



Yamaha Motor Co., Ltd., Marine Business Operations
2500 Shingai, Iwata, Shizuoka 438-8501, Japan

WEBSITE

YAMAHA OUTBOARDS WEBSITE
<https://global.yamaha-motor.com/business/outboards/>

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

Chantey Special

From: Ms. Erica Thomas, Ms. Jodie Thomas of CAPTAIN ANDY'S FISHING SUPPLY LTD.

Closing the gap!

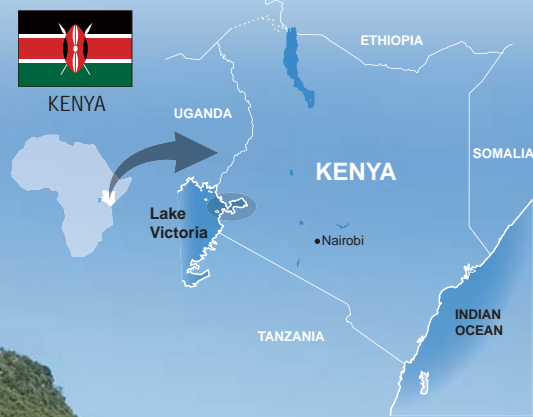
Over the last few years, Captain Andy's has been working to regain market share for Yamaha products on Lake Victoria.

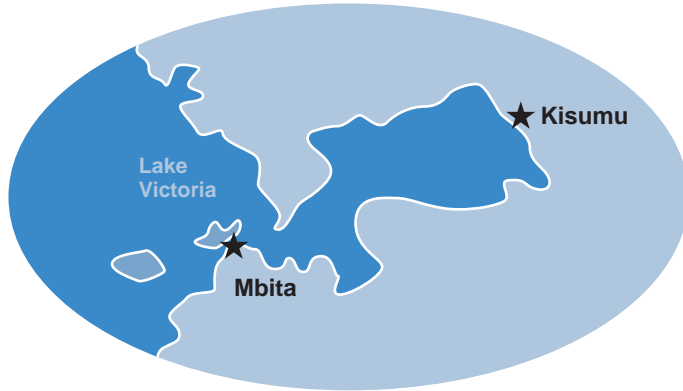
Cheap fake parts, low priced competitor products, and illegal contraband have all been gaining popularity with the artisanal fishermen on these shores.

With the support of Yamaha Motors, Captain Andy's embarked on an aggressive marketing campaign in 2014 targeting the lake market by building cooperation with the Beach Management Units (BMU).

The BMU is an existing network of stakeholders co-managing fisheries in East Africa. They bring together resource user groups and state actors to share responsibilities in resource management and conservation, which is imperative to improve the livelihoods of people dependent on these resources.

There are 1,218 BMU in East Africa. In Kenya, 283 BMU are on Lake Victoria, 55 on other Kenyan lakes and 82 on Kenya's coast.





The aim of the campaign

The aim of the campaign is to close both the economical and geographical gap in the supply of Yamaha parts and units in Kenya. The objectives are to improve not only the pricing but also the supply of Yamaha parts and engines to even the remotest of places and to share information to extend the life of engines by using genuine Yamaha parts, lubes, and accessories.

To achieve the above, Captain Andy's first established a new branch in Mbita. A shop in Kisumu already existed but Mbita was identified as a second strategic location to improve the supply of Yamaha marine products to the lake. The plan is to expand the network further over time.

Sales and service trips to the BMU sites along the Lake are regularly conducted to improve the service for clients. By investing in more sales staff, branded motor vehicles, and motorbikes,

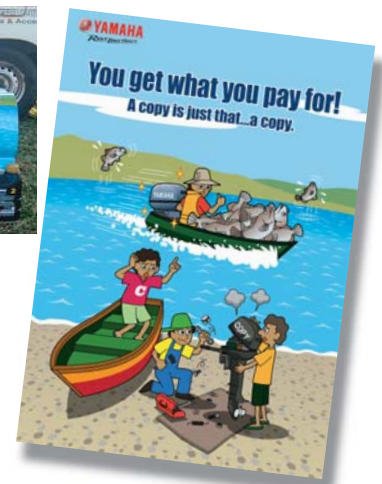
Captain Andy's presence has been enhanced, extending the reach to clients who cannot get to the store.

A loyalty card has been introduced for the BMUs with benefits. The BMU price list and special offers are widely promoted through posters, leaflets, and membership access on the web site.



Loyalty card

All sales activities are planned and monitored through the head office. The management team is involved in establishing weekly sales trip routes and following the progress through tracking systems. Although this project is a high volume in terms of stock, pooled margin is low so it is crucial that costs are kept to a minimum and at the same time, the reach to the potential customers has to be maximized for each trip. Through widening the network by increasing regular contacts and communication with customers and by monitoring the same, Captain Andy's spare parts sales have increased dramatically and the unit sales reached over 1,000 units during the last twelve months.



A poster encouraging using genuine products



WEBSITE <https://www.captainandyskenya.com/bmu/>

Are you taking full advantage of the Technical Guide?

Hello everyone. In the previous chantey, we introduced the "Service Manual" which is vital for conducting inspections. This time, we would like to inform readers about the "Technical Guide." It explains the importance of inspections and gives basic key knowledge with advice.

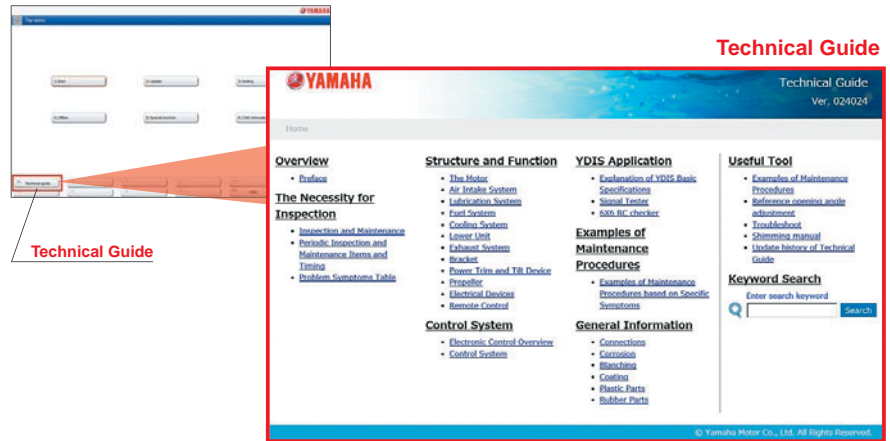
1 Outline of the Technical Guide

What is the Technical Guide?

Today, most outboard motors have adopted the four-stroke engines so specific mechanical knowledge about the structure, operations, and features differing from two-stroke engines is required. Technical Guide focuses on the four-stroke outboard motors and informs the importance of inspections and maintenance. It summarizes tips for inspections with a step-by-step guide aiding long-term use of four-stroke outboard motors for customers.

How to browse the Technical Guide

Launch the YDIS and click the "Technical Guide" button on the lower left or push the F1 key. You can browse it offline as well, making it available anytime and anywhere.



2 Contents

Technical Guide includes the following seven chapters showing the basic knowledge and tips for inspections.

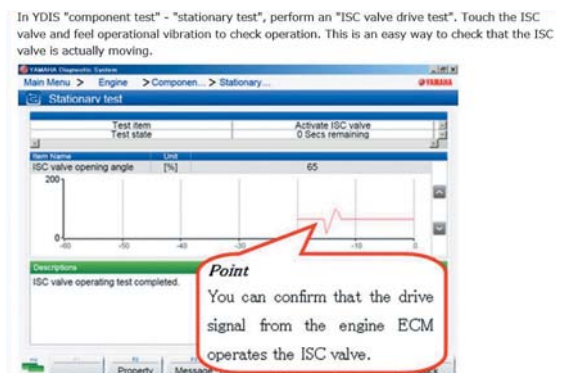
Chapter	Contents
The Necessity for Inspections	The importance of inspections, when, and how to do it
Structure and Function	Basic knowledge about the structure and features of each system in an outboard motor
Control System	Explanation about sensors and actuators
YDIS Application	Advice on how to efficiently utilize the YDIS

Chapter	Contents
Example of Maintenance Procedures	How to check and inspect the previous trouble
General Information	General information for inspections and maintenance
Useful Tools	Manuals for inspections and adjustments

Let's go over a part of the technical guide.

YDIS Application

When checking an engine using the YDIS, were you ever unsure if the numerical value was correct or abnormal? The chapter will demonstrate how to check and evaluate the numerical values through examples. It will help technicians grasp the engine status by understanding what each numerical value means.



2 Contents

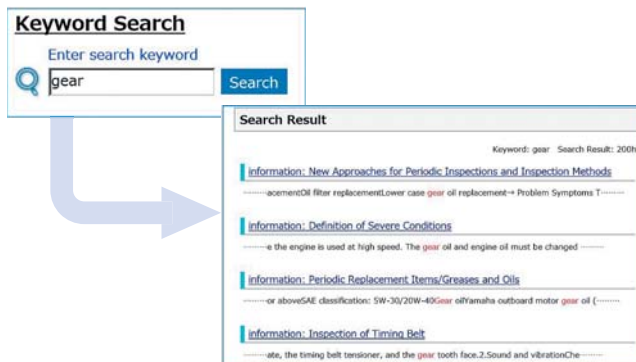
Useful Tools <Troubleshoot>

Have you ever questioned the engine status when seeing 3-digit trouble codes on the YDIS? This chapter explains the fault details and engine status for each code by summarizing them in a chart. It can serve as a guide to troubleshoot a problem.

Diagnosis code	Item	Malfunction	Symptom
112	ETV	Sub-microcomputer failure	"Check engine" is displayed. Idling speed is high. Throttle does not operate. Engine speed is set at approximately 1500 r/min. <Engine speeds do not synchronize>
113	ETV	ETV improper target opening angle	"Check engine" is displayed. Idling speed is high. Throttle does not operate. Engine speed is set at approximately 1500 r/min. <Engine speeds do not synchronize>
114	ETV	Failure in main microcomputer	Engine does not start, or operates as below. "Check engine" is displayed. Idling speed is high. Throttle does not operate. Engine speed is set at approximately 1500 r/min. <Engine speeds do not synchronize>

Keyword Search

There is a lot of information in the seven chapters of the Technical Guide. The Technical Guide has a Keyword Search function that is useful to quickly find information the user is looking for. By entering a word, related pages with the keyword will be displayed. With the search function, the user can easily gather the necessary information so please try it out.



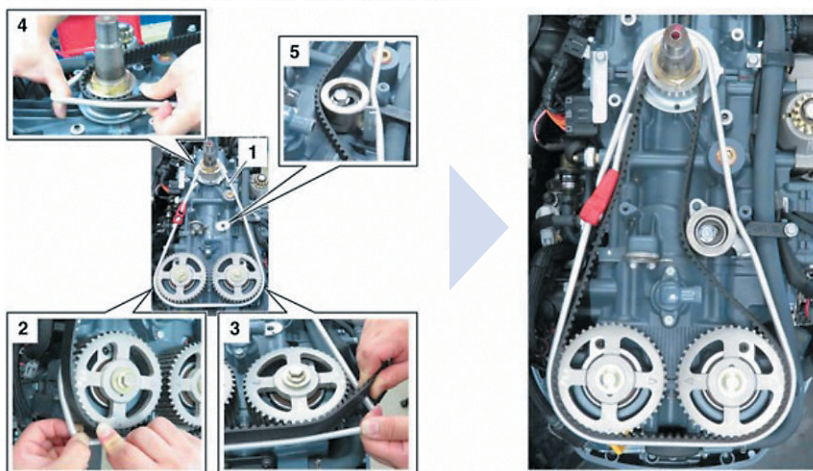
3 Not knowing this information may cause regrets !? Useful information about the Technical Guide

The Technical Guide is updated quarterly to improve the quality of daily after-service. Sometimes updates provide instructions on optimized maintenance techniques and useful tools. Today we will introduce a useful tool that was added in the latest update.

You can easily install a timing belt by yourself !?

Have you ever wanted another helping hand when installing a timing belt? Using this tool allows a person to install a timing belt single-handedly. Just like in the picture, hold the timing belt at the designated position by using a rubber belt. It prevents the timing belt from coming off while operating. Please give it a try.

L4 model Length of rubber belt(reference):1.0m(F115A:68V)



4 Lastly

What do you think about this information? Like we covered today, the Technical Guide has a lot of advice to solve daily troubles. Troubles that look abnormal are sometimes in fact, normal. In the Technical Guide, tips for inspections and diagnoses are shown by actual

situations. Also, it explains what kind of troubles may arise from a lack of inspections. The Technical Guide has been created in order to provide a deeper understanding of why inspections are necessary. How about picking up the Technical Guide when in trouble?

How to drain water

Now we will present a draining water method with the siphon principle, which is handy for inspecting after test rides.

The bilge will always remain in the WaveRunner after use. Here is a procedure to drain the bilge as much as possible. No pumps are required, it's easy, just position a pipe, put water in, and wait until the water comes out.



Toshihiro Shimizu,
Business Development Division, Marine Planning Section,

1 Prepare a pipe and hose then connect them.



In principle, it is possible to drain water with only a hose, but if the hose bends then it is difficult to aim it to a specific location. With a pipe, the aiming is easier and the bilge at the targeted spot will come out. A transparent hose is convenient because the air and water inside will be visible.

2 Put the pipe at the lowest spot of the WaveRunner, where the bilge accumulates.



*Please be careful not to touch the battery terminals while using a metal pipe.

*Make sure the engine is off and the emergency engine stop cord is removed before inserting the pipe into the WaveRunner.

3 Lead the hose portion out of the WaveRunner and place it lower than the bottom of the WaveRunner.



4 Put tap water into the outside end of the hose then the air will be pushed out of the hose and pipe, leaving only water inside them.



5 Once you have stopped the tap water, the water in the WaveRunner will flow out.

6 Leave everything in place until the water drains fully.



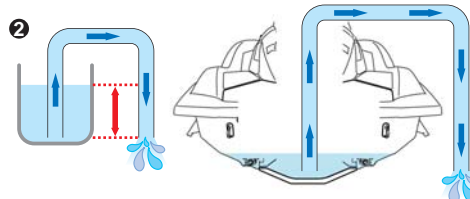
Hoses and pipes of any thickness can be used.

The bilge will be drained faster when using a thick pipe and hose. But on the other hand, less bilge will remain in the WaveRunner when using a thin pipe and hose.



The footwell can be drained in the same manner.

Siphon principle



When a hose filled with water is put in two containers with different water levels, the water flows from a container with a higher water level to a container with a lower water level.

Applying the same principle, the water in the container will flow out if the end of the hose which is filled with water is placed lower than the surface of the water in the container.



COLOMBIA

YTA in Colombia

"New YTA Silver TTT" was conducted from September 16th to 20th in Colombia, Latin America.

This year we started the "Expert Technician" program focusing on practical skills with worldwide issued textbooks and materials. The purpose of this program is to train internationally competitive marine technicians. We invited nine instructors from six countries in Latin America for a five-day YTA Silver Course (Electrical System and YDIS) organized with support from Colombian distributor, Eduardono S.A.S.

All the participants were highly motivated instructors. They focused on learning through lectures and hands-on training. We are expecting that they will conduct Silver training courses in their respective countries.



YTA and marine service:
Everyone is working hard to improve their technical skills.

Shoji Nagai

Service Division, Marine Business Operations YMC



MALAYSIA

40th-year anniversary of Hong Leong Yamaha Motor and Yamaha Lifestyle station opening in Kuala Lumpur, Malaysia.

On 11 October 2019, 40th-year anniversary of Hong Leong Yamaha Motor and Yamaha Lifestyle station opening ceremony took place in Kuala Lumpur, Malaysia.

Hong Leong Yamaha Motor Sdn. Bhd. (HLYM) is a Malaysian joint venture between Hong Leong Industries Bhd and Yamaha Motor Co., Ltd.

It produces various Yamaha brand motorcycles and is a distributor of Yamaha Motorcycle in Malaysia.

Peninsula Malaysia's Yamaha outboard motor distributor is HLY Marine Sdn. Bhd. which is a 100% subsidiary of Hong Leong Industries Bhd, a sister company of HLYM.

Yamaha Lifestyle station is a complex of the newest and the largest Yamaha motorcycle showroom in Malaysia and new fully air-conditioned service centre that has 15 bike lifters, in addition to Education & Training Academy centre.

Aiming at enhancement of Yamaha brand image, it has a display of HLYM's 40 years of history and partnership with YMC as well as Yamaha music corner and Marine products display space.

Both the 40th-year anniversary event and Yamaha Lifestyle station opening were attended by Mr. Yoshihiro Hidaka, President of YMC and other YMC management staff including Mr. Masafumi Suzuki, General manager of 1st marketing division of Marine business operations as well as 700 participants including hundreds of motorcycle dealers and marine dealers.

We believe this Yamaha Lifestyle station contributes to further progress of Yamaha's marine business in Peninsula Malaysia as this outstanding facility will become a focal point for customers as well as for education and training of Marine business.



Ng Chin Aik, Sales Manager, HLY Marine Sdn Bhd



EUROPE

Yamaha EX/EXR Cup 2019

The Yamaha EX/EXR Cup is a standalone competition that is held at the P1 AquaX and Jetcross championships race events in Europe. The objective is to attract Yamaha EX and EXR owners to try their hand at competitive racing with the help and support of an on-site Yamaha team. It is open to the model owners who purchased through the authorized Yamaha WaveRunner dealer network. Entry to the Cup is free and also enables the riders to compete in the AquaX and Jetcross classes. Each rider receives a personalized unit sticker kit for the races. Trophies are presented to the top riders on the final day of the race weekend.

In 2019, 8 races were held in France, Belgium, United Kingdom and the final race was held in Port Balis, Barcelona on October 19-20. Owners gathered from all over Europe to compete in the final round.

The EX/EXR cup aims at customers who want to explore the competitiveness and sporty side of the Personal Watercraft world. Racers are not allowed to modify their watercrafts in the EX/EXR cup. In other words, racers have technologically fair watercrafts and this keeps the competition inexpensive for them. Everyone can have a fun time but also gain a true racing experience!

Yamaha Motor Europe will continue this activity in the next season.



WEBSITE <https://www.yamaha-racing.com/ex-exr-cup/>
<https://p1aquax.com/YamahaCup>

Superstars of Port Antonio Blue Marlin Tournament Report



The third annual Superstars of Port Antonio Tournament was held at the Errol Flynn Marina from September 25th to September 27th, 2019. Spearheaded by Mr. Bobby Stewart, the newest billfish tournament in Jamaica has quickly become one of the best tournaments held each year.

Every year Mr. Stewart executes his unique vision of what the perfect fishing tournament should entail. His mixture of dockside antics and seaside brotherhood has built a strong brand over the years. This year, entrants were greeted each day by one of Jamaica's top grill masters, Mr. David Bucknor, who was ready with his signature barbeque menu as well as grilling up any caught fresh fish. After all the many prizes were handed out, Mr. Stewart topped things off with a beach party headlined by a soca superstar, Shal Marshall. All of this in conjunction with the regular hang out limes at the dock each night, the unmistakable Ms. Erica Hamilton running radio control and Mr. Stewart himself providing constant insights on when to look out for the next bite. One of the more notable entrants; Mr. Carey Chen had stated this was one of the best tournaments he has ever been to. In the end, 21 boats registered, however, only 20 boats were able to fish.



This tournament had entrants from Jamaica, Grand Cayman, and Trinidad. The first day, only 19 fished because one boat was held up in Florida with engine problems. Thankfully she was able to join the fun on the second and third days. Overall 17 boats were inboard diesel and 3 boats were outboard powered. All 3 boats with outboard engines were powered by Yamaha F300B motors.



The local Yamaha distributor, Yamaja Engines Ltd. has been a sponsor since day one. This would be the second year YEL has entered a team into the tournament and this year that team placed 6th overall while winning the biggest wahoo prize and 2nd for non-billfish weight. Managing Director Brandon Samms also tagged his first blue marlin during this tournament. Team PASStime would also end up being the only outboard powered boat to tag a blue marlin and was 1 of 5 vessels under 35'. The overall winner was Daddy's Dream with a total of 7 successful blue marlin releases during the 3 days of fishing. Coming in 2nd was Brac

Rebel with 5 blue marlins and 3rd was Bye Pass with 4 blue marlins and 1 white marlin released.



This year, in particular, showed a great leap in hookups, netting one of the highest 3-day totals seen in Jamaican waters for many years. Looking at the scorecard, it would seem that 68 marlins were reported hooked up and fighting - over one hundred marlins were felt by the boats. None were landed. Rules stated that any blue marlin released would net 450 points, white marlin 150 points and 1 point would be awarded per pound of landed billfish. There were a total of 37 releases over the 3 days of fishing. It is widely believed that the change in culture from a "kill fish" tournament to tag and release format has netted some excellent results on the island. It is a trend that should continue into the future.



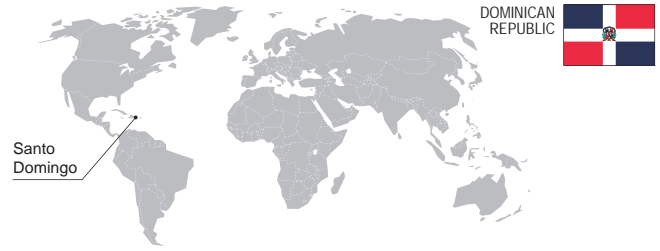
Fernando Giraldez S.R.L in Dominican Republic

The Dominican Republic occupies the eastern half of Hispaniola Island in the Caribbean Sea and has a population of 11 million people. It is blessed with a vast expanse of nature and agricultural commodities such as coffee and cacao servings as its main exports. The Dominican Republic attracts many tourists from western countries.

Fernando Giraldez S.R.L is a company located in Santo Domingo, which is the capital of the Dominican Republic. The company has a long history, dating back to 1970 when it was established. Its main business is selling Yamaha marine products such as outboard motors, WaveRunners, and Sport Boats alongside parts and fishing gear to the fishing industry and sightseeing transportation companies. They also sell music instruments as a distributor of Yamaha Corporation.

The founder, Mr. Fernando started the company in his 20s. From the beginning, he focused on selling Yamaha outboard motors however, at the time, Yamaha's outboard motors were not widely recognized in the Dominican Republic. Despite being the president of the company, Mr. Fernando walked around the entire country to sell outboard motors. Through great effort, the company steadily increased its sales. Today, Fernando Giraldez S.R.L has over 90% of the market share and cemented an unwavering position.

"Go Beyond Caravan" was launched in 2016 to boost business growth.



They traveled to many places in the country to provide free outboard motors inspections, inform how to use Yamaha genuine parts, and offer special prices on engines and parts. Fernando Giraldez S.R.L will continue this project.

The year 2020 marks the 50th anniversary of Fernando Giraldez S.R.L and the Tokyo Olympics will be held in the same year. YMC is planning to invite the president to Japan.



Revs Report

Final Race in 2019

World Cup Series Enoshima was held from August 25th to September 1st at Enoshima Yacht Harbor in Japan. This race determined which team will represent Japan in the 2020 Olympics. For the female team, it was already decided on who will represent Japan in August, and unfortunately Mano Udagawa / Ayano Kudo from Yamaha Sailing Team 'Revs' are on reserve.

Daichi Takayama / Kimihiko Imamura from Yamaha entered the race in the chance of becoming the Japan men's national team.

Takayama / Imamura pair is using "YAMAHA470CPH" since the last competition. During the first half of the race, they faced light winds however in the second half, the winds got stronger as they liked. Even though light winds are not their strong point, they were able to use both wind conditions to their advantage. The pair finished the qualifying race placing 8th, however, they did not reach the leading team by total

accumulative points after the qualifying race. As a result, they were not selected to represent Japan.



YMC established the Yamaha Sailing Team 'Revs' in hopes of winning a medal at the 2020 Olympics. At this time, the team has finished all scheduled races. We sincerely appreciate all the support and cooperation. The team members are now moving on to a new stage. Please keep your eyes on their future growth. Mathew Belcher / Will Ryan, who are supported by Yamaha, dominated the race and won first place earning the honor to represent Australia in the Tokyo Olympics. The Yamaha Sailing Team 'Revs' has been training alongside with them. For Mathew, this will be his third time in a row competing in the Olympics. He won the gold medal in London and silver in Rio. He is aiming for the gold medal in the Tokyo Olympics. YMC will keep supporting them through the male team's training partnership and by providing a boat for the upcoming challenges.



Mathew Belcher made a courtesy visit to President Hidaka on September 17th.