

Go Beyond Caravan Going Strong in Mauritania

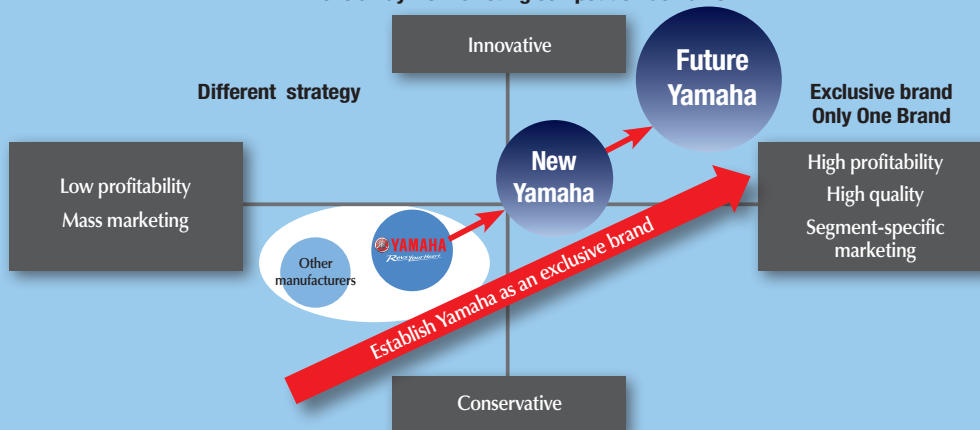


Go Beyond

Let's take it to the next level

Essentials of OMDO's basic strategy → Differentiation strategy

Move away from existing competition domains



As part of its growth strategy, YMC's Overseas Market Development Operation Business Unit (OMDO) is working with Yamaha distributors and dealerships to run the "Go Beyond Caravan." In this issue's *Chantey Special*, we introduce the Go Beyond Caravan program underway in Mauritania in northwestern Africa.

The Go Beyond Caravan

The Go Beyond Caravan is a 3S (Sales, Service, Spare parts) activity that OMDO and our distributors are conducting to move away from price-based competition and establish Yamaha as an exclusive "Only One Brand" in the customers' eyes. Since their launch in 2015, Go Beyond Caravans are being run in all OMDO market areas with uniform consistency.



A commemorative photo for the network members awarded certificates by May Sari

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Big Results from Grassroots Efforts: Building Bonds of Trust with the Users

About 90% of Mauritania is desert and the economy's main sources of foreign income are exports of seafood and iron ore. Comprising some 80% of that seafood is octopus, which is exported primarily to Japan, China and Europe. May Sarl is Yamaha's exclusive marine product distributor in Mauritania and has conducted six Go Beyond Caravans to date in cooperation with its sales network.

The Program

The two major markets in Mauritania are the capital of Nouakchott and the northern commercial center of Nouadhibou. May Sarl invited stakeholders like private mechanics, parts dealers, wholesalers, local fishery cooperatives, government agency representatives and local fishermen to the fishing ports, and worked to spread awareness of the Go Beyond Caravan program run together with Yamaha.

The points they emphasized were:

1. Sales

A movie introducing one of Yamaha's outboard factories, Yamaha Kumamoto Products Co., Ltd. (YKP), is used to show the unparalleled quality of Yamaha Enduro outboards as they are manufactured one by one with care and precision at a modern factory in Japan.

2. Service

Content covered:

- May Sarl's training program for local private mechanics run by their own instructors.
- Anywhere in the May Sarl service network, customers can get the same high-quality Yamaha service
- The importance of regular maintenance and proper service, which gives outboards a longer service life.

3. Spare Parts

The difference between Genuine Yamaha parts and non-genuine parts is explained along with the importance in using Genuine Yamaha parts and the advantages they have.

In addition to the above, the Go Beyond Caravans also include the following campaigns and events:

1. Free outboard inspection campaign
2. Limited-time discount price campaign
3. Official Yamaha network certification given to deserving local parts dealers and private mechanics to promote a sense of membership in the Yamaha family.

By awarding local parts dealers and private mechanics their certification in front of their family and children, this gives them greater confidence and pride in their profession.

In repeating the Caravans, new essence has been added from a branding and corporate social responsibility (CSR) perspective. These include gathering the network members' children together for showings of Japanese anime movies and football tournaments or handing out things like stationery as presents. All of this contributes towards creating future Yamaha users.

From 2018, two more elements were added to the Go Beyond Caravan program besides promoting Yamaha's 3S (Sales, Service and Spare parts) policy advantage: promoting the use of Yamalube oil to fishermen and teaching them the basics of outboard maintenance. To further strengthen the case for Yamalube, a user who had used a 50:1 ratio for his pre-mix for five years with no machine trouble whatsoever joined the Caravan as a Yamalube ambassador to tell his story to other fishermen.

The Results

As a testament to these efforts, the local market share for Yamaha outboards is well over 90% and use of Yamalube with a 50:1 mix ratio has become standard practice. Before, many fishermen had simply gone by their eye and used a higher oil ratio than this to feel safer. But these efforts to prove the reliability of the 50:1 ratio while recommending proper measurement of the oil for pre-mix led numerous fishermen to realize Yamalube's benefits go beyond product quality and provide financial merits as well.

Although there is nothing particularly new about these efforts in Mauritania, the simple and consistent way OMDO and May Sarl have continued to supply durable products and services to both the network and end-users has brought success. The firm relationship between Yamaha and the distributor and consistently conducting these activities is what led to this demonstrable success, and OMDO pledges to continue working together with distributors to keep and further expand Yamaha's dominance in their respective markets.

From Takahiro Kawada, Area Marketing Division, OMDO, YMC



The port at Nouadhibou is one of the two major markets in Mauritania, and the octopus caught here is exported mainly to Japan, China and Europe.



A representative of the local private mechanics giving a speech. He passionately conveyed the content and advantages of Yamaha and May Sarl's 3S program to the local users.



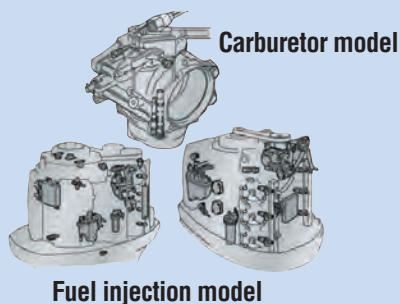
A football tournament held for the network members' children



A May Sarl service technician teaches local fishermen about maintenance

Adjusting the Richness/Leanness of the Air-Fuel Mixture

In our last issue, we talked about the concentration of oxygen in the air that's essential for combustion. This time let's talk about how to correctly adjust the richness/leanness of the air-fuel mixture for outboard motors.



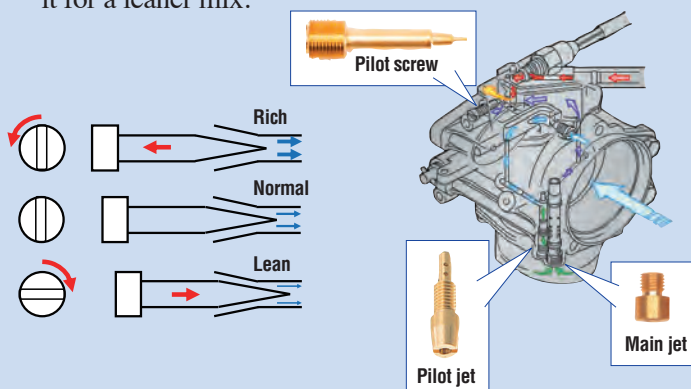
The way the air-fuel mixture is adjusted for carburetor models and electronic fuel injection models differs. Basically, in a carburetor model the air and fuel are mixed in the carburetor, while with a fuel injection model the air and fuel are mixed in the intake manifold.

1. Carburetor Model

With the exception of turning the pilot screw to easily adjust the engine's idling range, everything for adjusting the air-fuel mixture on a carburetor model requires replacing parts. Besides cases where use is at very high elevations above sea level or for some types of exceptional use conditions, you should rarely have to adjust the air-fuel mixture. Note that there are some models in which adjustments cannot be made either because replacing the relevant parts is not possible or the model doesn't have air-fuel adjustability in the first place.

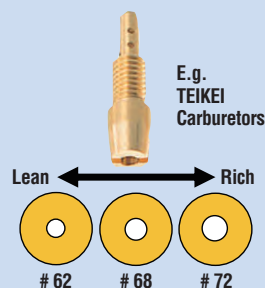
1) Idling range

The amount of fuel delivered to the engine during idling can be adjusted by turning the pilot screw. Turning the screw counterclockwise increases the amount of fuel sent for a richer mix while turning it clockwise decreases it for a leaner mix.



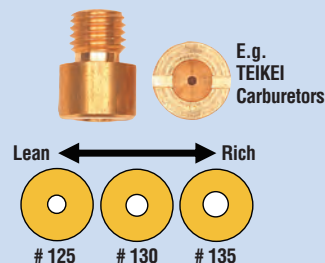
2) Middle speed range

It is also possible to adjust the amount of fuel sent to the engine by changing the slow jet or the pilot jet, pipe-like parts through which the fuel flows, to increase or decrease the diameter. Let's take the E25B model for example. Although things may vary by model, in its standard specification it is fitted with a #68 pilot jet, and this can be changed to a larger diameter #70 or #72 jet to increase the amount of fuel sent, thus making the air-fuel mixture richer. Or, it can be replaced by a smaller #65 or #62 jet to decrease the fuel sent for a leaner mixture.

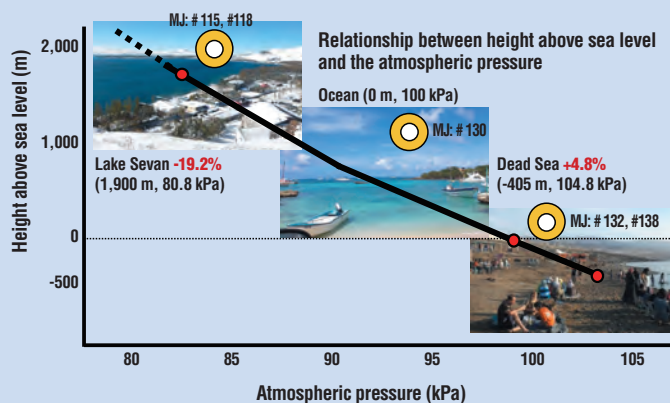


3) High speed range

Like in 2), it is possible to adjust the fuel flow to the engine by changing the main jet to a larger or smaller diameter part. Using the E25B model again as an example, in its standard specification it is fitted with a #130 main jet, and this can be changed to a larger #132 or #135 main jet to make the air-fuel mixture richer. Or, it can be replaced by a smaller #125 or #128 main jet to decrease the fuel flow for a leaner mix.



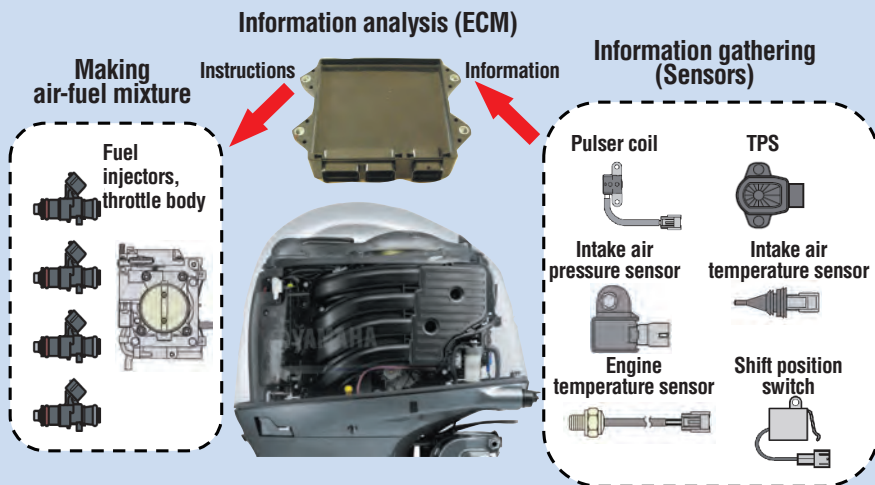
Normally, changing the slow jet or main jet is only done when the outboard is used at very high elevations above sea level or other situations where adjustment is required. But how do you decide on which jet number to change to? This can be calculated to a degree, but the proper jet number will vary depending on the use environment. So in the end, you have to actually run the outboard to see the effects of your choice and make your final decision based on the results — trial and error, in other words.



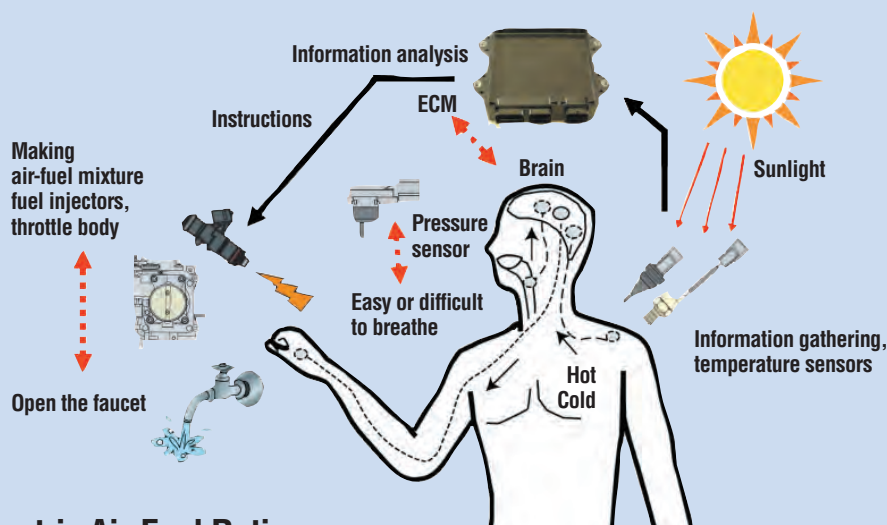


2. With a Fuel Injection Model

With a fuel-injected outboard, the engine control module (ECM) constantly calculates the ideal richness/leanness for the air-fuel mixture based on information about current running conditions from various sensors on the outboard. It then sends instructions to the throttle body (air volume) and fuel injectors (fuel volume) to automatically make the necessary adjustments, so there's no need to perform any adjustment work onsite.



Here is what a fuel injection system might look like if we used the human body as an example.



The Stoichiometric Air-Fuel Ratio

For an engine to deliver stable performance, the proper air-fuel ratio is vital. The ideal ratio for an air-fuel mix is known as the stoichiometric air-fuel ratio. Generally, the stoichiometric air-fuel ratio for obtaining complete combustion of gasoline in theory is about 14.7 (air):1 (fuel). It is generally understood that combustion is possible at ratios ranging from 8:1 to 20:1. Also, the air-fuel ratio that an engine requires at any given time is basically the same whether it is through a carburetor or a fuel injection system.

The stoichiometric air-fuel ratio for an engine is an important factor for extracting the engine's

performance. The three basic factors for an engine to run smoothly are "good fuel, good compression and good ignition," and this falls under "good fuel." Therefore, it is necessary at times to check if the air-fuel ratio is proper and make adjustments as needed.

Finally, let's look at how to check the air-fuel ratio when adjusting the air-fuel mixture. If you have to measure the air-fuel ratio, there are holes on the exhaust manifold for attaching a commercially available air-fuel ratio sensor module that you should use.

This issue concludes our look at air-fuel mixtures, or "outboard food!" I hope everyone has a Happy New Year!



Air-fuel ratio sensor module

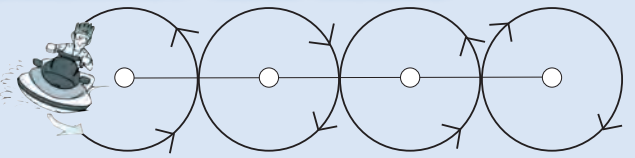
F115B/F130A models



V6 4.2 L models



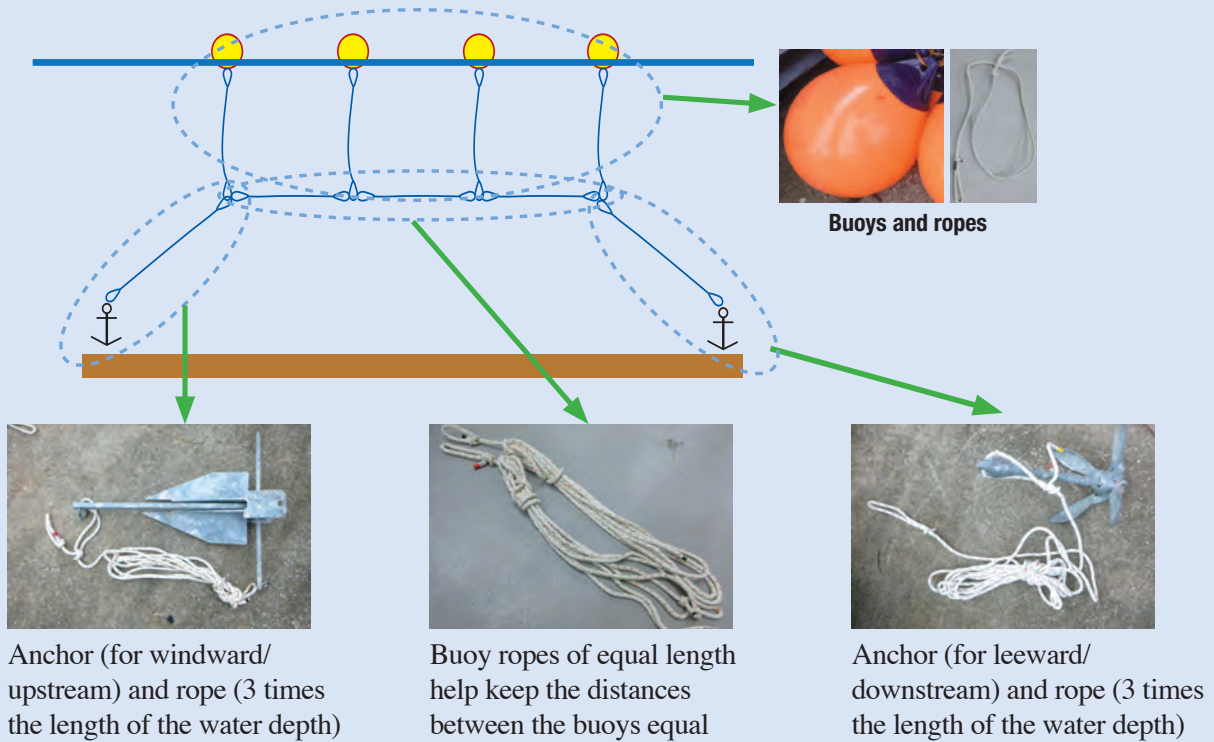
Slalom Course



In this issue, we introduce the basics of preparing and using a slalom course for test rides. This type of course consists of a line of buoys set at equal intervals for the riders to navigate by rhythmically weaving to the left and right.

*Do not allow participants to run the course chasing, running alongside or trying to pass other WaveRunners. Make sure only one craft is running the slalom at a time.

Structure



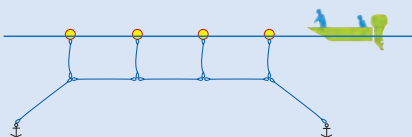
Setting Up the Slalom Course

1) Preparations

- Prepare the anchors, buoys and ropes.
- Load them on the boat in the order they will be deployed. Be careful to keep the ropes from getting tangled.

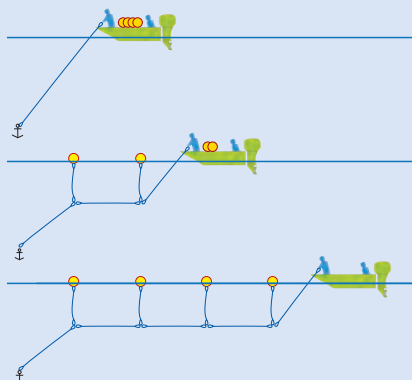
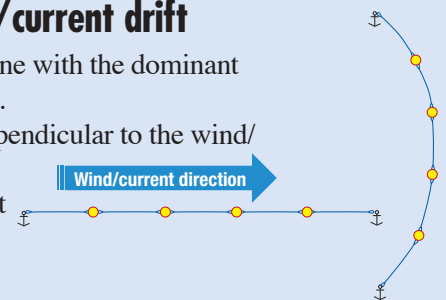
3) Set up the course

- Start by dropping the windward (upstream) anchor first and setting it firmly.
- While slowly backing the boat in the downwind direction, set out one buoy at a time.
- Before finally dropping the downwind end anchor, pull the rope until all the buoys are aligned in one straight line.



2) Effects of wind/current drift

- Set out the course in line with the dominant wind/current direction.
- If the course is set perpendicular to the wind/current direction, the middle buoys will drift out of line and put a curve in the course.



News Round-up

Activities from distributors around the world, and more



Japan

YTA Outboard Motor Electrical Seminar at YMC

From October 24 to 30 and November 1 to 7, 2018, YMC's Overseas Market Development Operation Business Unit (OMDO) held Yamaha Technical Academy (YTA) training courses for outboard motor electrical systems, which were attended by 11 staff members from overseas Yamaha distributors.

This was the first course held in Japan based on the new YTA curriculum for marine products. In addition to the Bronze course, this new YTA curriculum consists of ten training modules, one of which was taught at this seminar. Successful completion of six modules earns the participant YTA Silver certification, while completing all ten and passing a final examination is required for Gold certification.

Training courses for all ten modules will be held at YMC in stages, with the next session scheduled to cover the Outboard Motor Electrical module again in April 2019. This module is typically the most difficult of the ten for distributor technicians, and extra time was allotted for instruction. Through this training, participants acquire high-level skills they can put to use in their work in their respective markets, thereby raising the overall level of service at Yamaha distributors going forward.



Brazil

3S Campaign in Brazil



From September 17 to 21, 2018, a 3S campaign was held in the southern part of the state of Rio de Janeiro in Brazil. With a warm climate, beautiful scenery and some 300 large and small islands dotting the area, it is a bustling tourist region and boat use is frequent. Besides private pleasure craft, boats also play important roles in transportation and tourism here, ferrying the people of the islands around, serving as dive boats, etc. Yamaha outboards are used on these craft and the 3S campaign targeted this wide variety of boats.

Two engineers were sent from Japan to participate in the campaign as service technicians, but they also worked to learn and accurately assess the characteristics of the Brazilian market—from the particular fuels used to the climate conditions—to feed it back as key knowledge from the field for future outboard development. And through the direct contact and interaction with end users, they learned firsthand the large influence outboards have on Brazil's culture of marine recreation and the need to continue providing even better products.

After the 3S campaign, Yamaha held seminars to teach boat owners and operators the importance of proper product use and regular maintenance. This approach of pairing such seminars with 3S campaigns is a long-held practice in Brazil, and while seminar content has slightly changed to suit locations and industry changes over time, these campaigns lead both private and commercial customers to continue choosing Yamaha and ensure ever-greater customer satisfaction. They are also a vital chance to get direct feedback from end users and this field work is essential for raising trust in our products and brand, thus Yamaha will continue holding these campaigns, seminars and other programs in Brazil nationwide.



The Maldives

2018 Boat Operators Training Program



The sole distributor of the Yamaha brand in the Maldives, Alia Investments Pvt. Ltd., conducted the 5th Boat Operators Training Program

from August 7 to 9, 2018. This program was developed to give captains the knowledge and skills required for efficient and economic boat operation as well as effective responses to unforeseeable dangers or emergency situations.

Organized in association with the Maldives Institute of Technology, this three-day program included both classroom and practical sessions on maritime regulations, basic firefighting, first aid, and preventive and routine maintenance of engines. The trainees were also coached on the importance of protecting the environment. All sessions were conducted by certified experts from the Maldives Coast Guard, Fire and Rescue, Maldives Transport Authority and the Yamaha service center. A total of 44 boat captains from transport operators, resorts, the Maldives National Defense Force, Maldives Police Service and other institutions participated in the program and were awarded certificates upon successful completion. Alia Investments has been the sole distributor of Yamaha products in the Maldives for 44 years, providing the best in Sales, Service and Spare parts. Its service center is fully equipped and its mechanics are well-trained, experienced and up-to-date on the latest technical developments. In addition to regular service camps and on-the-job training, Alia Investments annually organizes training programs to enhance boat operator knowledge and skills.



Luring Red Sea Bream: Japan's King of Fish

Hello everyone in the Yamaha marine family! I'm Shinichiro Itogawa from the Business Planning Division at YMC's Marine Business Unit, and in this and the next two issues of *Chantey*, I'll be sending you reports about my favorite hobby: fishing! For this first entry, I want to tell you about one type of fishing that's been booming in Japan in recent years called *tairaba*, which uses lures to catch the prized red sea bream, and also some of the things I feel or experience when fishing.

I'm sure that in the seas of your country, there are fish of the same family as red sea bream (also known as red snapper), but I wonder what image it brings to mind for you. In Japan, red sea bream is hailed as the "King of Fish." Since olden times, red sea bream has been the most prized fish of all. It is also a prime delicacy of Japanese culinary culture, enjoyed as sashimi, or grilled with salt or boiled with soy sauce. Additionally, it is seen

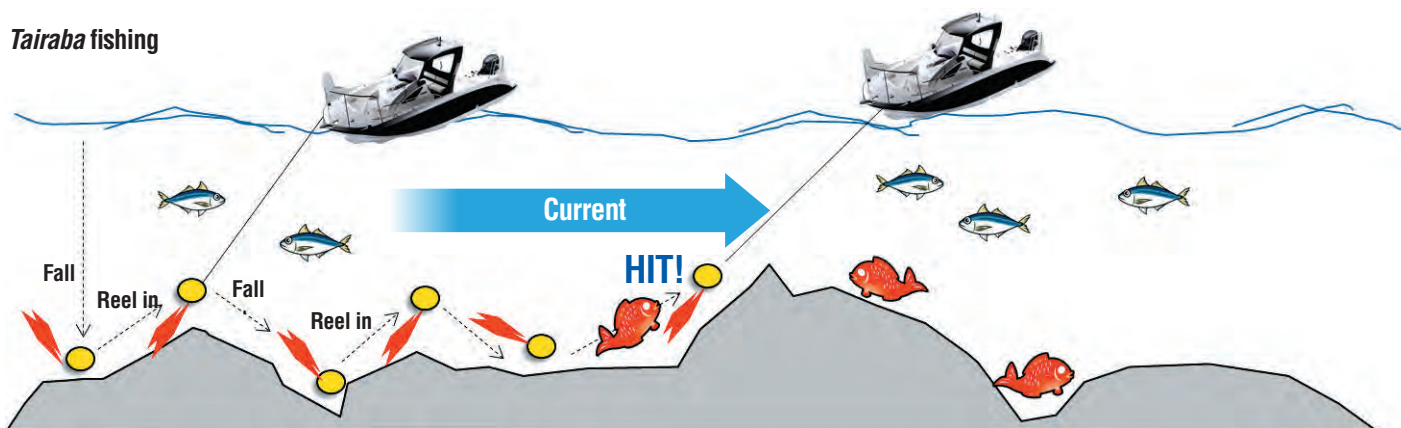
as a symbol of blessing thanks to its beautiful cherry blossom-like color, as suggested by its other name of *Sakura-dai* (cherry blossom sea bream).

For these reasons, the Japanese have fished for red sea bream since ancient times, with a variety of methods developed in each region of the country using bait or lures. Today, it has become a prize catch for recreational anglers, and with the development of fishing tackle and lures in recent years, it has evolved from being a catch for avid enthusiasts to one anybody can try for.



My first red sea bream catch with Mt. Fuji in the background

Tairaba fishing



Let the boat drift while you repeat the process of dropping the lure to the bottom and reeling it in at a steady pace.

As shown in figure, the way to catch red sea bream is actually very simple. The lure is dropped in the water and once it hits the bottom, it is then immediately reeled back in at a steady speed. Once reeled back up, just repeat the process over again. There is no need for any special skills like casting or jiggling, so even beginners can start angling for it easily. Nonetheless, I have some small tips to help land the catch.

- Choose a lure with a weight that sinks naturally with the current speed and depth of the fishing ground.
- Hook a worm of the right size and color to use as bait.
- Copy the method of anglers who are making catches and try something else if they aren't successful.

If you're going fishing with someone who isn't experienced, it's good to teach them these tricks. When I first went fishing for red sea bream, I listened to the boat captain's advice and caught a big 70 cm one! Maybe "beginner's luck?" Another benefit of the *tairaba* method is that you can also catch other types of delicious fish while you are at it, which makes it fun for anyone.

In the next issue, I'll talk about what fishing from a boat might be like in the future while mixing in a lot of imagination.



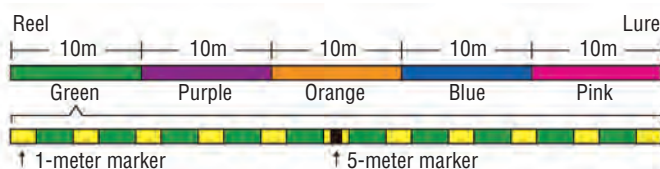
Examples of tairaba lures (from left): 60 g lead, 100 g lead, 100 g lead, 160 g tungsten. The use of tungsten for lures enables a smaller silhouette, which helps the lure sink deeper and boosts the chance of a catch.



Rods for tairaba fishing: Using a very thin but strong rod lets you feel the delicate strike of the red sea bream and enables you to set the hook quickly.



PE line (braided fishing line): 0.24 mm diameter, 22.4 lbs. (10.2 kg). A thin but tough line makes it possible to go deep-sea fishing with lighter tackle.



Meet the Yamaha Family

Four Decades in Doha

The small peninsular desert country of Qatar is located in between Bahrain and the UAE on the eastern side of the Arabian Peninsula. An absolute monarchy ruled by the Al Thani family, the country was known for pearl hunting and sea trade before the discovery of oil. Qatar now boasts the third largest natural gas reserves in the world and is one of the richest countries per capita.

Al Badi Trading & Contracting Co., Ltd. is Yamaha's award-winning official distributor in the country, and our main marine recreation showroom is located in the heart of the capital of Doha. Founded just over 40 years ago by Muhammed Jassim Albadi, the operation started as a small shop for marine products, but year by year, Albadi Trading grew into the leading marine company in the city and employs nearly 70 people today.

Albadi Trading also has another showroom and workshop in Al Wakrah just south of Doha and another near the northern border, with an additional showroom planned for the coastal city of Al Khor. When it is complete, it will not only give us a unique advantage by having access to customers at every major marina in the country, but it will also help Albadi maintain its edge over the competition by expanding the availability of our strong after-sales support.

Besides offering 3S campaigns, WaveRunner demo rides and YRA activities for general customers, we also work with the government, like the Qatar Coast Guard, Qatar Navy and others.

As we celebrated our 40th anniversary last year, we hope to continue our winning partnership with Yamaha for many years to come.

From Mohamed Mukhtar and Abdul Nasar, Al Badi Trading & Contracting Co., Ltd.



Al Badi Trading & Contracting Co., Ltd.



Revs Report



The pair of Takayama and Imamura won bronze at Round 1 of the World Cup Series.



Placing 3rd despite the light wind conditions that had previously been their weakness brought Takayama and Imamura new confidence.

2019: The Year for an Olympic Ticket

YAMAHA Sailing Team 'Revs' is seeking to represent Japan in 470 Class Olympic sailing and compete for podium positions in races beyond.

In 2018, a number of sailing competitions were held at Enoshima, where the 2020 Olympic sailing competition will take place. One was Round 1 of the 2019 World Cup Series held from September 9 to 16, where YAMAHA Sailing Team 'Revs' pair Daichi Takayama and Kimihiko Imamura won the bronze medal with 3rd place.

The battle underway to represent Japan in Men's 470 Class sailing is currently at a high level never seen before, with several pairs occupying top spots in the world ranking. So the bronze medal Takayama and Imamura won was greatly encouraging for the team heading into 2019.

The team's pair of Mano Udagawa and Ayano Kudo for Women's 470 has not yet finished among the winners at the international level, but they still stand a strong 2nd among Japanese pairs, giving them the position to vie for the right to represent Japan.

Having recovered from the injuries that forced him to stop training, team member Sho Kaminoki returned this autumn and resumed practice with his crew teammate, Taisei Hikida. The two will

participate in overseas competition in 2019 and are determined to go all-out for a place on the Japanese national team.

The races to earn spots on the Japanese national team will finally begin in 2019 and bring the Team 'Revs' campaign to an exciting climax, meaning next year is the year to earn a ticket to the Olympics. We hope you will look forward to their results.



The Women's pair of Udagawa and Kudo are striving to catch their Japanese rival pair which is currently ranked No. 1 in the world.

YAMAHA OUTBOARDS WEBSITE

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

WAVERUNNER WEBSITE

<https://global.yamaha-motor.com/business/waverunner/>

Yamaha Outboards Channel

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

Yamaha Outboards Channel on YouTube

View waterside scenes and scenes of Yamaha outboards in use around the world