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NEWSLETTER FOR YAMAHA MARINE DEALERS



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Chantey Special
2016
WaveRunner Models

All-New Power Unit Enhances 2016 WaveRunner Lineup

Yamaha Motor has announced its 2016 WaveRunner lineup, highlighted by the introduction of the all-new Yamaha TR-1 High Output marine engine that powers all 2016 V1 and VX models (with the exception of the VX Cruiser HO). These new models target the entry to mid-level customer, and the new TR-1 engine offers them access to the very latest engine technology from Yamaha. We are confident these models are going to create some special memories on the water for Yamaha owners.

In addition, for 2016, the best-selling PWC series of all time is further refined with the introduction of the VX Cruiser HO. The VX Cruiser HO is a different animal altogether, powered by the same 1.8 L naturally aspirated Yamaha marine engine that has carried the Yamaha VXR to four consecutive racing titles in the United States. And, the VX Cruiser HO comes equipped with the industry's best comfort and convenience features, including No Wake Mode, Cruise Assist and Yamaha's RiDE (Reverse with Intuitive Deceleration Electronics) dual throttle handlebar controls.

Additionally, RiDE is featured on all FX models, which are returning in 2016 with new colors and graphics. Yamaha's FZ Series, the most dominant machine in personal watercraft racing today, also has an all-new look, featuring new color schemes and a bold metallic red hull.

The Yamaha SuperJet, the only stand-up PWC on the market, is available in two color variations for 2016.



SuperJet with new colors



New VX Cruiser HO

2016 Lineup Chart



The All-New Yamaha TR-1 High Output Marine Engine

For 2016, Yamaha is introducing an all-new marine motor featured in its V1 and VX series WaveRunners (excluding VX Cruiser HO). The Yamaha TR-1 HO marine engine is the pinnacle of engine innovation; it is 13%*1 more powerful and 28 kg lighter*2 than its predecessors. Yamaha achieves this by eliminating a reduction gear, integrating the oil tank and using fewer and smaller parts. The result is quicker acceleration and higher top end speeds, but with better fuel economy and more fun for the rider.

*1: Maximum power output comparison with 2015 model engine

*2: PWC dry weight: 28 kg lighter / Engine weight: 26 kg lighter



Yamaha's new 3-cylinder TR-1 High Output marine engine



The VX Series was given an all-new hull design last year and the new 2016 models for this year have received a new power unit. To have your customers feel the difference firsthand, we have prepared data for creating pamphlets to advertise any test-ride events you hold. Please make use of them in your market. Yamaha will deliver the data to distributors through its marketing departments at a later date.

More information on the new 2016 WaveRunner models is available at:
<http://global.yamaha-motor.com/business/waverunner/>

VX Series

Yamaha's VX Series offers families the best overall value on the water. With sleek, passenger-friendly designs, advanced rider-assist technologies and more standard features than any competing personal watercraft in their class, they rank as the industry's all-time bestsellers. For 2016, the VX Series revs up performance with an innovative new engine package for big riding excitement and plenty of towing power.



VX Cruiser



Pure White

Silver Metallic with Slate Blue Metallic



VX Deluxe



Black Metallic with Torch Red Metallic

Yacht Blue Metallic with Pure White



VX



Pure White with Laser Yellow

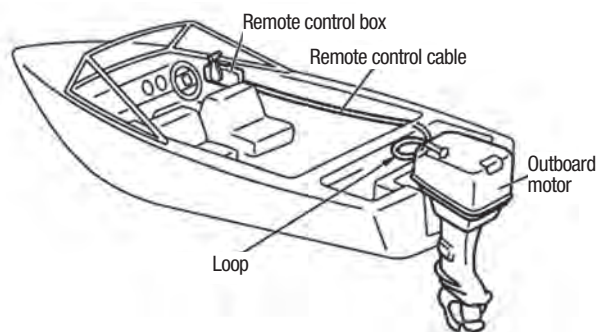
Remote Control Cables

In this issue, we will look at the cables connecting outboard motors to the remote control box. Remote control cables have the important role of transmitting the boat operator's shifting and throttle work to the engine. When doing the initial engine rigging of the boat or when replacing remote control cables, be sure to do it with a good understanding of the cable's characteristics and the proper length and routing. Are you actually using a cable that is too long because of an initial idea that a long one can handle shorter jobs too? If a cable is too long, it will put more length into the loop, which increases the amount of play. Be aware that too much play will make shift and throttle work less accurate.

Remote Control Cable

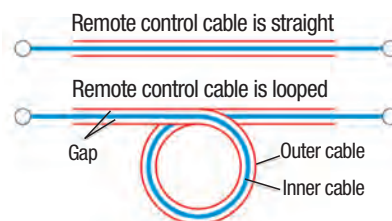
The remote control cable should be set along a course without any obstacles between the remote control box and the outboard motor. After deciding on the attachment position of the remote control box, measure the distance to the inner shift mechanism and the throttle attachment section of the outboard motor, add 3 ft. (approx. 1 m) to the measured length and use this length for the remote control cable. Create a loop in the cable before attaching it to the outboard motor. This allows for some play in the cable when the motor is tilted up or is steered, preventing the cable from being bent excessively. After attaching the remote control cable, confirm that the length is sufficient. Check to see that the remote control cable has not become tangled or bent through the motor being tilted up or steered.

Setting General Remote Control Cables



Play and operating weight of the inner cable through making loops on the remote control cable

The remote control cable is composed of the outer cable and the inner cable. There is space between the outer cable inner diameter and the inner cable outer diameter. Pulling or pushing the remote control inner cable while it is looped will move it within the outer cable towards the circumference of the outer cable. As a result, the inner cable play and operating weight will increase.



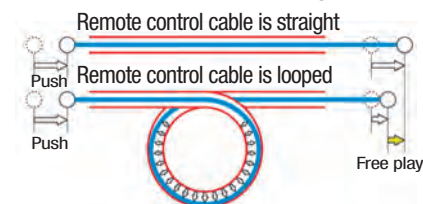
NOTICE

When the remote control cable is being looped, make sure the diameter of the loop is more than 400 mm. Creating loops with the cable 400 mm or under may damage the cable and shorten cable life, in addition to making the lever operations heavier. For details, refer to the instructions provided by the cable manufacturer.

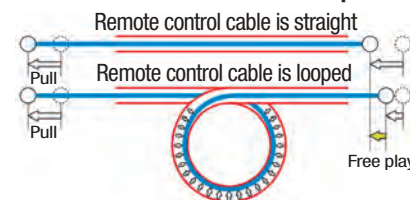
Inner Cable Play Depending on the Loop Angle

After looping the remote control cable, pushing the inner cable will cause the inner cable to be pressed against the outside wall of the outer cable, and pulling the inner cable will cause the inner cable to be pulled towards the inner side of the outer cable. During this moment, power is not delivered to the opposite end. This is referred to as "play." When there is play, the movement of the inner cable will decrease. When the remote control cable with play has been attached to the outboard motor, operating the remote control lever will result in less movement of the throttle and shift cable. This may result in a faulty shift operation or in insufficient throttle response.

State in which inner cable has been pushed

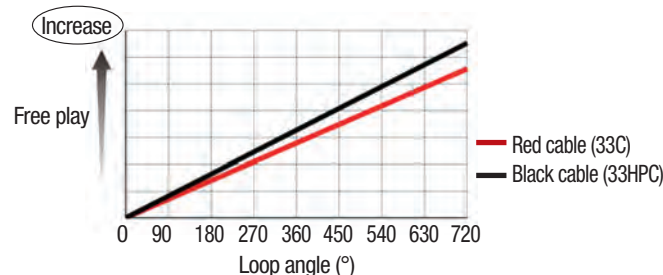


State in which inner cable has been pulled



One-point Service Advice

When the loop angle increases, the play increases. For details, refer to the graph below. The graph is a reference point only – play is also subject to change with individual remote control cables, usage environment, and years used.

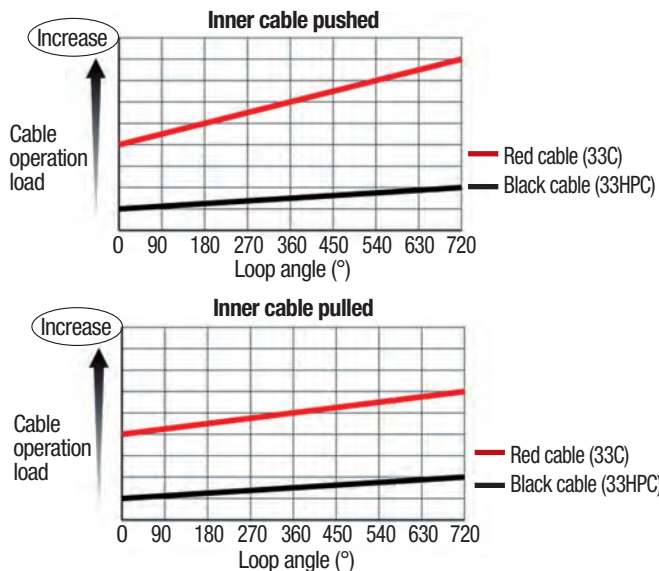


*33C and 33HPC are remote control cables manufactured by Teleflex Morse.

Operating weight of the inner cable by loop angle

Pulling or pushing the inner cable while the remote control cable has been looped will cause the inner cable to move and slide against the inner wall of the outer cable, increasing the operating weight of the inner cable. As a result, the operation of the remote control lever becomes heavy.

When the loop angle increases, the contact surfaces of the outer and inner cables increase, in turn increasing the operating weight. For details, check the graphs at the right. The operating weight also subject to change with individual remote control cables, usage environment, and years used.



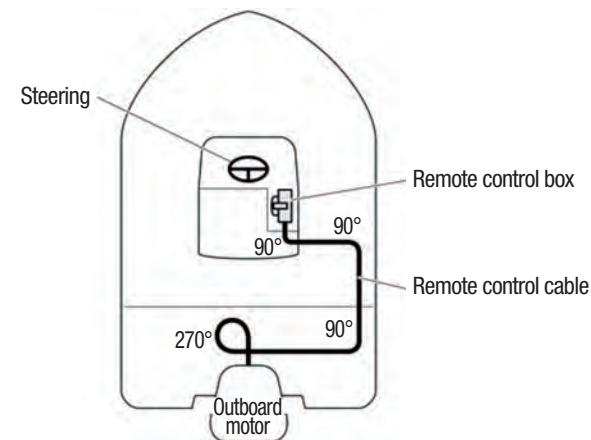
*33C and 33HPC are remote control cables manufactured by Teleflex Morse.

Points on Selecting Remote Control Cables

Remote control cables on pleasure boats are installed as shown in the diagram to the right. Based on this, select the appropriate length and install a properly working remote control cable.

- Using an unnecessarily long remote control cable will increase the number of loops in the cable, and thereby increase the play and operating weight of the inner cable.
- Using a short remote control cable will cause the diameter of the loop created to be less than 400 mm, resulting in decreased useful life or increase in operating weight of the remote control lever. Additionally, the remote control cable will be pulled when the outboard is tilted or steered, causing the cable to become stretched.

- Using deteriorated remote control cables will result in increasing the play of the inner cable, leading to damage, cracks, and increased operating weight in the outer cable. Do not use deteriorated cables.
- When changing to a new outboard motor, always be sure to conduct an inspection of the remote control box and remote control cable. Particularly with the remote control cable, even if it looks good from the outside, there may be problems with the inner cable such as stretching. When changing to a new engine, change the remote control cable too in order to ensure that your customers will enjoy the best possible quality and ease of outboard operation.



*This time we used some of the material found in the Yamaha Diagnostic System's (YDIS) Technical Guide. The Technical Guide also contains a lot of other service information (repair and service explanations), so please refer to it as well.



3S Market Reports

Here, we report on the results of 3S (Sales, Service, Spare parts) campaigns held throughout South America.

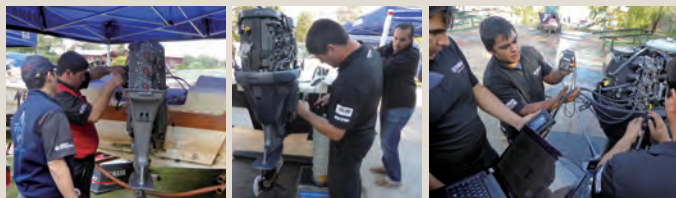
Argentina

Boosting Sales Network Effectiveness in a Competitive 4-Stroke Market

For the ten days of July 6 to 15, 2015, Yamaha group company Yamaha Motor Argentina S.A. (YMARG) held a 3S campaign along with on-the-job training in cooperation with three dealerships in six locations across three cities. The switch to using 4-stroke engines for commercial fishing in these three cities has been moving forward and they have been designated as crucial markets for Yamaha.

Having an additional focus on educating personnel in the sales network, employees from YMARG's outboard sales department and others from the service and parts departments participated in preparing and running the campaign while two employees from Yamaha Motor in Japan (YMC), one each from service and marketing, also joined the event during the campaign period, making it a truly comprehensive effort from each department representing "3S." With a goal of having dealerships hold such events on their own, the first day of the campaign was dedicated to on-the-job training by YMARG to give instruction on how to run successful campaigns and carry out engine inspections. The second day was a cooperative effort by YMARG and dealerships to perform engine inspections, replace parts and provide advice to customers. The third day was run with the dealerships taking the lead. For dealers holding a 3S campaign for the first time, going through the first two days helped raise their work efficiency and led to greater confidence in running the event.

Also, the advice from the sales, service and parts departments will help strengthen the sales network. Since the shift to using 4-stroke engines in the commercial fishing market in the coming years will result in greater competition for market share, the necessity and importance of a coordinated effort by all three departments to win customers was realized anew by all involved.



Peru

Raising Sales Network Efficiency and Contributing to Greater Customer Satisfaction



Yamaha group company Yamaha Motor del Peru S.A. (YMDP) held a 3S campaign and on-the-job training over the four days of July 20 to 23, 2015 in Carquin, a coastal market for commercial 2-stroke engines, and Puerto Maldonado, a market in the country interior where the transport/transportation industry is seeing greater use of 4-stroke engines.

With an additional objective of educating new dealerships in the sales network, employees from YMDP's service department and its outboard sales department participated in running the event while one member of the marketing department at YMC in Japan joined in during the campaign period. Also, the location selected for the campaign was the transport/transportation market where other brands have high market share and 4-strokes are gradually becoming more common, and the event was planned and run with a focus on conducting sales network training and raising customer satisfaction. This would be the second 3S campaign for the new dealership set up in this market in the interior, so while there were still some areas for improvement, the customers rated the event very highly.

Thanks to grassroots activities like this, the level of annual sales has gone up from around 20 units to 100.

Ecuador

Yamaha Distributor and Service Shop Work Together to Build Market Share

Over the two days of June 10 and 11, 2015, a 3S campaign was run together with a market inspection of Ecuador's coastal fishing ports of Santa Rosa, Anconcito, Playas and Engabao. The campaign involved inspecting the condition of outboards used by local fishermen, changing spark plugs, oil pump gaskets and gear oil gaskets if necessary, and cleaning fuel filters.

Yamaha Motor distributor Almacenes Juan Eljuri Cia., Ltda. and Talleres Kurata S.A., a shop supporting Yamaha's service operations, are at work in Ecuador. Talleres Kurata runs 2-3 service campaigns in various locations throughout the country every month, checking not only the condition of customer outboard motors but also educating consumers on the importance of receiving regular engine inspections and using Genuine Yamaha parts.

Talleres Kurata communicates with the local fishermen face-to-face while Almacenes Juan Eljuri manages and supplies the engines and parts. Through this coordinated effort, Yamaha's market share (based on export statistics) in Ecuador in 2014 reached 90%.

To assist with this June campaign, YMC sent four employees, one each from the technology, quality assurance, service and sales departments. Also, representatives from Almacenes Juan Eljuri, Talleres Kurata, and others involved in Yamaha's outboard business in Ecuador held a meeting to directly share and exchange their thoughts and opinions.

By continuing activities like these, everybody was able to reexamine their own work from a market perspective and, ultimately, grasp ways to provide better products and service to the customers.



News Round-up

Activities from distributors around the world, and more

The 6th Três Lagoas Sport Fishing Tournament

From May 14 to 16, 2015, the 6th Três Lagoas Sport Fishing Tournament was held in Três Lagoas, Mato Grosso do Sul in Brazil. This event organized by the Sport Fishing Association of Três Lagoas (APETL) attracted famed anglers such as Nelson Nakamura.

The local Yamaha marine dealer network in Brazil supported this tournament together with Yamaha Motor do Brasil S.A. (YMDB). They held a 3S (Sales, Service, Spare parts) campaign at the venue during the tournament. YMDB provided technical assistance, sold outboard motors and spare parts and more, giving the event the backing of the entire local boating industry. The tournament was an overall success, boasting 10% more participation than last year with 379 fishing teams of two fishermen per boat—a total of 758 anglers in all. Aiming for even bigger catches, the competitors used outboard motors

ranging from 15 hp to 250 hp, as well as all the fishing equipment at their disposal.

This was the first event for YMDB to hold after revamping its corporate structure (including a new director) and the company played an active role in the event with the goal of expanding sales and strengthening the market going forward. YMDB also introduced new Brazilian market-spec products such as the 15GMHS, 40AMHS and VMAX outboards.

From Rafael Casanova, YMDB



Marine Service Center Opened in Phuket

On May 27, 2015, Thai Yamaha Motor Co., Ltd. (TYM) opened a new directly-run service center on the island of Phuket in order to strengthen customer support activities in the southern part of Thailand.

Prior to the start of business operations, an opening ceremony was held with guests including some 80 important customers, 11 private technicians, 21 members of the press as well as representatives from Yamaha Motor headquarters and Yamaha Motor Distribution Singapore Pte. Ltd. (YDS).

The new center will be providing technical training for mechanics and warranty support while bolstering parts supply, all with the aim of achieving the No. 1 approval rating in customer satisfaction.

From May 29 to 31, TYM and one of its marine product dealerships, Watchara Marine Co., Ltd., conducted a service campaign with the cooperation of YMC and YDS, a parts distribution base for Asia. The campaign included outboard motor inspections free of charge, replacement of

expendable parts, fuel injection system diagnosis and a spare parts sales campaign, all with the aims of not only gauging customer product use conditions but also preventing product trouble before it occurs.

From the Customer Support Group, TYM



2015 Enshunada Billfish Tournament

On August 1 and 2, 2015, the Enshunada Billfish Tournament was held on the Enshunada Coast near Hamamatsu City in Shizuoka Prefecture. We at YMC's Marine Business Operations formed a team and took part in this event for the first time. The tournament is mainly competed with large 40–50 ft. class boats with inboard motors, and we were the only team with an outboard-powered boat, entering with a Grady-White Express 360 rigged with three F250Ds. Over the two-day tournament, 12 people rode the boat and were able to experience how fast an outboard-powered craft can be and how easy it is to use the Helm Master's speed control functions. Some of the hits over the two days included a swordfish, and the whole team was able to experience the unique fun and excitement of sport fishing. Of the 15 participating teams, our team landed a 115 kg blue marlin on the first day to win the tournament.



News Round-up

Activities from distributors around the world, and more

Oceania Marine Technician Grand Prix

In July of this year, Brendan Irvine from Yamaha dealer Streaker Boats in Bayswater, Victoria and the winner of Yamaha Motor Australia Pty Limited (YMA)'s Oceania Marine Technician GP, visited Yamaha Motor in Japan as part of his reward for winning. In addition to receiving a formal award ceremony at Yamaha headquarters, he also visited the Communication Plaza and the Fukuroi South Factory. Yamaha's Oceania Marine Technician GP is a biennial event aimed at boosting the motivation of both dealers and technicians. It consists of nine tasks that include written and practical testing, and puts competitors

through a series of challenges to test their knowledge and skills in a simulated service department environment.

Also, this event serves another purpose by inspiring future marine technicians. Through the planning and carrying out of similar activities,



Yamaha will continue working to further strengthen its service network in order to heighten customer satisfaction.



As a reward for his win, Brendan Irvine (4th from right, front row) visited Yamaha Motor in Japan.



A total of eight finalists representing their respective regions took part in the 2014 Oceania Marine Technician Grand Prix.

Competition Rules

Eligibility requirements:

- Participants must be a current YTA member.
- YTA members must have been in the employ of his/her Yamaha dealership for 12 months or longer.
- YTA members must have attended Yamaha training within the last two years.
- YTA members may advertise their membership only while in the employ of a Yamaha dealership.
- YTA members must be an employee of the Yamaha dealer; (sub)contractors are not eligible for YTA membership.
- Past YTA Grand Prix Champions may not compete in future YTA Technician Grand Prix competitions.
- Recipients of any awards or incentive trips must be YTA members and employed by a Yamaha dealer at the time of redeeming the award or incentive trip.

Competition Contents

Task 1–2 (YDCNet Knowledge)	Confirm that the contestant has sufficient working knowledge of YDCNet*
Task 3 (Relay Wiring)	A test of the contestant's basic understanding of electric components and wiring
Task 4 (Lower Unit Backlash Check)	The contestant performs a test of an F150A's lower unit backlash, taking measurements and checking to see if they are acceptable or not.
Task 5 (Twin F225 Engine Rigging Simulation)	Step 1: The contestant installs a 6Y9 gauge (Multi-function Color Gauge), remote control box, key switches, Yamaha Customer Outboard Protection (Y-COP), fuel sensors, etc. Step 2: The contestant sets up the installed 6Y9 gauge with customized settings (speedometer settings, fuel tank calibration, etc.). Step 3: The contestant checks if Y-COP is operating correctly.
Task 6 (F115B Troubleshooting)	The contestant performs a check of an F115B that won't start. The goal is not to actually repair the unit, but to find what the problem is.
Task 7 (F70 Troubleshooting)	The contestant performs a check of an F70 that makes a loud noise when shifting into gear and has a non-functioning tachometer. Like Task 6, the goal is not to actually repair the unit, but to find what the problem is.
Task 8 (YDIS Data Logging)	The contestant uses the Yamaha Diagnostic System (YDIS) adapter and data logger to find the problem with an outboard motor that is not running well. The contestant runs the logger in offline mode and gathers data from the engine.
Task 9 (YDIS Data Analysis)	The contestant analyzes the data obtained in Task 8 to determine the problem with the outboard motor.

*YDCNet: A website for YMA dealerships

Editor's Note



As we introduced in this issue's Chantey Special, the new 2016 model WaveRunners are here! In particular, the VX Series often chosen by a wide range of customers features the new 3-cylinder TR-1 engine. We've prepared pamphlets you can use for promoting test-ride events so that customers can try the models firsthand. So, please make use of them in your marketing activities. You can find more information, cruise photos and product exterior shots for other WaveRunner models at <http://global.yamaha-motor.com/business/waverunner/>

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

WAVERUNNER WEBSITE <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>