatsumi Okawa from the Marine Engine Business Unit of YMC's Marine Business Operations and President Yasuyuki Matsushita of Yamaha Kumamoto Products (YKP). The first day included presentations on business policies, while the second day brought introductions for the new "15G," "40A" and "F115B" outboard motor models. In the Brazilian market, 15 hp



outboard models are the biggest sellers, accounting for about one-half of total market demand. The new 15G's improved fuel economy and other advances over the current model made it well received by the dealers in attendance. Also, on hand to bring added interest to the meeting was pro angler, Nelson Nakamura.



## Yamaha Marine Distributor from Indonesia Visits Japan

At the end of October, representatives from Indonesia's Yamaha marine product distributor, PT. Karya Bahari Abadi (KBA), visited Japan. KBA was established in 2006 with its main offices in the capital of Jakarta, and four branch offices in Bali, Sorong, Batam and Ancol, all handling Yamaha outboard motors and personal watercraft. Making the trip to Japan to report on the conditions of the Indonesian market and KBA's 2014 business activities, and to present the company's plans for activities and business in 2015 were the company's President and Director Gatot Admodirdjo, Managing Director Erwin Kindangen and Sales Manager Djamil Kobong. The result was a fruitful exchange and sharing of information for all involved.



Tatsumi Okawa from the Marine Engine Business Unit of YMC's Marine Business Operations (5<sup>th</sup> from the left) and numerous members of the Marine Engine Business Unit were on hand for the presentations

## Latin America Outboard Motor Distributor Meeting

On September 23 and 24, 2014, the first Latin America Outboard Motor Distributor Meeting held in six years brought eight distributor representatives from the eight countries of Mexico, Venezuela, Colombia, Ecuador, Chile, Uruguay, Paraguay and Bolivia—plus members of Yamaha Motor Distribution Latin America Inc. (YDLA)—to Cartagena, Colombia. On the morning of the first day, the general conference was held, followed by individual meetings in the afternoon. On the second day, the attendees also had the opportunity to enjoy sightseeing at the beautiful port of Cartagena. In addition to providing a rare chance for the Central and South American distributors to meet and deepen relationships, it turned out to be a meaningful conference that renewed awareness of the importance of comprehensive marketing operations for sales, service

and spare parts. Going forward, plans were announced to bring all the distributors together on a biennial basis and make this meeting a venue for regular exchange of information about the outboard motor business in Central and South America.



## "Blue Awareness" Beach Clean-up Day in Colombia

On June 5 and 6, 2014, beach clean-up activities were carried out in Barú, Colombia.

The first day consisted of a presentation to participating students of the ecosystems of the surrounding coral reefs and mangroves as well as the main species living in them, followed by some hands-on activities. The students were given "Eduardoño-Yamaha" notebooks with encouraging messages to promote greater environmental awareness.

The second day was the beach clean-up day. The event brought both participating organizations and the press, and the 96 participants were organized into groups of five and given beach-cleaning kits before setting to work. Exercises were planned during the clean-up to make participants more conscious of the fact that the garbage collected on beaches is usually there due to inadequate disposal by humans. Other activities included finding out if the collected garbage was actually from the beach or if it drifted from somewhere else, and over 80% was determined to be from nearby resorts.

At the end of the day, certificates were handed out

to the volunteers, and seven rescued juvenile turtles were released back into the wild in a symbolic message reaffirming why we should take care of the environment. From Juan Carlos Gutiérrez Mejía, Eduardoño Foundation



The students and volunteers of the Beach Clean-up Day

The release of turtles at the end of the clean-up day was covered by the press

### Editor's Note



The year has gone by so fast and here we are with the final issue of *Chantey* for this year. On behalf of the *Chantey* staff, I want to thank you very much for reading our newsletter. Next year, we plan to bring you even better contents, covering successful marketing activities from around the world and more. We hope to stimulate your interest and provide contents that you will find useful in your business. Please look forward to reading them in the coming months, and we wish you a safe and happy New Year.

**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>