

# Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

Chantey  
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## A New Growth Strategy for OMDO and Yamaha Distributors to Implement Together

# Go Beyond

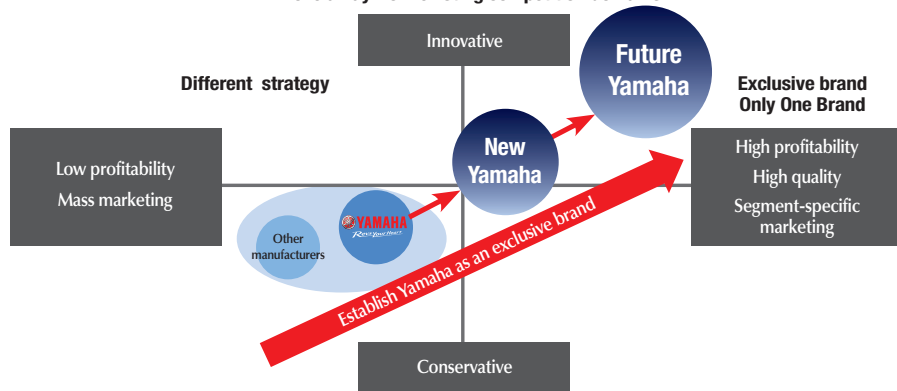
Let's take it to the next level

This year, Yamaha's Overseas Market Development Operation Business Unit (OMDO) celebrates its 25<sup>th</sup> anniversary. Including its beginnings as the "Overseas Project Division," OMDO has been active for nearly 50 years in introducing and selling Yamaha-brand outboard motors in emerging markets around the world. The strong brand image that Yamaha enjoys today is thanks to the hard work and cooperation of all our distributors.

In this issue, we introduce the new "Go Beyond – Let's take it to the next level" growth strategy. It is a project that aims to ensure we don't take our current success for granted, look toward the future to establish Yamaha as the "Only One Brand" customers choose so we leave the competition behind, and to achieve greater growth together with our distributors.

### Essentials of OMDO's basic strategy → Differentiation strategy

Move away from existing competition domains



## What do we mean by "Go Beyond?"

**Objective:** Return to our roots with local market- and customer-based forms of marketing campaigns and conduct distributor evaluation programs so that we can bring greater growth to distributors in the various areas.

**Overall Themes:** Strengthen distributor 3S (Sales, Service, Spare parts) activities, raise the prominence of after-sales services, and switch from the business stance of waiting for customers to proactively working to win customers and create demand

## The Yamaha Revs Caravan Program in the Go Beyond Marketing Campaign

In 2016, we are focusing on carrying out Revs Caravan service campaigns to promote our 3S policy. The key point is to not wait for customers to seek us out, but to adopt a take-charge attitude where we will head out into the market to find and create Yamaha customers.

### Go Beyond Marketing Campaign

#### Standardized and Modularized Programs of Activity

We provide standardized and modularized programs of activity, which can be modified and applied to different markets in accordance with various situations and characteristics.

#### Programs of Activity based on After-sales Service

We set the direction and criteria by clarifying what to do and essential points.

Deeper Understanding  
of Yamaha Products

Product  
Communication Tools

Strong Organization

Staff Motivation  
Program

Key Products

Sales Booster for  
Yamalube & Genuine Parts

Retention and  
Networking

Yamaha Revs  
Caravan

Enrichment of the Yamaha Brand  
Yamaha Private Show

**Market Reports** Here, we introduce two examples of Revs Caravan service campaigns, one held in India and the other in Ghana.

## India



### Key to Maintaining Top Share



Since 2015, OMDO at YMC has adopted the slogan of “Go Beyond – Let’s take it to the next level.” Conducting Revs Caravans throughout various markets is one part of this commitment. Through Yamaha’s marine product distributor in India, George Maijo Industries Pvt Ltd., Revs Caravans targeting commercial-use outboard motor users in the fishing industry were held over the five days of February 23 to 27, 2016 in locations throughout the state of Tamil Nadu and the state of Kerala.

Nagercoil in Tamil Nadu is blessed with water routes to the Bay of Bengal, the Indian Ocean and the Arabian Sea, and all the fishermen bring in abundant catches of fish, namely tuna, kingfish and red snapper. Fishermen here usually travel to various waters in search of tuna and they will load the boat with supplies and equipment, and live out at sea for extended periods while fishing.

Recently, there have been fewer catches in India due to ecological changes, but fishermen have not lost hope and still venture out to deep-sea waters to fish.

Yamaha’s leading models like the E9.9, EK9.9, EK25 and EK40 are used for fishing and Yamaha holds 95% of the outboard market share in the Tirunelveli District and Nagercoil area. But other manufacturers have aggressively entered this market with 4-stroke engines across various horsepower classes. Still, Yamaha’s strong service network has



kept customers choosing Yamaha outboards, even though our competitors have set lower prices.

At the specially set up area, we have our sales team explain outboard motor features and our parts sales team supports our regular customers in obtaining the parts for their outboard servicing. Our registration team keeps track of all the outboards in coordination with our branch managers, who have put their full attention to not missing any customers. Finally, our trained service team diligently solves the problems reported. This execution made the events a tremendous success in rendering our services to all the fishermen who visited the campaign area, and the customers were thrilled with the support from Yamaha and George Maijo. The local heads of fishery associations also participated and made this event a real embodiment of the Revs your Heart slogan.

Yamaha is constantly searching for improvements in its lower horsepower outboards to meet the needs of the fishermen in Nagercoil. This makes Yamaha’s approach of focusing on not just offering high-quality products but also providing top-notch customer support in order to boost the quality of Yamaha’s market presence and offer even more value all the more important. This in turn improves customer satisfaction, no matter what the costs may be. To that end, we believe this is the method we need to adhere to in order to keep our rivals out of the market.

*From Bharathi Roy, George Maijo Industries Pvt. Ltd.*

## Ghana



### Moving Forward with Our Partners

Ghana is known not only for its gold and cocoa but also for its rich seafood resources and the skills of its fishermen. Yamaha’s Enduro outboard engines have been a trusted partner of Ghanaian fishermen for more than 20 years, and they often stay in use far beyond the first owner. Some of these engines end up serving small-scale coastal fishermen again, or inland taxi-boat operators, etc.

To follow up with these second or third owners by providing after-sales service as well as spare parts supply, OMDO conducted a Revs Caravan at three different locations from November 17 to 19, 2015 in association with Japan Motors Trading Company (JMTC), a local partner in Ghana. The event concluded with good spare parts sales as well as getting



the contact information of potential future customers. Based on this success, OMDO and JMTC decided to continue holding the event in 2016 and onwards.

*From Hideki Yamanaka,  
OMDO*





# What Spark Plugs Can Tell Us

In this edition, we want to talk about the important things to know about spark plugs.

A gasoline engine produces power by combusting a mixture of fuel (gasoline) and air. In the engine, it is the spark plugs that perform the important task of generating a spark with the right timing to ignite the air-fuel mixture. That is why diagnosing the condition of the spark plugs is a very effective way to judge the running condition of the engine. It is no exaggeration to say that whether the spark plugs are in good or bad condition will have a big influence on whether the engine as a whole will run well or not. So, let's look together at what cause-and-effect links we can find between the symptoms of a poorly functioning engine and the condition of the spark plugs.

## Good Condition

The color of the insulator tip on a normally functioning spark plug is either grayish white or a light brown, and the center electrode shows only a small amount of wear.



### Effects

Poor engine-starting performance, misfiring, poor acceleration

### Causes

Repeated short-distance runs (while the engine is cold), incorrect use of the choke (too rich air-fuel mixture), late ignition timing, a spark plug heat range that is too high



## Case 2: Oil on the plug

### Appearance

The insulator tip and the center and ground electrodes are covered with a shiny black layer of wet oil.

### Effects

Poor engine-starting performance, misfiring

### Causes

Oil loss due to worn piston rings, abrasion of the cylinder or valve guides (things more likely to happen with a brand-new engine or after an engine overhaul), excessive oil content in the air-fuel mixture (in 2-stroke engines)



## Case 3: Fuel on the plug

### Appearance

When the plug is removed, it is wet with gasoline, which quickly dries.

### Effects

Poor engine-starting performance, misfiring

### Causes

The air-fuel ratio is too rich and is not igniting (things like giving throttle repeatedly during starts).

### Countermeasures

Remove all the plugs, crank the engine to bring fresh air into the cylinders and then make the air-fuel mixture leaner.



## Case 4: Excessive electrode wear

### Appearance

The center and ground electrodes become rounded and the electrode gap becomes too wide.

### Effects

Poor engine-starting performance and acceleration

### Causes

Lack of maintenance (plug life exceeded)



When the engine is not running well, the spark plugs can look like the following photos.

**Symptom 1:** Poor engine-starting performance, misfiring during idling, misfiring during normal operation or only during sudden acceleration

## Case 1: Carbon on the plug

### Appearance

The insulator tip and the center and ground electrodes are covered with a layer of dry, soft black carbon.

## One-point Service Advice

### Case 5: Insulator cracking

#### Appearance

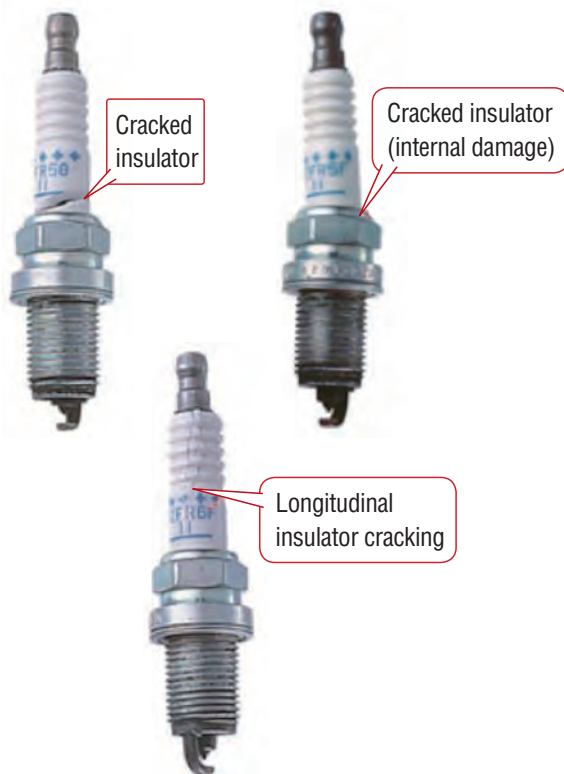
Cracks in the insulator

#### Effects

Insulation failure leading to shorting, which brings poor idling performance and misfiring during acceleration.

#### Causes

Improper inserting or removing of the plug (improper angle of spark plug wrench use, incorrect fastening torque, etc.)



**Symptom 2:** Lack of power when running at high speed or with heavy loads, damage to the pistons, valves, cylinder, etc.

### Case 1: Overheating

#### Appearance

The tip of the insulator is scorched white and spotted with dark deposits. Electrode wear is also fast

#### Effects

Lack of power when running at high speeds or with heavy loads

#### Causes

Improper tightening of the plug, poor engine cooling performance, too much spark advance, too low plug heat range, excessively poor combustion performance



### Case 2: Pre-ignition

#### Appearance

The center and ground electrodes are melted or scorched. The insulator tip has spots or bumps and is covered with powder deposits of aluminum or other metals.

#### Effects

Power loss due to engine damage

#### Causes

Pre-ignition is when combustion occurs before the spark plug fires. It is caused by too low a plug heat range, too much spark advance, etc.



**Symptom 3:** Misfiring when running at high speeds or during sudden acceleration

### Case: Iron deposits

#### Appearance

Adhesion of iron (rust)

#### Effects

Lower engine rpm (misfiring)

#### Causes

Octane enhancers derived from iron, steel (iron) fuel tanks



**Well, what did you think of this look at spark plugs?**

Even when an engine is functioning normally, the central electrodes of spark plugs fire consistently in the high-temperature, high-pressure conditions of the combustion chamber and will gradually wear down. When the center electrode begins to age and deteriorate, the quality of the spark it produces will deteriorate as well and fail to consistently ignite the air-fuel charge in the combustion chamber, and before you know it, you get a loss of horsepower and poorer fuel economy. Since this also may contribute to shortening the life of the engine, let's help our customers by regularly inspecting and replacing their spark plugs when necessary before the conditions cited above actually occur and cause them problems that could have been prevented.

## News Round-up

Activities from distributors around the world, and more

### 70 Years of Success Stories

On February 9, 2016, Eduardoño, Yamaha Motor's distributor in Colombia, celebrated its 70<sup>th</sup> anniversary with a grand commemorative event, with testimonies from satisfied clients from all over the country followed by traditional dance and music.

There were over 400 guests in attendance, including local dealers and clients, and representatives from YMC as honorary guests. Eduardoño highlighted the importance of its relationship with Yamaha, while YMC congratulated Eduardoño on its 70<sup>th</sup> year with a speech and a special gift to symbolize this long-standing alliance.

The next day, the 70<sup>th</sup> Year Sales Convention was held and more than 100 dealers were invited to hear Yamaha

and Eduardoño's strategic vision for the future. During the Convention, Yamaha and Eduardoño launched an incentive plan called "From Colombia to Japan with Yamaha and Eduardoño." This plan is aimed at Colombian dealers who understand the "Quantity and Quality" philosophy and excel at sales, warranties, the spare parts business and customer satisfaction. Ten dealers that perform beyond expectations over this 2016 year will be selected to visit Japan in 2017 during its iconic cherry blossom season as thanks for their hard work.

*From Diana Trujillo, Eduardoño*



### WaveRunner YRA Safety Riding Course in Oman

From April 5 to 7, 2016, OHI Marine LLC., the Yamaha Motor distributor in the Middle East country of Oman, held a WaveRunner YRA Safety Riding Course in the capital city of Muscat. The instructor for this Safety Riding Course was Mr. Medhy Menad, a certified YRA Area Instructor and a business partner of the Marketing Section at YMC's Marine Business Operations. The training course this time was mainly for officers of the Royal Oman Police Coast Guard and the Royal Oman Police Civil Defense, but additional participants included operators of WaveRunner rental businesses and OHI Marine staff, bringing the total number of trainees to 33.

The first day of the course was dedicated to a classroom study curriculum covering rules and etiquette to be followed on the water, proper and safe use of WaveRunners and the performance characteristics of the craft, as well as performing pre-operation checks using a WaveRunner.

The second day was devoted to on-water training aimed at verifying the things learned in the classroom the previous day by actually operating the craft, undergoing steering training and understanding the stopping distance required with a PWC in order to experience firsthand the performance characteristics discussed in

the classroom. The trainees were also taught techniques for righting a capsized PWC.

For the participating officers of the Royal Oman Police Coast Guard and the Royal Oman Police Civil Defense tasked with protecting the lives of the citizens of Oman, this course provided an excellent opportunity to gain essential knowledge and experience of Yamaha WaveRunners that they can now put to use in their daily work.

*From Vimal Kumar, OHI Marine LLC.*



#### Editor's Note



As highlighted in this issue's Special, OMDO will be celebrating its 25<sup>th</sup> year and will be returning to its roots with more local customer- and market-based activities. I have personally felt in the field how Yamaha's approach of working as one with the distributors and dealers in such grassroots efforts is an important strength. The smiles and words of thanks from the customers I have met in the field also boosted my own motivation to work harder. I believe we can say that solid customer- and market-based activities are beneficial to both Yamaha and the end-user.

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

**WAVERRUNNER 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>