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3S Campaigns for Customer Satisfaction

For many years, Yamaha Motor Co., Ltd. (YMC) has been conducting 3S (Sales, Service, Spare parts) campaigns as an embodiment of its local market-rooted activities with the cooperation of distributors and dealers in areas around the globe. We believe that a 3S campaign is one of the best means possible to establish strong connections between YMC, the distributors, dealers and customers.

However, we have introduced and communicated this activity as a “3S Campaign” to distributors and dealers until now, but we are afraid that the customers have not really gotten a clear picture of what it means. Reflecting on this, we have created a new 3S campaign logo and have also made examples of tents, flags and other items for use in these campaigns.

We put these example items into “campaign kits” and used them in trials across several markets in order to create an image of what it’s like to conduct a 3S campaign with them. We hope these photos and images will give you a clearer picture of possible ways to run a 3S campaign.

We’d like to thank Qatar distributor Al Badi Trading & Contracting Co., Ltd., Chile distributor Nichimar De Comercio Limitada, and Yamaha Motor China Co., Ltd. (YMCN) and its dealer Wuhan Jingsui for their cooperation and assistance in running the aforementioned trial campaigns.



3S campaign logo



Al Badi Trading & Contracting Co., Ltd. held a 3S campaign using tents, flags and uniforms bearing the new logo.

The Principle

To make sure that customers use Yamaha products not just for the short term but continue to do so for the long term, we have to win their trust and instill in them loyalty to the Yamaha brand and to their dealers.

If we don’t make sure that the customers are continuously satisfied for years to come, they may decide to buy another brand’s engine when the time comes for a trade-in. If that happens, then the regular income from things like parts sales, servicing and maintenance that dealers count on will disappear. Furthermore, conducting activities like these to achieve customer satisfaction is also very important for differentiating Yamaha from the competition. Fortunately, we have been working together with you all for years in holding 3S campaigns as a means to win this kind of customer loyalty. Let’s promote and continue to make the most of 3S campaigns as a way to win and keep loyal customers.

Campaign Examples

In the following sections, we will introduce the actual methods used to hold 3S campaigns. We explain the bare essentials for running an effective and successful 3S campaign, referring primarily to one in Qatar and another in Chile that one of our writers participated in.

3S campaigns can yield the benefits and results listed below and more. It is important that YMC, the distributors and dealers check and share information on site regarding the first four items in particular.

- 1) Gauge market trends, including those of our competitors (Example 1)
- 2) Gauge how the customers use their outboards (Example 2, 3)
- 3) Use the campaign as an opportunity for customer education, e.g., instruction in daily maintenance, teaching the importance of Genuine Yamaha parts and oil (Example 4)
- 4) Soliciting customer opinions/complaints from the customers (Example 5, 6)
- 5) Take appointments for future maintenance (leads to future labor income)
- 6) Sales of parts, outboards, etc., during the campaign
- 7) Gain prospective customers, and more

Item #1 Conduct outboard ownership counts

Tracking and compiling information, such as outboard ownership counts that include the competition, is very important. Use the campaign as an opportunity to take an outboard engine count and record other information, and keep an eye on market changes and trends. (Example 1)

When you do, be sure to record not only the number of engines but information like whether or not they are in a single or twin-mount configuration, etc., the horsepower, model year and the types of rigging equipment used with them. This all helps make it possible to analyze market conditions from a broader perspective. Also, keeping a record of this information in an Excel file or

Example 1: Make an engine count and compile the results.

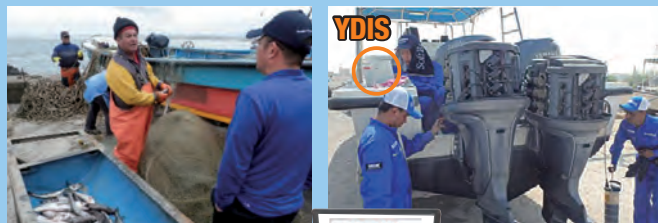


the like makes it possible to keep track and refer regularly to developing market trends and to accumulate and share the information within your company.

Item #2 Customer information collection and engine checks

Be sure to ask the customers a full set of questions about what they use their outboards for, how often they use them, the state of oil changes, etc., and record the information. (Example 2) As you talk with the customers, there may be cases where the advice you give them will help prevent problems from developing.

When dealing with 4-stroke models, make active use of the Yamaha Diagnostic System (YDIS). (Example 3) Should some kind of engine trouble occur, you can use the system's past data to try to find a solution for the problem. Are you using the latest version of YDIS? We recommend checking to see if your version is current, and update it if necessary.



Example 2: Finding out how customers use their outboards

Example 3: Using YDIS (for 4-stroke models)

Item #3 Customer education

There are some customers that are unknowingly using imitation parts instead of Genuine Yamaha parts, or customers who use poor-quality oil simply because it is cheaper. Or, it may be the case



Example 4: Let's educate the customers about the importance of replacing worn parts and changing oil with Genuine Yamaha products.



that some customers lack proper knowledge about replacing worn parts or changing oil simply because of a lack of user-education efforts. Please be sure to use 3S campaigns as an opportunity to provide customers with proper information in these important areas. (Example 4)

Item #4 Listening to the customers

It is always pleasing when we get a good satisfaction rating from customers. To keep that good rating, it is essential that we maintain that high level of customer satisfaction. On the other hand, a bad rating or a complaint is something that is understandably difficult to listen to. But, although it may sound cliché, they also say that a complaint is also a mountain of precious information. Relieving a customer's frustration is something that connects directly to customer satisfaction, so let's all be sure to always listen intently to customer complaints. (Example 5)

Of course, sometimes there will be dissatisfaction or complaints about the products themselves. As a manufacturer, we at YMC want to be there with you in the field and share in the information the customers give about their needs.

At the 3S campaigns held by the Yamaha distributor in Qatar, Al Badi Trading & Contracting Co., Ltd., they have a Suggestion Notebook on hand and make an effort to get the customers to express whatever opinions, requests or complaints they have. (Example 6) We think this is a great tool to get honest information straight from the customers and suggest you try implementing it in your own 3S campaigns.



Example 5: A 3S campaign is a good opportunity to listen directly to customer opinions.



Example 6: The Suggestion Notebook used in Al Badi's 3S campaigns.

Wrap-up

We introduced some of the universally important elements of the 3S campaigns the writer visited. We can also see that due to the differences in the sales and service networks in each area, management styles will also differ. Given this situation, we are currently formulating a simple campaign program sheet and preparation checklist that we believe will not only serve as basic guides for the fundamentals necessary to prepare for and smoothly run a 3S campaign, but will also provide a platform for further improvement with your own knowhow and cumulative experience. We hope that you will use these items as a working base and customize them to the needs of your own market to make each campaign better than the last.

Please continue to seek information and advice from the sales, service and parts departments at YMC so that, together with your cooperation, we can carry on holding successful 3S campaigns.

Remember to set key performance indicators (KPI) for each campaign to help measure success in each area and aid in finding ways to improve the next one. YMC will also be working constantly to improve the way we support and follow up on your efforts in each part of the 3S system. We hope you will engage in enhancing the 3S campaigns in each of your localities as we work together to raise levels of customer satisfaction.



A 3S campaign by Yamaha Motor China Co., Ltd.



At a campaign event in Chile by Nichimar De Comercio Limitada

Chantey
Special

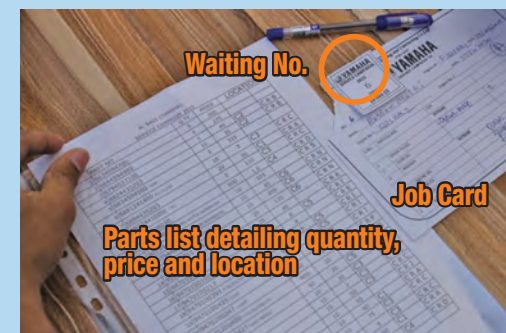
3S Marine
SALES • SERVICE • SPARE PARTS
CAMPAIGN

Operational Tips

Here are some ideas to help run a 3S campaign more effectively.



To make the event run more smoothly, clearly define each person's role ahead of time.



It is important to prepare customer waiting numbers and job cards in advance.



Telephone calls to customers are an effective way to boost turnout.



Having two or more mechanics present for the final check after maintenance builds customer assurance and trust.



A tank for waste oil and drainage trays/containers are important items to prepare.



Functions of the Gauge and How to Set It

In this edition, we introduce the functions of Yamaha gauges, taking the 6YC digital network gauge as our example. When you deliver a gauge to customers or when performing maintenance, setting up the gauge is also important. Knowing the functions of the gauge well will help you and your customers make use of it more precisely and easily. Let's begin with a simple introduction to the 6YC gauge.

6YC Digital Network Gauge

The 6YC gauge has inherited all the functions of the 6Y8 digital network gauges and is applicable for single or twin-mount fuel-injected outboards.

The 6Y8 gauge required three units for twin-engine mounts but with the 6YC gauge, only one unit is required. The 6Y8 gauge has four variations: the Tachometer, Speedometer, Fuel Management Meter (gauge) and Combination Meter (gauge), but the 6YC boasts all of these functions in a single unit and no variations are needed.

For more information, please refer to the Operation Manual or Rigging Guide.



Basic Specifications	
Size	L: 165 mm × H: 98 mm
Weight	427 g (with protective cover)
Installation hole size	L: 109 mm × H: 78 mm
Protocol	6Y8 protocol and 6Y9 protocol
Display	4.3 in full TFT (480 × 272, 16.72 M colors)
GPS input	NMEA183
Color variation	Standard, Night mode, Special mode

Trim Reset

Yamaha gauges have a trim level display. Because the trim angle affects the boat's attitude in the water as well as its speed and fuel economy, it is important to run a boat with the proper trim angle. However, please note that if you are unable to properly reset the trim level, the trim gauge may stop functioning.

Steps for resetting (initial setting/calibration) of the trim level

- 1) Connect the wire to the Trim Sensor in the cowling properly. (Photo A)
- 2) Use the Power Trim/Tilt (PTT) switch to fully tilt the outboard motor down.
- 3) Use the gauge to reset the Trim Level Calibration.

In the case of the 6YC gauge:

- 3-1) Press the [MENU] button in the main screen to display the "MENU" screen.
- 3-2) Use the directional keypad and the [SET] button to navigate to the "TRIM LEVEL" screen (Settings > Calibrate > Trim Level). (Photo B)
- 3-3) Press the [SET] button to reset the setting. (Photo C)

There is a trim reset function in the 6Y8 gauge and 6Y9 gauge as well. Please refer to the respective Operation Manuals.

Photo A



*Photo shows an F200F model. Be sure to check the right wiring for your model.

Photo B

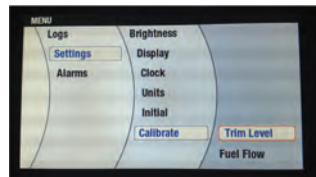


Photo C



Customizing the Screen (Favorites)

With the 6Y9 and 6YC gauges, you can easily customize the main screens displayed. Try creating an original screen with the items that your customers use the most for greater convenience.

Steps for creating a "Favorites" screen

- 1) Press the [MENU] button in the main screen to display the "MENU" screen.
- 2) Use the directional keypad and the [SET] button to navigate to the "FAVORITES" screen (Settings > Display > Favorites). (Photo D)
- 3) Select the screen you want to customize. (Combo A, etc.)
- 4) Use the directional keypad to select the information you want displayed on the screen one by one. (Photo E)
- 5) Use the [SET] button to complete the selection.

Photo D

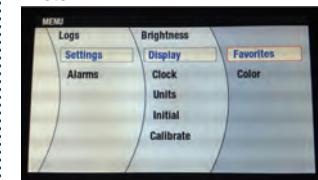


Photo E



What we introduced this time was just two of the many functions the gauge has. When visiting markets around the world, it is common to have customers consult us on basic usage, saying that they don't understand how to use the gauge. Please take this opportunity to inform customers about the capabilities of the gauge they use.

News Round-up

Activities from distributors around the world, and more

The 1st Yamaha Sailfish Challenge in Gabon

On September 24, 2015, Yamaha Motor's distributor in Gabon, INTER-MAT, held its first Yamaha Sailfish Challenge in the capital of Libreville.

As its name suggests, this was a sailfish sport fishing competition, and it was organized in cooperation with and under the rules of the International Game Fishing Association (IGFA) and the Billfish Foundation; all the billfish that were caught were released after being tagged for research. This competition is part of our engagement in developing the Yamaha brand image for pleasure-use customers.

The competition had two categories: "fine line" (12, 16, 20 and 30 lbs.) and "catch and release" (all beaked fish released). The tournament was held in a delineated area around a spot called "240" located between Libreville and Port-Gentil, roughly two hours travel from the shore. Forty anglers participated in the tournament in

nine boats powered by 4-stroke outboard motors. There was good fishing right from the first hour, and about 30 sailfish bit the hooks. Of these, nine were caught, tagged and released absolutely unharmed. There were also numerous other fish caught, including yellowfin tuna, dolphin fish and wahoo. A blue marlin (estimated to be around 120 kg) was also caught and released with a 30-pound line. All the boats had plenty of action, especially those powered by Yamaha 4-stroke outboards, which attracted lots of fish in their wake thanks to their low emissions and noise levels.



3S Campaign in Australia

Yamaha Motor Australia Pty Limited (YMA) conducted its 2015 3S campaign in Port Lincoln, South Australia. This location is one of the busiest fishing ports in the southern hemisphere, with a multi-faceted local commercial fishing industry that includes oyster farming, abalone diving and tuna fishing, to name just a few. All this gives Port Lincoln its reputation as the "seafood capital of Australia." Here, Yamaha is the preferred brand for a majority of commercial operators, who mostly use Yamaha outboard motors on their boats.

This year, a team of 12 personnel from YMA and Yamaha Motor Co., Ltd. (YMC) worked together with local Yamaha dealer

Port Lincoln Boat Supplies to conduct basic service checks and Yamaha Diagnostic System (YDIS) downloads on commercial-use boats. Some 45 outboard engines were checked over four days, which was also an ideal time for commercial-use customers to provide feedback directly to YMC engineering and quality control staff.

Shaun Miller from Port Lincoln Boat Supplies says, "My customers demand reliability, and that's why Yamaha has a very strong market share in this area... a day off the water for these customers can mean the difference between a profit or a loss, and you only have to look at the amount of Yamaha outboards on the back of boats here to understand why Yamaha is number one."

YMA management and staff would like to thank the YMC team for supporting the 2015 3S campaign. The campaign concept is a valuable platform to build commercial-use customer relationships, gather valuable operational information and eventually grow our market share. We look forward to the 2016 campaign.



News Round-up

Activities from distributors around the world, and more

Marine Clean-up Campaign at Lake Hamana



Yamaha Motor Co., Ltd. conducts a “Marine Clean-up Campaign at Lake Hamana” using Yamaha marine products with the aim of preserving the lake’s natural environment. Earlier this year on May 29, 2015, the event was held for the fifth time with 112 volunteers from the company’s Marine Business Operations participating. Using Yamaha boats and personal watercraft made it possible for the volunteers to clean refuse from the shores of the lake over a larger area, even extending to stretches that are difficult to access from land. As a result, about 150 kg of refuse was collected.

The sixth clean-up campaign was held on October 2nd with 110 participants, who succeeded in collecting about 430 kg of refuse from the shores of

the lake. The increased haul—the largest ever in the campaign—was due to efforts to increase efficiency by dividing the range of activity into two areas. Yamaha Motor will continue to conduct activities like this to preserve the natural environment in the surrounding communities and environment.



Editor's Note



The 3S campaigns that we featured in this issue’s Chantey Special are activities that we believe are an excellent method for connecting YMC, the distributors, dealers and customers. Seeing everyone working diligently on the campaigns you took me along on gave me a clear picture of the trust you have earned from your customers. I hope that you will use and promote 3S campaigns as a sure way to win loyal customers. We at YMC will also be working continuously to improve how we support and follow up on your efforts across every 3S area. As you all engage in enhancing the 3S campaigns in each of your localities, let’s work together to raise our levels of customer satisfaction.

YTA Silver Training in Indonesia

Indonesia’s Yamaha outboard motor distributor, PT. Karya Bahari Abadi (KBA), held its 2nd Yamaha Technical Academy (YTA) Silver Training event in October at Mentigi Beach on the island of Lombok.

In order for Yamaha service technicians to receive YTA Silver certification, they must first receive the YTA Bronze certification and then have at least two more years of experience as a practicing mechanic. They must also pass the written test based on the training materials for Silver certification and then undergo five days of training. Of the 13 technicians participating this time, 11 successfully completed the training and passed the

examinations and practical testing. The total number of YTA Silver-level technicians across all of Indonesia is now 14.

The training session this time emphasized not only the practical skills that all the participants should master but also a strong understanding of theory that contributes to accurate problem analysis. Besides this, communication skills with the customer are also a primary focus.

KBA will continue these types of efforts to ensure that all of its customers will receive proper and rapid aftersales service and repairs for their Yamaha products.

From Adhi Yuliawan, KBA



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>