

CHANTEY

NEWSLETTER FOR YAMAHA MARINE DEALERS (English Version)

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CHANTEY
Special

A Young Yamaha Employee Gets a Close-up Look at Marine Dealers' Methods in the World's Biggest Market



At Yamaha Motor in Japan (YMC), we have been sending young engineers on overseas study tours in our Close to Market Activity (CTMA) program for seven years now. The aim is for them to communicate in depth with local dealers and users in order to better understand their needs and the issues they face. This "close-to-the-market" mentality is one of our outboard motor business' greatest strengths. In the nearly six decades since Yamaha developed its first outboard, our engineers have traveled to markets the world over to learn firsthand what customers want and have built products they will love and trust. In other words, the core of our engineering ideal is to always think from the users' standpoint. Our CTMA program fulfills the important mission of passing on this tradition and the basics of this close-to-the-market approach to our next generation of engineers on a regular basis.

Our *Chantey* editor recently had the opportunity to go along on a CTMA study tour and view the experience from a marketing perspective. This issue's *Chantey* Special introduces the results of interviews with dealers in the highly developed marine market of the United States, especially in the southern states of Louisiana, Florida, and North and South Carolina, where boating and marine recreation are popular and enjoyed year-round. Some of the engineers he went with expressed how eye-opening and valuable the experience was for them: "The biggest surprise for me was how casual boating is there. Very few people can own a boat in Japan, but it's no different from owning a car in America," or "I learned how vast marine culture is in the U.S. and the wide variety of boating needs." Presented here in three main points is a short breakdown of what he learned about these dealers' marketing strategies and techniques.

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Boat-based Sport Fishing Offers Opportunities for Growth

Boats are used for a variety of watersports and recreation across the United States, but sport fishing is more popular here than almost anywhere else in the world. Be it on inland lakes and rivers or along the sea coasts, you will find many people out on the water in their boats looking to spend their free time fishing in search of a great catch. Center console boats—craft designed specifically for sport angling—are popular here, while bay boats (boats with flat-bottom hulls) are popular for fishing in shallow waters, especially in Florida. In either case, the popularity of sport fishing in the U.S. makes these types of boats an important segment for Yamaha's outboard business.



Center console boats are popular for angling in the U.S. (Butler Marine, Inc. in South Caroline)



Bay boats are designed specifically for shallow-water angling.

Point 1**Teaming Up with Pro Anglers for Mass-Media Exposure**

In the United States, fishing shows are regularly broadcast on local and national TV channels, but more recently, enthusiasts are now able to view fishing videos from around the globe through the internet. A number of the dealers I interviewed on this trip take advantage of these programs to advertise their dealerships and promote their Yamaha products through sponsorships. They run commercials for their dealership during these TV shows and/or supply boats and rigging/fishing equipment to be used by the programs' fishing personalities for high-profile exposure. These programs often feature professional fishermen, so when the audience sees real pros utilizing specific products and explaining their excellence during the show, their opinions can have a strong influence on the viewers.

Sport fishing (or angling) has been a popular form of recreation worldwide for decades. It is enjoyed individually, with families, or even in teams. Consequently, fishing tournaments



Marshall's Marine in South Carolina is a good example of a dealership that is involved in fishing competitions and connecting it to their business.

are held in a number of countries, from the local level to international competition. Naturally, these are popular events in the U.S. When a competition takes place, dealers take this opportunity to set up tents for displaying products and arrange areas to meet and talk with participants. This will benefit dealers by helping them meet new customers and create new relationships, and dealers can get better ideas of current boat trends by observing participating boats, which leads to better marketing.

Point 2**Growing the User Base through Fishing Seminars**

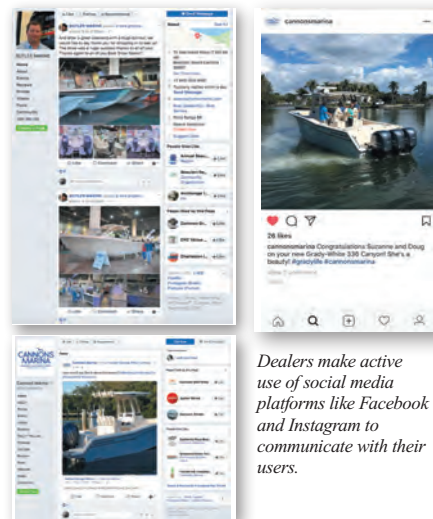
Some dealers in the U.S. stress the importance of educating customers and hosting seminars on things like boat and engine maintenance, fishing methods for specific species, etc., targeting everyone from beginners to experienced boat owners. Educating customers is not the only purpose for conducting seminars. Dealers can take time to explain their product lineup and the quality of their service, and most importantly have opportunities to interact with participants and build relationships. Hence, seminars can create a win-win situation.



An event to foster communication with users at Marshall's Marine

Point 3**Using the Web and Social Media**

Most dealers emphasize the significant influence of the internet and social media on sales and customer-dealer connections and communication. Some dealers invest in filming and uploading videos on the internet, others invest in Google advertisements and update their websites regularly. These are all methods to attract and direct customers to their websites; a dealer's webpage is no longer just an informative website but also serves as a product showroom where purchase decisions can be made. Social media platforms like Instagram and Facebook are particularly effective in leading customers to dealer's webpages, so dealers in the U.S. do not neglect the potential of media marketing.



Dealers make active use of social media platforms like Facebook and Instagram to communicate with their users.

Sport Fishing as a Big Business Opportunity

How people view fishing varies greatly depending on where you are. For some people, fishing is nothing more than their day-to-day occupation. But in the U.S., angling is what drives the outboard motor business and makes it the biggest marine market in the world. Ernest Hemingway, great American author and Nobel Prize laureate for Literature, is well known for his Pulitzer Prize-winning short novel *The Old Man and the Sea*. In fact, he was also a sport fisherman himself who wrote about the appeal of angling as others wrote about the big-game hunting favored by the aristocracy and wealthy elite. In his private life, Hemingway owned his own boat for big-game fishing and engaged in it as a "gentleman's sport," encouraging the establishment of sport-like rules. Although Hemingway passed away in 1964, were he alive today he very well might be the owner of a high-performance sport fishing



The fishing boat charter business is also big in the U.S. Venice Marina of Venice, Louisiana operates such a business as well as a restaurant and lodging facility for anglers.



The boat display lot at Butler Marine. This full display of boats plays a big part in customer satisfaction and inspires trust in the dealership as well.

boat running big outboards. With angling being a hobby and sport that people want to enjoy in style with sleek-design boats, the latest fishing gear and specialized outfits, outboard motors are also an important part of the equation and thus a great business opportunity for marine dealers.

About Food for People and for Outboard Motors

Hello, everyone. Is the weather treating you well? After you wake up in the morning, if you don't eat something, you don't have much energy to go about the day. It's no exaggeration to say that you should start the day with a good, healthy breakfast. It's said that people who have a good breakfast work better than those who choose to skip it.

If you are working well, it's most certainly due in part to having a good breakfast, but there are undoubtedly some people who eat a light breakfast and others who prefer a big hearty breakfast.

But, can people who only eat a little and people who eat a lot both deliver the same level of work? In Japan, we are often told only to eat to 80% of a full stomach, but what we can say for sure is that eating too much or too little isn't good. For example, if you were running a marathon, could you run well if your stomach was stuffed from eating too much? On the other hand, if your stomach is nearly empty, you probably won't make it to the finish line.

Can't we say the same thing about outboard motors as well? If an outboard gets enough of the gasoline it "craves," it can work long and hard. But if it gets too much gasoline, it starts to cough and sputter, and its exhaust gets dark as it runs. And if it doesn't get enough gasoline, it sounds like it's wheezing and doesn't seem to run very strongly.

So, how do we define "feeding" a motor the right amount of gasoline? That fact is that if an outboard "eats" only gasoline, it will get a "stomachache." It needs to eat a mixture of air and gasoline, in other words the right "air-fuel mixture." If the mixture isn't right, the motor can't digest it.

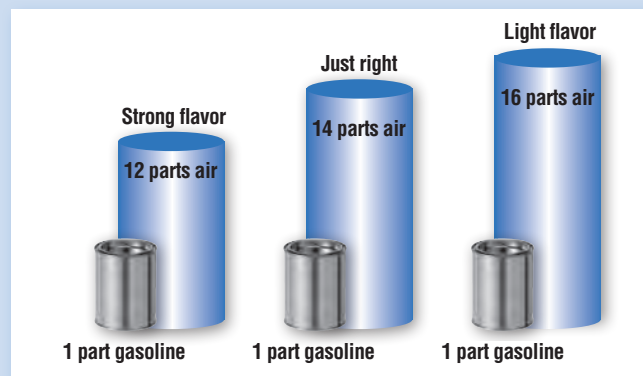
So, what kind of air-fuel mixture does an outboard prefer? Let's try thinking about it in terms of the gasoline's richness as "seasoning" an outboard would like using the following three air-fuel ratios.

12/1: 12 parts air mixed with 1 part gasoline
(a mixture with a "strong flavor")

14/1: 14 parts air mixed with 1 part gasoline
(a mixture that's "just right")

16/1: 16 parts air mixed with 1 part gasoline
(a mixture with a "light flavor")

If there is too much air (larger number/1) the mixture is lean or has a "light flavor," and conversely, if there is not enough air (smaller number/1), the mixture is rich or has a "strong flavor."



What kind of flavoring do you like? For example, if you normally like moderate flavoring like a 14/1 air-fuel mixture, would that be true all of the time? Your preferences likely change depending on how hungry or how fatigued you are, something like the following:

When resting or sleeping: you aren't working, so you're not hungry (18/1)

When walking normally or going downhill: you don't get hungry, so you don't need food with a strong flavor (16/1)

When jogging: you get hungry as usual, so you want food with the usual seasoning (14/1)

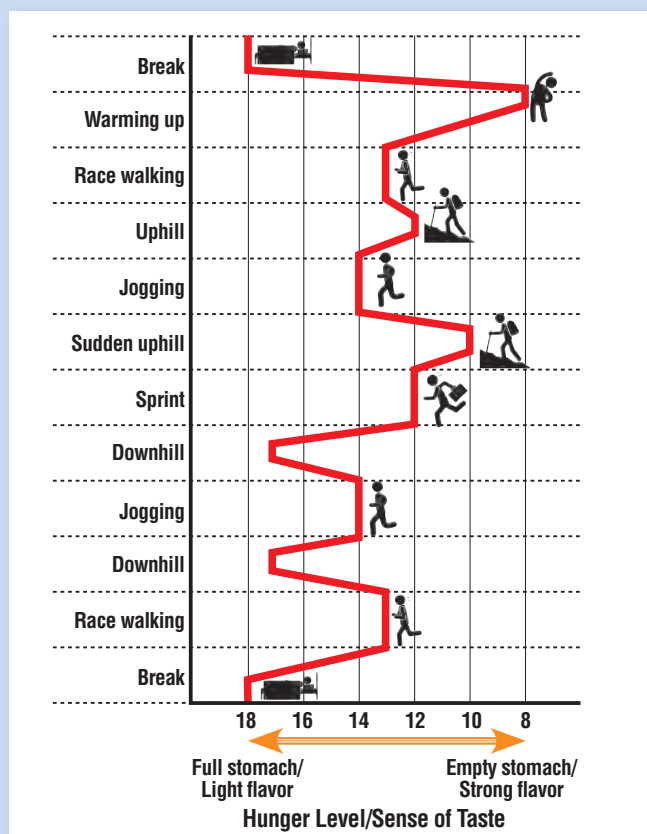
When exercising hard or going uphill: you get very hungry, so you want something with a richer flavor (12/1)

Going up a steep hill: you get extremely hungry so richly flavored food is what you want (10/1)

Before tough exercise: you know you'll need the energy, so really rich food is OK (8/1)



If we were to graph these conditions, it may look something like this:



The mixture of air and fuel that is an outboard motor's "food" is described in terms of the air-fuel ratio or "A/F" for short. When we take the previous example of food for humans and apply it to outboard motors, it would look something like this:

When the engine is off: basically, no fuel is necessary (18/1)

When running normally or decelerating: fuel economy is good, so a rich mixture isn't necessary (16/1)

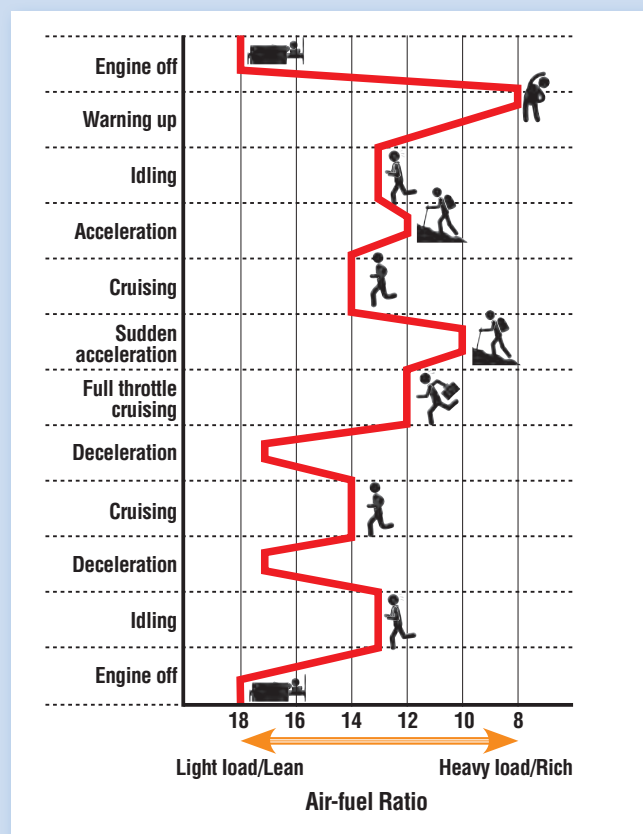
When cruising: fuel economy is normal, so a normal mixture is good (14/1)

When running at full throttle or accelerating: fuel economy is poor, so a richer mixture is necessary (12/1)

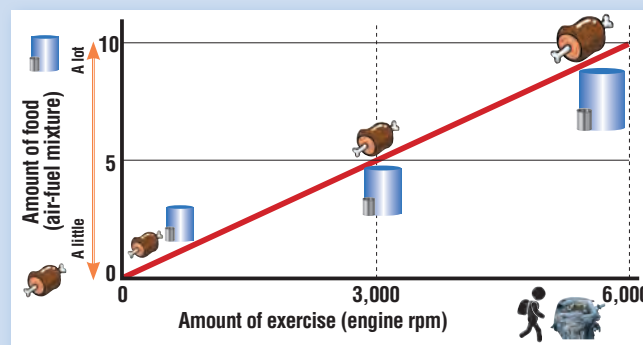
With sudden accelerating: fuel economy is very poor, so a rich mixture is necessary (10/1)

When starting the engine: a very rich mixture is necessary (8/1)

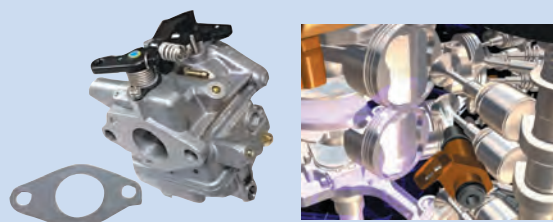
If we were to graph these conditions, it may look something like this:



Like the amount of food we eat, the air-fuel mixture also changes with the need at the time. For example, if the amount of exercise we do or the engine rpm doubles, the amount of food we need and the amount of mixture necessary also roughly doubles.



These adjustments in food intake are regulated by our sense of hunger, etc., while an outboard motor uses its carburetor or the fuel injection system to do the same.



In our next issue, we will explain the parallels between human "digestion" of food and the outboard motor's "combustion." I hope you will look forward to it!

News Round-up

Activities from distributors around the world, and more



Mexico

Annual Meeting of Distributors in Mexico

On January 19, 2018, Yamaha distributor Industria Mexicana de Equipos Marinos, S.A. de C.V. (IMEMSA) held its annual meeting of Yamaha marine distributors in Mexico City, bringing together all Yamaha marine dealers from around the country. This meeting is held at the beginning of each year, and this year, the results of fiscal year 2017 were analyzed and all the participants were informed of the main policies and objectives for 2018. It was a fruitful meeting that helped strengthen the bonds between dealers and IMEMSA, and everyone came away with reconfirmed determination to beat this year's sales goals.

From Jin Matsuno, 1st Marketing Div., Marine Business Operations, YMC



U.S.A.

2018 Miami International Boat Show

From February 15 to 19, 2018, the 77th Miami International Boat Show was held once again at Miami Marine Stadium Park & Basin on Virginia Key in Florida, with both floating and indoor exhibit areas at the same venue. A large number of Yamaha marine products, ranging from under-36 ft. class boats to



marine engines and accessories, were on display in several large exhibition tents at the waterfront that served as the indoor display area. Also, a large number of boats and yachts—most with multi-outboard rigs—could be seen docked out along the piers in the outdoor display area, which increased in size last year. The event was blessed with good weather throughout, with some 97,000 visitors from all over the world making the journey to this year's show, putting it on roughly the same level of attendance as last year.

Yamaha displayed its outboard motors, WaveRunners and boats as well as propellers and rigging equipment, making a strong showing as a comprehensive marine manufacturer and supplier with a wide-ranging product lineup. New models were on display in the outboard motor area, including the F300 and F350 with new white cowlings and the new F90 SHO, and with the large Yamaha banner hanging from the tent at the indoor venue, Yamaha Motor's presence at the show was indeed eye-catching.

From Yukiya Akahori, 1st Marketing Div., Marine Business Operations, YMC



The Bahamas

Communicating Yamaha's Strengths in the Bahamas

About 300 km from Miami, Florida off the East Coast of the United States lies the island nation of the Bahamas. Harbourside Marine, a local Yamaha distributor for the islands, is located in the capital city of Nassau. Handling a wide range of fishing and marine gear, the company has continued to grow and was one of the first Yamaha distributors in the Caribbean to shift to 4-stroke engines. The Bahama market has a mix of 2-stroke and 4-stroke outboards, and Harbourside Marine has continued to maintain high share by committing itself to thorough after-sales service for each and every customer.

One of the ways the company faces the various promotions put on by the competition is to strongly and consistently communicate the proven durability and reliability of Yamaha outboards. Currently on display in the Harbourside Marine showroom is a Yamaha F100B 4-stroke outboard that served its owner for more than 7,000 hours in heavy-duty use—from commercial fishing to private charters—over a period of ten years.

From Reiko Kiriara, Overseas Market Development Operation Business Unit (OMDO)





A French Father-Son Fishing Duo



For our first column, we cast the spotlight on a French father-son fishing duo, Laurent and Tristan Poulain.

Laurent Poulain (52) lives in southern France and works as a forest warden, but is an accomplished competition angler. First entering tournaments 22 years ago, he's enjoyed numerous successes, including being crowned French Champion in 2008 and winning two bronze medals in the Black Bass Fishing World Championship for Team France.

His son, Tristan (23), works as a sales assistant at a marine navigation systems company and entered his first tournament when he was seven years old. Like his father, he showed a knack for fishing and joined the official team at the age of 12. He also became a French champion with his father 2008 and took a bronze medal at the Black Bass Fishing World Championship in 2013.

This father-son team is sponsored by Yamaha Motor France under its Pro Fishing support program. For the 2018 season, the Poulains chose the lightweight F200FETL outboard to power their boat for three main reasons: 1) the engine is quiet at low rpm, making it great for being discreet when scouting for good fishing spots, 2) it has the power to get them from the start to distant fishing zones, and 3) has the reliability to get them through the duration of a tournament trouble-free, which usually entails 2–3 days out on the water for 8–10 hours, and sometimes in tough conditions.

The Poulains will be entering competitions mainly in France and Spain, so if the opportunity arises, please give them your cheers and support!



Revs Report



Team Members



Sho Kaminoki (Skipper) / Taisei Hikida (Crew)



Daichi Takayama (Skipper) / Kimihiko Imamura (Crew)



Mano Udagawa (Skipper) / Ayano Kudo (Crew)

Scheduled Entries for 2018

Date	Event	Venue
Mar. 30–Apr. 7	Trofeo Princesa Sofia	Palma, Spain
Apr. 22–29	2018 World Cup Series, Hyères	Hyères, France
June 3–10	2018 World Cup Series Final	Marseille, France
June 16–24	Kiel Week 2018	Kiel, Germany
July 30–Aug. 12	Hempel Sailing World Championships Aarhus 2018	Aarhus, Denmark
Aug. 20–26	470 Class Japan Championships 2018	Enoshima, Japan
Sept. 9–16	2019 World Cup Series – Round 1, Enoshima	Enoshima, Japan
Sept. 21–24	ASAF Sailing Cup JSAF Enoshima Olympic Week 2018	Enoshima, Japan

Check out **Vol. 11** of our **Moving You** series of short documentaries that covers the team.



2017 470 World Championships

Held in Thessaloniki, Greece, local Yamaha distributor Motodynamics S.A. supported the World Championships by serving as the title sponsor of the tournament.



2018 World Cup Series – Round 2, Miami

Takayama and Imamura entered the Men's and Udagawa and Seki entered the Women's. Takayama and Imamura finished in 12th (2nd placed Japanese entry), but felt their training had shown real results as they managed to stay among the top positions even in light wind, something that was previously difficult for them.

Yamaha's Team Aiming for the Top of 470 Class Sailing

YAMAHA Sailing Team 'Revs' was launched in 2016 as part of our efforts to realize our "Revs your Heart" brand slogan. Made up of six athletes—two male pairs and one female pair—has secured strong results in numerous international sailing competitions. As a result, members of our team have been chosen for the 2018 Japanese National Team and as athletes for support programs, proof that our goal of standing among the best sailors in the world is steadily making progress. Also, Yamaha signed a contract with Australian sailing team AUS 11 composed of Mathew Belcher and Will Ryan (silver medalists in Men's 470 Sailing at the Rio Olympics) and their coach Victor Kovalenko. Yamaha will support AUS 11's racing efforts while they will provide sailing-related advice and instruction, and opportunities for sailing practice overseas.

Looking Back on Major Competitions in 2017



ASAF Sailing Cup 2017: JSAF Enoshima Olympic Week 2017

Top sailors from around the world gathered to compete at this regatta held in the same waters scheduled for use in the 2020 Olympics. Takayama and Imamura won the silver medal at this event.



Although Kaminoki and Hikida suffered injuries, their rehabilitation is complete and they have they are returning to form.

Meet the
Yamaha Family

Bringing Decades of Experience to a New Operation

Indonesia is a country with more than 17,000 islands, which means maritime culture is deeply ingrained in the locals. Naturally, water-based transport has long been a core part of daily life in the main parts of the country, with boats for tourism, fishing and transportation using both inboards and outboards.

CV. Berkah Nusantara is an award-winning Yamaha marine dealership located in the Port of Tanjung Perak in Surabaya, East Java, and is located less than 10 minutes away from the local coast guard and navy posts. It is a new dealership branch office established in February 2017 by Yamaha marine distributor, PT. Karya Bahari Abadi (KBA). Although it is a new operation, we have 30 years of experience and expertise in the field and an extensive network of connections that ranges from boatbuilders and service technicians to parts dealers and more, from all around Java. At this new office, we combine these advantages with new energy and a modern approach to further Yamaha's growth in Indonesia.

Yamaha is the No. 1 brand for outboard motors in Indonesia, so we strive to always provide top-quality service to our local communities, and we regularly send our technicians for training at KBA. We also expect the market to shift radically over the next 10 years as a new generation of dealers and end-users take center stage, so we are preparing by investing in technology and a skilled workforce.

We feel honored to be working together with Yamaha and are looking forward to accomplishing more in the future! *Yamaha senyum bahari senyum Indonesia!*

From Eddy Susanto, CV. Berkah Nusantara

INDONESIA

CV. Berkah Nusantara



Editor's Note



Hi, everyone! Thanks for taking the time to read *Chantey* #167, our first issue of 2018 (the Year of the Dog). Notice something different with this edition? Yes! We've changed the layout and design. I hope we've made it easier and more appealing for you to read. I wish you another great year and I'm looking forward hearing the latest news from all of you!

YAMAHA OUTBOARDS WEBSITE

<https://global.yamaha-motor.com/business/outboards/index.html>

WAVERUNNER WEBSITE

<https://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

<https://www.youtube.com/user/Yamahaoutboardmotors>