

# Chantey

NEWSLETTER FOR YAMAHA MARINE DEALERS

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## CONTENTS

- P1: Chantey Special: 2017 WaveRunner Models
- P3: One-point Service Advice: Seized Stainless Steel Bolts
- P4: News Round-up: 3S Campaign in Argentina and more

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*Chantey Special*  
**2017 WaveRunner Models**

## New 2017 WaveRunner Models: Answering Wide-ranging User Needs and Offering More Business Opportunities

Yamaha has announced its lineup of WaveRunners for the 2017 season. A defining point of this lineup is the addition of three new models: the EX Series. The EX Series is an entry-level offering of models that joins the current VX Series—long popular in the entry-level category. However, it brings more sporty riding appeal to enjoy, and a strong market response is expected from this new addition to the WaveRunner lineup. Every EX Series craft mounts our TR-1 marine engine, while the high-end EX Deluxe version comes with Yamaha's much-acclaimed RiDE system.

Also new to the lineup is the GP1800 high-performance sports model featuring Yamaha's latest technologies like an SVHO engine, a lightweight hull created with Yamaha's exclusive ultralight NanoXcel2 material and the RiDE system. The GP1800's incredible performance capabilities will surely leave an impact in racing as well as winning the hearts of users looking for serious performance on the water.

Yamaha's WaveRunner lineup for 2017 boasts 17 models in all, covering needs from commercial use like rentals to recreational use catering to a wide range of customers, from those that desire top-of-the-line performance to those looking for a relaxing cruise or the very best in luxury and comfort. It is this broad selection that sets us apart from the competition.



GP1800



EX Deluxe



# The New EX Series (EX, EX Sport, EX Deluxe)

The all-new EX Series is a new generation of entry-level personal watercraft. It is designed to provide an enjoyable experience on the water at an affordable price. The EX Series is agile, fun and playful, with a TR-1 3-cylinder engine and better durability than the competition in the segment.

The EX Sport has dual sport mirrors, a convenient re-boarding step and mechanical reverse for enhanced rider control. The EX Deluxe features RiDE—the world's first dual throttle handlebar control system—and a two-toned seat for a nice styling touch.



EX



EX Deluxe

## EX Series Feature Map

\*EX Deluxe shown



# The New GP1800

## GP1800 Feature Map



Chantey Special  
2017  
WaveRunner  
Models

The GP1800 is a new breed of race-ready machines inheriting the DNA of the two winningest WaveRunners of all time. The RiDE system by Yamaha gives you total command of the riding experience, while the supercharged 1.8 L Super Vortex High Output (SVHO) marine engine delivers more power and torque, and is a dynamic match for the ultra-lightweight NanoXcel2 hull. This race-ready WaveRunner provides a winning power-to-weight ratio.



\*This photo is intended to show race conditions, so the professional rider is wearing a helmet and riding on a closed course.

# Seized Stainless Steel Bolts

In this edition, we want to talk about a subject that often proves useful. Most of the nuts and bolts used in boats and other marine products are made of stainless steel. The reason is that they are strong and don't rust, but additionally, they are available at affordable prices. Surely many of you have experienced these stainless steel nuts and bolts becoming increasingly difficult to tighten or loosen with the wrench over time, until they eventually don't move at all. This phenomenon is called "seizing" or "freezing."

This is less likely to happen with iron nuts and bolts, but it does happen occasionally with ones made of stainless steel (Photo A).



This is due to the unique qualities of stainless steel, so let's compare it to iron to see the difference.

## 1) Stainless steel has a higher coefficient of friction due to passive film

"Passive film" forms when the chromium in the stainless steel combines with oxygen in the air and it is this film that makes stainless steel rust-resistant.

## 2) Stainless steel has poorer heat dissipation qualities

The heat conductivity of stainless steel is only about 30% that of iron.

## 3) Stainless steel expands more from heat

The coefficient of thermal expansion for stainless steel is about 1.5 times that of iron.

This means that the heat generated by the friction of the threads on a stainless steel bolt is greater than that of iron, and because of its poor heat conductivity, the bolt expands and eliminates the spaces between the threads. If excessive force is applied to try to turn the bolt, it can cause the threads to break and the rotation of the damaged threads creates further heat and expansion until the bolt eventually seizes.

The only thing that can be done when a bolt/nut seizes is to break it and remove/replace it. (Photo B)



Since it's very difficult to remove a seized bolt in this way, it's best to prevent the bolt/nut from seizing in the first place.

So, how can seizing be prevented? The best ways are:

## 1) Tighten and loosen bolts/nuts slowly to prevent the generation of heat

Do not use impact wrenches.

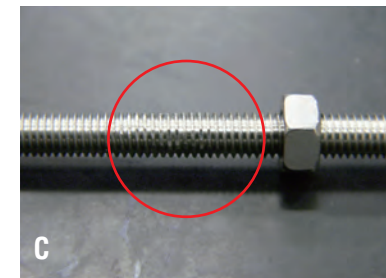
## 2) Coat the bolts/nuts with grease formulated to prevent seizure

Use grease containing molybdenum disulfide, etc.



## 3) Don't use bolts/nuts with damaged threads (Photo C)

This is the most common preventative practice.



It's very difficult to repair or remove a large bolt that has seized. Seizure can be prevented with just a little bit of extra care, so you can avoid later problems if you apply this knowledge in your daily work.

# News Round-up

Activities from distributors around the world, and more

## 3S Campaign in Argentina

Group company Yamaha Motor Argentina S.A. (YMARG) held a 3S campaign in Puerto Madryn, Bahia San Blas, Bahia Blanca, Necochea and Mar del Plata in Argentina over the two weeks of June 18 to July 2, 2016. Having an additional focus on educating personnel in 3S (Sales, Service and Spare parts) activities to encourage dealerships to hold such events on their own, employees from YMARG's outboard sales, service and spare parts departments engaged in on-the-job training with five dealerships in six locations across five cities by having them participate in preparing and running the campaign. Also, three employees from YMC, one each from service, quality assurance and testing/engineering, joined the event during the campaign period, making it a truly comprehensive effort from each department representing 3S.

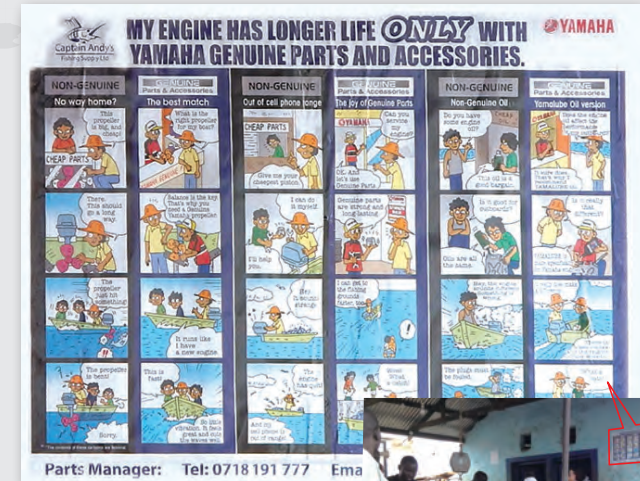
Market research was also conducted simultaneously, with surveys and end-user interviews aimed at maximizing sales at dealerships. After completing the inspection of 117 outboards, the dealers themselves were able to confirm the campaign's real benefits in sales of spare parts, labor and the large number of engine sales opportunities it brought. The YMC staff members also checked market conditions and obtained valuable information to continue the development of high-quality products. The distance covered by the two-week campaign was 1,600 km along the South Atlantic coastline, and advice from the sales, service and parts departments will help strengthen the sales network and spread the importance of a coordinated effort by all three to win new customers and ensure their loyalty.

From Kuroda Guillermo, YMARG



## Genuine Spare Parts Promotion at Lake Victoria

Captain Andy's Fishing Supply Ltd. (CAFS) is a Yamaha marine distributor in Kenya, a market with great diversity of commercial applications for Yamaha Enduro outboards with tiller handles in fishery, fish transport, passenger transport and the tourist industry. Kenya has a sizeable coastline and numerous lakes such as Lake Victoria. The most popular engines are the E15DMHL, used mostly for fishing, and the E40XMHL, which is used primarily for transport. CAFS created a loyalty program targeting the Beach Management Units (BMUs) that monitor fisheries around the country by checking for correct fishing practices, recording fish catches, etc. The loyalty program was initiated with visits by CAFS to record each Yamaha engine at the BMUs, while giving each engine owner a CAFS/Yamaha-branded cap and extending special offers on fast-moving genuine parts. CAFS/Yamaha posters were also placed at each BMU, showing local branch contacts along with "best practice" information. The project was rolled out over nine months to cover more than 300 BMUs throughout Kenya. In support of the BMU project we have identified key artisanal workshops that will be receiving special tools, overalls, training, branding and a hydraulic press in high-density areas. This collaboration between YMC (OMDO) and



Posters like these are put up in fishing villages



CAFS has led to a 12 over increase in genuine parts sales over the past nine months in this market sector. CAFS has identified ease of access to properly-priced genuine parts as a vital issue for gaining maximum brand value for our customers and strengthening our market position in the face of growing competition from lower price/quality manufacturers.

From Andy Thomas, CAFS

# News Round-up

Activities from distributors around the world, and more

## Test-Ride Sessions for Police Held in Ontario, Canada

On May 25, 2016, Yamaha Motor Canada Limited (YMCA) held a Marine Law Enforcement Demo at Monto-Reno Marina in Ontario, Canada. The primary purpose of the event was to strengthen the cooperative relationship between YMCA and the Ontario Police while giving law enforcement agencies the opportunity to try the new 190 FSH Sport Boat and WaveRunners featuring the new RiDE (Reverse with Intuitive Deceleration Electronics) feature (2016 VX Deluxe and VX Cruiser HO models). Although the attendance was lower than hoped, key officers from each police department took part to make it an excellent opportunity to show Yamaha's commitment to the civil and commercial fleet market and demonstrate the competitiveness of our products. It was the first time for all the participants to experience the RiDE function, and it was met with high approval. The officers talked about how much easier it would be to conduct their vessel inspections if their WaveRunners were equipped with RiDE,

and we also received comments that they would be sure to include RiDE-equipped WaveRunners when their next fleet purchase period came around. Responses like this verified the effectiveness of test-ride events for the civil and commercial-use markets.

For our next test-ride events, we plan to explore the possibilities of holding them jointly, not only for police but also for fire departments, rescue fleet customers and OEM clients.

*From Akihito Iida, 1<sup>st</sup> Marketing Div., Marine Business Operations, YMC*



## Fishing Camp Clinic in Canada

From June 20 to 24, 2016, Yamaha Motor Canada Limited (YMCA) held its annual Fishing Camp Clinic in the northwestern region of the province of Ontario, Canada.

Resorts operating as "Fishing Camps" in summer offer a boat and lodging package for vacationers to enjoy fishing to their heart's content. YMCA's Clinic provides outboard motor inspections before the full-fledged start of the fishing season to prevent machine trouble, boost customer satisfaction, strengthen Yamaha's relationship with resort operators and promote regular trade-in sales of outboards for the Fishing Camp fleets.

From YMC, staff specializing in technical skills, quality assurance, manufacturing, sales and after-sales service participate in the clinic, working together to assist YMCA and local dealership staff members. Here, the YMC staff is able to gauge actual outboard use conditions in the market to contribute to the improvement of future operations, while their presence on-site at the clinic also helps customers and clients feel a closer connection to the Yamaha brand.

This year's clinic program visited 36 different Fishing Camps and provided inspections for

approximately 280 Yamaha outboards, primarily in the 15 to 50 hp range. From interviews with the customers (owners), it was once again clear that Yamaha outboards and these clinics are very well received in the market.

*From Akihito Iida, 1<sup>st</sup> Marketing Div., Marine Business Operations, YMC*



### Editor's Note



We introduced the WaveRunner lineup for 2017 in this issue's Chantey Special. I believe the new GP1800 and EX Series models will help grow the WaveRunner world in their respective segments, and I hope you will help your customers experience them firsthand.

**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>