

Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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CONTENTS

- P1: Chantey Special: The Outboard Motor Business in Kenya and the South Pacific
- P3: One-point Service Advice: About 4-stroke Outboard Motor Engine Oil
- P5: News Round-up: New Model Test-rides and 3S Campaigns in Brazil and more

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The Outboard Motor Business in Kenya and the South Pacific

There is a division named the Overseas Market Development Operation Business Unit (OMDO) at Yamaha Motor Co., Ltd. In line with Yamaha'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. OMDO has operations in around 140 countries and regions around the world, like those of Africa, Asia and South America, and the island nations of the Caribbean and South Pacific. In this issue of *Chantey*, we report on the outboard motor business in two markets handled by OMDO: Kenya and the South Pacific region.

Kenya Growing E15D Market in the World Heritage Town of Lamu

Lamu Town is a small settlement on Lamu Island off the northern part of Kenya's Indian Ocean coastline. Lamu Town is believed to have been established in 1370 and is Kenya's oldest continually inhabited town. The Old Town is registered on the UNESCO World Heritage list as "the oldest and best-preserved Swahili settlement in East Africa."

In recent times, tourism fueled the local economy and Lamu was a popular destination for visitors to Kenya, even attracting investment from some celebrities. However, tourism has declined sharply since 2011 due to security issues.

Fishing, needless to say, has long been an integral part of the lives of the people of Lamu. Traditional "dhows" (sailing boats) are the most popular type of fishing boats. It is estimated that there are 1,000 boats and



4,000 fishermen in Lamu County. The Lamu County Government recently announced a new Fisheries Development Bill (2015) to subsidize small-scale fishermen who use small boats, with or without outboard motors. The aim of this bill is to promote avenues for increasing income among the populace through the creation of employment and to enhance the county's economic development.

Yamaha's distributor in Kenya, Captain Andy's Fishing Supply Ltd., has supplied a number of Yamaha "E15D" outboards to the Lamu County Government as a part of this new initiative. The outboard engines will be supplied to the fishermen through the government on a loan basis. While "E40X" outboard motors used to be the most popular model in Lamu for medium-size



fishing boats and transporters, this project has created a market for the E15D.

Despite the aforementioned security issues that have created a difficult business environment, Captain Andy's has continued to maintain its branch in Lamu and is providing customers in the area with the aftersales service they need.

Captain Andy's will also organize service campaigns in the area to support this initiative and will seek to promote similar projects by other county governments within the country.

*The rules and regulations regarding safety, etc., vary by region, but always be sure to wear a life jacket.



South Pacific OMDO's Work to Boost Outboard Service

Ryan Zell

Ryan worked in the service department of his father's Yamaha dealership in Queensland for many years. In 2011, he was the winner of the Oceania region's Yamaha Marine Technician GP, and became a member of OMDO in January 2015. He is responsible for the South Pacific region, namely Melanesia and Polynesia.



In certain markets of the South Pacific, 4-stroke and large-class outboard motors are becoming more widely used, and as a result, improving the 3S (Sales, Service, Spare parts) functions of Yamaha distributors has become an urgent necessity. Until now, Yamaha Motor in Japan has provided service support for distributors in these markets, but in order to boost response capability and efficiency, OMDO will now operate from Yamaha Motor Australia Pty Limited (YMA) to provide this support due to its proximity to the region. OMDO will provide distributors with service seminars, instructor training, conduct on-the-job training and more. This will allow the dispatching of personnel closer to and more familiar with the region to support 3S activities on a greater scale. One of these people is Mr. Ryan Zell and we will briefly introduce some of the work he has been involved with in this regard.



Yamaha distributor in New Caledonia, Royal Motors S.A.S., hosted a Yamaha Technical Academy (YTA) advanced outboard technical training session in April 2015 with seven participants from Wallis Island and French Polynesia. Instruction from the OMDO service department was headed by Minoru Fukuda. The technicians performed an overhaul of a "F350A" V8 model and lower unit shimming. Other subjects included rigging components, the Yamaha Diagnostic System (YDIS) and an update on new models.



Yamaha Solomon Islands distributor, Y. Sato Marine, reopened their showroom and workshop in April 2015 after extensive renovations to the premises. A Yamaha distributor for 30 years, its director and 2nd-generation head of the company, Yoshiyuki Sato, has invested much effort and resources to become the market leader in the region. The opening ceremony was attended by local businesses, members of parliament and OMDO service representatives, Minoru Fukuda and Ryan Zell.

The Solomon Islands has a population of 500,000 spread over 1,000 islands. Y. Sato Marine has been attempting to introduce

4-stroke outboards to its customers, along with the service and spare parts to back them up. Primarily, this has been an Enduro 2-stroke market for commercial fishing and transportation. Since 2004, Y. Sato Marine has conducted annual service campaigns on the many islands, taking with them four mechanics and spare parts personnel. This year, they will be concentrating on Eastern Malaita Island, traveling over 100 km by sea from Honiara to conduct service clinics for the local fishermen and people of the island. This has been a free service to build relationships and survey market requirements and trends.



Ryan Zell headed on-the-job training at Yamaha distributor Rasco Motors' own training facility in Suva, Fiji. Seven participants from three of the country's branches in Nadi, Suva and Labasa were present. They performed an overhaul of a "F200B" V6 outboard so it can go back into service powering commercial fishing and transport vessels. Full measuring and assembling steps and techniques were performed along with education about boat types, shapes and handling characteristics. Time was also spent demonstrating many of the 6Y8 LAN gauge functions, options and setup steps, and introducing boat rigging items to service Fiji's growing demand for the high-quality outboards that Yamaha is known for. The technicians showed a sense of camaraderie and the young team worked together on improving their skills on the many subjects. Fiji is a growing market with outboards, personal watercraft and power products, and it is now also introducing motorcycles.



About 4-stroke Outboard Motor Engine Oil

The Engine Oil Used in Outboard Motors

Compared to engines in cars and other vehicles used on land, it can be said that 4-stroke outboard motor engines are used at higher rpm and with much greater levels of change in engine load due to variables like boat weight and water surface conditions. Furthermore, there are great differences in use conditions, ranging from cases of constant full throttle use for long periods of time to very short periods of use.

In order to provide performance that meets the needs of the conditions unique to marine engine use, the oil for 4-stroke outboard motors is different from standard automobile engine oil in its composition and other qualities. Yamaha offers Yamalube oil for 4-stroke outboard motors that has been specifically created to handle the tough and varied conditions of marine use.

The Role of Engine Oil

In addition to lubricating various engine parts, engine oil also serves other important roles: preventing rust and corrosion, providing an effective seal, engine cooling, acid neutralization, preventing oxidation, a detergent-dispersant effect on impurities and more.

Why Does Oil Get Dirty?

New oil usually has a brownish hue (depending on the coloring agent used). The reasons engine oil gets dirty and degrades can be largely narrowed down to the following three factors:

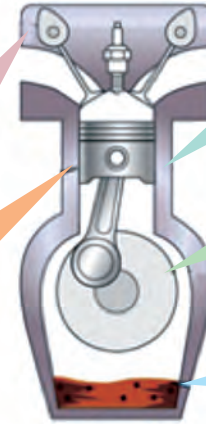
- The additives the oil contains
- Oxidization of the oil itself, etc.
- The detergent-dispersant action for removing sludge and other impurities eventually dirties the oil itself (this includes substances entering the engine from the outside)

Lubricating Action

Forms a lubricating film over the friction surfaces of the rotating and sliding areas of the engine, reducing friction force and thus cutting down on wear, damage and seizing.

Sealing Action

Acts as a sealant between the piston and the cylinder so that sufficient power can be extracted from the engine.



Cooling Action

Absorbs and disperses the heat from within the engine, cooling the piston and preventing distention and seizing.

Detergent Dispersal Action

Breaks dirt up into a colloidal state after the interior of the engine has been washed.

Anti-rusting Action

Prevents rust and corrosion in the interior of the engine.

Causes of Oil Oxidization/Deterioration

Oxygen: Lubricating oils are in constant contact with oxygen. The lubricating oils create a protective layer on engine parts by changing into iron oxide or iron phosphate. At the same time, the lubricating oils themselves also deteriorate due to oxidization.

Temperature: Because oxidization is a chemical reaction, higher oil temperatures have a big effect on oxidization. Generally, every 10 °C increase in oil temperature doubles the speed of oxidization, so proper management of oil temperature is an important point.

Metal abrasion and the catalytic effects of the metals used: Many metals are used in an engine, e.g. aluminum, iron, steel, and copper. The particles resulting from abrasion between the metal surfaces enter the oil, and the metals themselves accelerate oil oxidization, thus speeding up deterioration. Also, because the metal surfaces within the engine reach high temperatures, this creates conditions favorable for catalytic reactions. This is a factor that

promotes oxidization, especially when water and nitrogen oxides are present.

Water: There is some water content in the blow-by gas produced during the combustion cycle in internal combustion engines. The oil itself, on the other hand, comes into contact with the air in the engine, and this means a certain amount of water is contained in oil right from the beginning.

Blow-by gas: In gasoline engines, nitrogen oxides are produced (particularly nitrogen dioxide, nitric acid and others) and through mixing with the water present in the oil, it becomes acidic and causes severe oxidization of the oil.

As described above, 4-stroke engine oil has a number of functions and will eventually deteriorate with use. Therefore, it is recommended that the engine oil be changed regularly during periodic inspections or maintenance. For information about periodic inspections, refer to the Service Manual or Owner's Manual for each specific model.

Changing Engine Oil

To begin with, the outboard motor should be placed in the completely vertical position. This is necessary to get an accurate reading from the dipstick. Next, start the engine to warm it up and then leave it idling for five to ten minutes. This is to make the oil fully fluid so that it drains out easily.

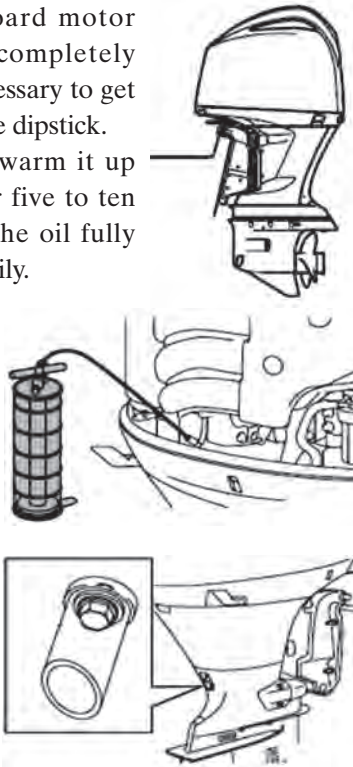
Then, remove the engine oil cap. Remove the dipstick and then use the oil changer (pump) to completely remove all the oil.

When changing the oil in a workshop, etc., it is also possible to drain out all the old oil by simply removing the drain screw, but this method cannot be used on the water, so it is recommended that you use an oil changer as your regular method for oil changes.

After all of the old oil has been removed, add new oil to the prescribed amount through the oil filler opening.

You can find the prescribed amount of oil for a model by looking at the label located on the flywheel cover, etc. After adding the oil, reinsert the dipstick and put the cap back on. After that, leave the engine as it is for five to ten minutes.

Because of the viscosity of engine oil, it takes some



ENGINE OIL

Replacement quality:
 Without oil filter 6.3 L/6.6 U.S.qt/5.5 Imp.qt
 With filter 6.5 L/6.8 U.S.qt/5.7 Imp.qt
 YAMAHA

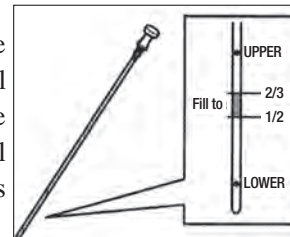
SAE	AP
5W-30	SE SF
10W-30	SG SH
10W-40	SJ SL
6AW-13437-41	

time after the oil has been added through the oil filler opening to flow down through the oil passages to the oil pan and reach a stable level.

After the stable level is reached, remove the dipstick, wipe the oil off of it and insert it again fully before removing it again to check the actual oil level. At that time, if the height of the oil on the gauge is somewhere between the UPPER and LOWER limit marks, the engine oil level is OK. If you have added the prescribed quantity of oil, the oil seen on the dipstick should be somewhere between the 1/2 and 2/3 points between the UPPER and LOWER limit marks. There is no need to fill it to the UPPER limit mark.

If you know that the level of oil before the oil change was at a proper level, another way to know how much new oil to add after removing the old is to simply add the same amount that was removed. That way, the amount of oil in the engine before and after the oil change should be roughly the same.

Finally, after starting the engine and making sure that the low oil pressure warning doesn't come on and there are no visible oil leaks, the oil change process is successfully completed.



Checking the Engine Oil Level

Checking the engine oil level each time before using an outboard motor is one of the things recommended in the Owner's Manual.

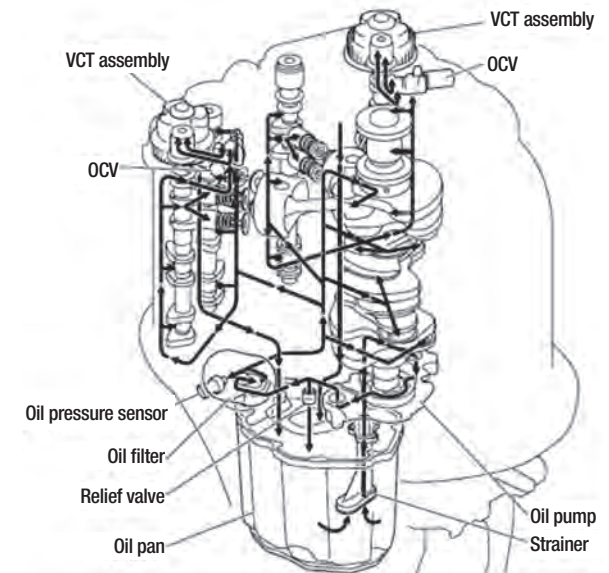
Did you know that it is normal for there to be a slight difference in the engine oil level between the time when you check it before use in the morning and when you check it again just after stopping the engine after a day's use?

The engine oil drawn up from the oil pan by the oil pump is circulated through the various oil passages of the engine

and then back to the oil pan. However, not all of the oil in the passages will return to the oil pan immediately after the engine is stopped. It returns only a little at a time. That is why there will be a difference in the oil level measured just after stopping the engine and the level you see on the dipstick the next morning. That is why it is recommended to check the oil level always with the engine in the vertical position and at the same time you checked the oil before (before or after use).

If you get the feeling that there are increases or decreases the oil level each time you check it, you should first try checking it with the same timing. In fact, if you decide to add more oil because you think that the oil level has fallen (due to measuring it before the oil in the passages has returned to the pan), you actually may end up adding more oil than the engine needs.

However, if you are checking the oil level with the same timing and still find that it is increasing or decreasing, be sure to ask your local Yamaha dealer to check it for you.



News Round-up

Activities from distributors around the world, and more

New Model Test-rides and 3S Campaigns in Brazil

In January and February 2015, Yamaha Motor do Brasil Ltda. (YMDB) conducted a 3S (Sales, Service, Spare parts) campaign together with Yamaha dealerships Tv Lar and Altanative that featured test-rides of boats with the new "15G" and "40A" outboard motors that are now the main models in Brazil.

The campaign was conducted in the municipalities of Iranduba and Anama in northwestern Brazil, where commercial use is prominent, and in the mainly pleasure-use markets of Peira Barreto and Ilha Solteria in the southeast.

In the events, the Service department staff of YMDB performed maintenance, made customer-friendly presentations about the importance of using Yamaha Genuine parts and more, contributing to greater understanding about the advantages of Genuine parts and increasing actual parts sales. A total of 270 people customers also participated in the test-ride sessions held as part of the campaign. After the end of the campaign, wrap-up meetings were held with YMC staff in order to identify issues for further improvement going forward. The participating dealerships will also be holding meetings aimed at raising the level of the sales network.

From Rafael Casanova, YMDB



Fishing Tournament Spreads "Let's go fishing" Message in Turkey



In April 2015, Yamaha's marine distributor in Turkey, Burla Machinery Trade and Investment Company, organized a fishing tournament for the first time in the waters of the Bosphorus Straits in Istanbul, aimed at giving amateur fishermen new opportunities for boat fishing.

All applications were done online and the tournament began with 100 competitors. All of the referees were volunteers and social media groups helped publicize the event. After the first stage was held on April 5th, the field was narrowed down to 40 finalists for the second stage on April 12th. The top six finishers received prizes, including a coveted first prize of a Yamaha boat and engine package. Commemorative certificates were also given to all competitors and the volunteers on the organization committee.

Burla hopes to continue holding fishing tournaments like this regularly with confidence that it will stimulate angling and pleasure-use boating as a hobby and cultivate future business.

China (Shanghai) International Boat Show

From April 9–12, 2015, the 20th China (Shanghai) International Boat Show was held at the Shanghai World Expo Exhibition & Convention Center. At this major show that last year attracted more than 30,000 visitors, Yamaha once again promoted its products and services to a large daily audience with the largest booth in the indoor venue.

The booth this time was designed with themes for each of the product categories, and it emphasized the wealth of marine culture Yamaha has built up over long years in the industry, the 3S (Sales, Service, Spare parts) policy and more, showing what sets Yamaha apart from the competition.

Product displays this time focused on boats for fishing. By collaborating with fishing gear manufacturers, the booth promoted angling culture as well as the excellence of the boats themselves. Meanwhile, the strong popularity of personal watercraft (PWC) and Sports Boat models indicated the potential demand in the marine sports sector in China.

The Shanghai show is followed by boat shows around China, and Yamaha is geared to make the best use possible of these opportunities to win new fans for the brand.



Editor's Note



As is mentioned in this issue, regular oil changes are very important for 4-stroke outboard motors. This is a very basic element of proper maintenance, but we hope that you will continue your concerted efforts to make sure people in your market understand its importance.

Depending on the market, there are some areas where customer preference is steadily shifting from 2-stroke to 4-stroke models, and even in areas where this shift is not yet taking place, you may well be seeing it in the future. We ask that you be certain to educate all of your dealers and private mechanics that service the customers' outboards about the importance of oil changes. We will also continue to give our support for these kinds of educational efforts.

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>