



Yamaha Motor Co., Ltd., Marine Business Operations
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Chantey Special

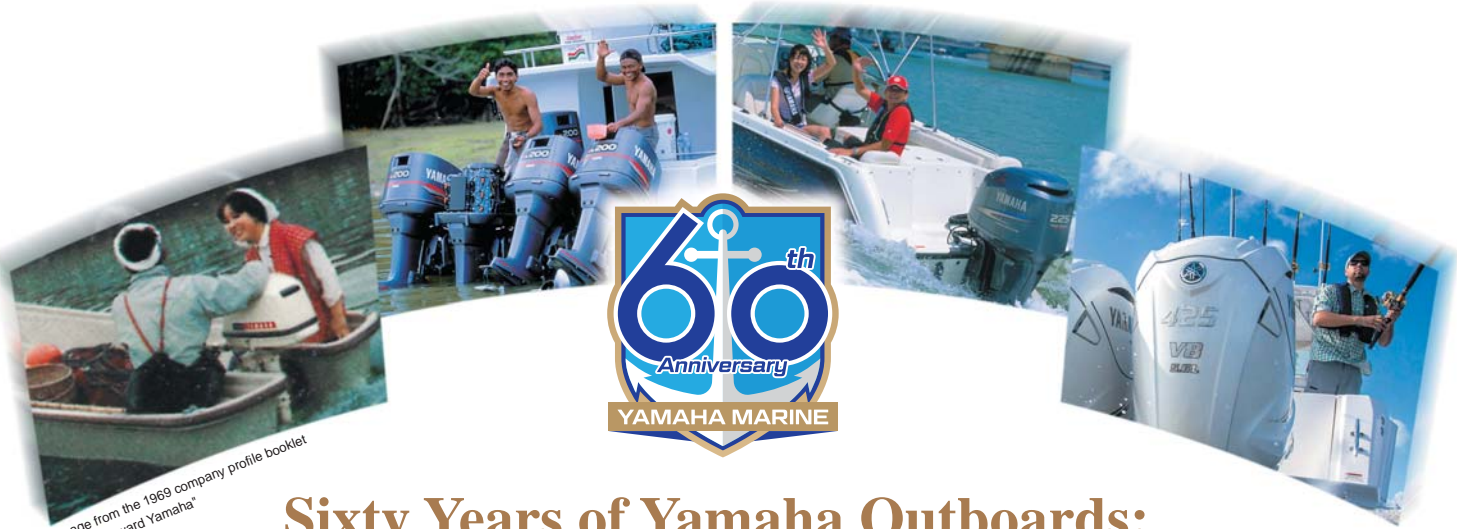


Image from the 1969 company profile booklet
"Leap Forward Yamaha"

Sixty Years of Yamaha Outboards: Challenges That Led to Unrivalled Reliability

As of 2020, sixty years have passed since the birth of the first Yamaha outboard motor. In 2019, a cumulative production milestone of 12 million units was reached for Yamaha outboards, which are today enjoyed by many on seas, lakes and rivers across the globe. Yamaha enjoys a strong reputation around the world as an outboard motor brand, but the early years of our outboard operations were not all smooth sailing. There were high hurdles and no small number of setbacks along the way as



Yamaha's first outboard motor model, the "P-7"

we sought - often through repeated trial and error - to build products that people would love. And no matter the difficulties they faced, the Yamaha staff involved in the engineering, manufacturing, marketing and service of our outboards overcame every obstacle, embodying the "Spirit of Challenge" at the heart of Yamaha Motor's corporate culture. And the new horizons they opened came through always taking on new challenges.

Note: Photo content and expressions may differ from the rules and regulations in effect today.

Owner's Manuals Were the Sole Materials for Development

In 1953, Yamaha Motor founder Genichi Kawakami took a 90-day study and observation tour of the United States and Europe shortly after taking the post of president of the company. Multiple times on the tour, he saw people enjoying their time on the water and became convinced that marine recreation would someday come to Japan as well. After he returned home, Kawakami acquired a sailing cruiser to help better understand the key appeals of marine leisure by doing it himself, enjoying time sailing on Lake Hamana.

His cruiser mounted an outboard motor from a prominent American brand at the time, but it broke down frequently, so he switched to a Japanese brand instead. But he found that while it suffered fewer mechanical problems, its performance did not even come close to matching the American outboard.

That was what gave President Kawakami an idea; if an outboard like that did not exist, Yamaha should make one. At the time, however, Japan was only about to enter its post-war period of rapid economic growth. Electric home appliances had only just begun to enter Japanese homes, and the very idea of going out boating on the weekends never even occurred to most. President Kawakami knew that even if they succeeded in developing an outboard motor, they couldn't make a business of selling them if there was nobody interested in buying them. So, he concluded that their sole target for the time being would be commercial use, such as fishermen seeing signs that they needed to begin motorizing their boats, and he directed development to begin.

The development team for the P-7, Yamaha's first outboard, consisted of just two engineers. The story goes that at the start, the only information they were given to work from were catalogs and brochures of outboards sold overseas at that time. It was truly a case of relying on trial and error every step of the way. In 1958, they had succeeded in building a 250cc prototype based on the engine of Yamaha's YD-1 motorcycle, but due to setbacks like breakage in the engine mounts, the project to build a marketable outboard with it was abandoned. At the time, the engineers were at work establishing standards for product testing alongside development, and they ran repeated 24-hour tests of the prototypes using the factory's firefighting water reservoir as a makeshift test tank. The tests would run until something broke, then the engine was examined and a way was found to fix it.



The Showa Seisakusho factory where the first Yamaha outboards were manufactured

In 1960, an outboard motor ready for the market was finally completed. It was released as the P-7, with a production plan of 200 units per month. This marked the beginning of Yamaha's history with outboard motors.

However, the P-7 could by no means be called a top-notch outboard. It was noisy and vibrated considerably. As one of the engineers from that time recalls with a wry smile, "The fishermen that actually used it would sometimes sarcastically joke by saying, 'It's got...quite a sound. Nothing less from an outboard built by a musical instrument company.'"

It wasn't until a year after the P-7, in November 1961, that Yamaha outboard motors began to be recognized and accepted on the market. That came with the release of our second model, the P-3, powered by a 63cc air-cooled single-cylinder 3 hp motor. It had been developed precisely for the needs of the growing commercial-use market, where 3 hp motors were the de facto standard.

Having been developed with a focus on engine durability and corrosion resistance, the P-3 was especially resistant to abrasion. This was thanks to the exclusively developed aluminum alloy it used, which contained silicon. It was also the first domestic outboard motor to use die-cast parts, helping achieve a lighter and more compact design. Special attention was also given to making the motor easy to start and operate.

Unlike the P-7, where development was conducted entirely by trial and error, the P-3 was developed and refined based on feedback directly from the market. It could be said to represent the first time Yamaha incorporated market feedback into a product. Whenever there were performance complaints following its release, Yamaha engineers would make frequent visits to dealers to hear about the issues directly, or straight from users' mouths. They would then put that to use in finding solutions and making improvements.

As word spread about the P-3's ease of use, it soon began to appear in increasing numbers in Japan's fishing ports, where most boats had been powered by other brands. At one fishing town on the eastern side of Chiba Prefecture, it is said that it only took one year for virtually all of the port's fishing boats to

switch to Yamaha's P-3 outboards. The outboard's yellow powerhead - designed by a woman - resembled a hat, which led to the P-3 being affectionately called "Yamaha's yellow hats" first by fishermen, and then by general users.



▲ From a pamphlet advertising the P-3
*This is a photo taken at the time. Always be sure to wear a life preserver while aboard a boat.



▲ This owner used his P-3 for nearly 30 years (From the Yamaha Marine News published in 1990)

Building Yamaha Outboards to Withstand Harsh Use Conditions



East Pakistan (current Bangladesh) in 1967. There were many boats, but few were motorized.

In 1967, President Kawakami had a meeting with Pakistan's Ambassador to Japan. The ambassador told him that during the rainy season in Pakistan, the roads become so flooded that buses

cannot run. Kawakami responded by saying that Yamaha manufactures outboard motors and that they might be of some help. That led to the start of Yamaha Motor's venture into outboard motor markets overseas.

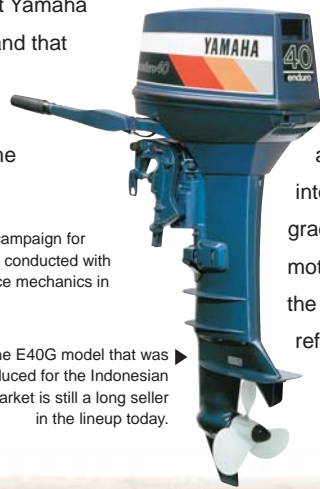
When Yamaha engineers first traveled to what was then East Pakistan (current Bangladesh) and saw the system of countless canals and extensive use of water transport in the country's coastal region, what impressed them was the enormous potential demand for outboard motors. However, there were a number of high hurdles to be cleared before outboards could be introduced successfully. One of the most immediate obstacles was the shape of the country's traditional boats. These were double-ender boats that could not mount an outboard without modification. After much trial and error, the new P125AK outboard was developed at the same time as a new type of boat that could mount an outboard and was tailored to the needs of the market. The potential this combination could offer drew high expectations in Pakistan.

That was not the end of the trials Yamaha faced for bringing their outboards to Pakistan, however. After the P125AK, the newly developed P250K outboard was introduced but was beset by mechanical trouble, causing a bevy of customer complaints. Yamaha Motor responded quickly by dispatching service technicians from Japan to survey the situation. What they saw was the extremely hard use the outboards were being subjected to. These outboards were commercial-use models, so if they broke down, this immediately and directly affected the livelihood of the owner. Having learned the seriousness of the situation, every time a problem occurred, the company was quick to send a team of engineers and technicians to thoroughly resolve the issues. This style of quick response in the field became the basic stance for Yamaha in the commercial-use outboard market, something that lives on today. These repeated efforts gave the users a feeling of assurance that Yamaha would always be there to solve any problems that arose, and that reputation soon spread throughout the markets of Asia. Also, these first exports of outboards to Pakistan built the foundation for an excellent service network that became associated with the Yamaha name worldwide.

By the 1970s, Yamaha was strengthening its relationship with emerging markets around the world. Yamaha outboards spread successfully to markets where American and European outboard makers had never ventured at the time. These included countries throughout Africa, Central and South America, the Middle East, South and Southeast Asia, as well as the islands of the Pacific, and in each of these areas, Yamaha continued actively conducting aftersales service.

However, there were many cases of outboards simply being left to rust away if they had broken down just once. That led to Yamaha sending technical staff to run service demonstrations, traveling from fishing village to fishing village to perform maintenance on the outboards being used in each region. There was no place in the world that Yamaha engineers and service staff would not go. In these regions, an outboard motor was an important asset and something vital to peoples' livelihoods.

In addition to providing service for Yamaha outboards, the service staff also worked to repair the abandoned outboards from other brands. Of course, the knowledge and experience gained from this field work was incorporated into new product development. In this way, Yamaha Motor gradually created a new category of commercial-use outboard motors, with the lineup broken down into spec variations to fit the exact needs and use conditions of each region. These refinement efforts are what led to the Enduro line of outboards that people love and depend on in their work around the world today.



▲ A service campaign for the P165G conducted with local service mechanics in Sri Lanka.

▶ The E40G model that was produced for the Indonesian market is still a long seller in the lineup today.



Technical Advances Lead to Bigger Models and Global Market Recognition

After building a strong base in the commercial-use outboard market, Yamaha took on the challenge of developing larger horsepower models for recreational use, but it was no easy task to catch up to established U.S. outboard manufacturers. What Yamaha then did in 1974 was to market the jointly developed 55A model, powered by a liquid-cooled 2-cylinder 760cc engine. It featured new and exclusive technologies that included a fully carburized one-piece crankcase, 2-piece (assembled) connecting rods and capacitor discharge ignition (CDI). This became the base from which Yamaha's new lineup of large-horsepower outboards would be developed. The year 1982 saw the subsequent release of the 200A and 220A models that



The 55A became the foundation for Yamaha's move into the large-horsepower category. Its liquid-cooled 2-cylinder 760cc engine had several unique technologies like a fully carburized one-piece crankcase, 2-piece connecting rods and more.

pumped out over 200 hp. Then in September 1983, after the dissolution of Yamaha's tie-up with Brunswick Corporation, the company launched a full lineup of Yamaha-brand outboards at one of the world's largest marine trade shows in Chicago, U.S. This event on American soil signaled Yamaha's entry as an outboard maker in the North American market. The strong reliability that Yamaha had acquired through its years in commercial-use markets globally led to its outboards also being well received in the world's largest outboard market of North America.



The long-selling 85A released back in 1978 can still be seen in use today.

Becoming the World's Top Brand

Yamaha built its reputation as an outboard manufacturer with 2-stroke engines, but a major factor in earning recognition as the world's leading outboard brand was our technical expertise for creating more eco-friendly engines. The U.S. first implemented outboard emissions standards in the 1990s to reduce their environmental impact, and developed nations and emerging economies later followed suit one after another. This pivotal movement soon shifted the focus of outboard motor manufacturers toward developing more eco-friendly engines. But Yamaha had already begun R&D for creating a 4-stroke outboard in 1975 and launched the 2-cylinder F9.9A as its first 4-stroke outboard in 1984.

Further advancements were made to the model and in 1992, the F9.9 became the first outboard in the world to clear the Bodensee-Schiffahrts-Ordnung (BSO) emissions regulations (governing watercraft on Lake Constance on the borders of Germany, Switzerland and Austria), said to be the strictest in the world at the time. Yamaha released the F100A in 1998, a model powered by an in-line 4-cylinder, 16-valve DOHC engine. The F100A boasted class-leading power and environmental performance, and with its full line of transom mounts, propeller types and more, it could be used on a great variety of boats around the world.



◀ Yamaha's first 4-stroke outboard motor had 9.9 hp.



◀ As the world's first outboard with an in-line 4-cylinder, 16-valve DOHC engine, the F100A featured the highest power in its class in addition to low emissions and excellent fuel efficiency.



◀ Features like its Yamaha -exclusive intake/exhaust system layout allowed the 225 hp 4-stroke F225A to achieve compactness on par with big-horsepower 2-strokes.

In the first year of the 21st century, Yamaha released the F225A, the world's first large-capacity 4-stroke outboard motor rated at over 200 hp. At the time, it had been considered technologically difficult to produce a commercially viable 4-stroke outboard exceeding 200 hp. But Yamaha overcame the technical hurdles by equipping the F225A's all-new 60° V6 DOHC engine unit with an in-bank exhaust system, in which the exhaust system is located inside the V-bank of the cylinders and the air intake system located outside. This resulted in an engine size comparable to high-end 2-stroke engines of the day and a weight viable for outboard use. Further, the F225A featured highly efficient intake and exhaust systems successfully reduced emissions and improved fuel economy while running at high speeds.

In this way, reducing weight and achieving greater compactness, good fuel economy, low noise and excellent environmental friendliness - all while retaining reliability - became the primary aims for all Yamaha 4-stroke outboard development.

More Powerful Outboards and New Boat Control Systems

In addition to its large-horsepower 4-stroke outboards, Yamaha continued its efforts to develop and market 2-stroke outboards in line with the global movement to preserve the environment, employing proprietary technologies like the High-Pressure Direct Injection (HPDI) system to improve their eco-friendliness. However, once its 4-strokes were able to surpass at all horsepower ranges the inherent advantages of 2-strokes like acceleration, compactness and lightness, Yamaha shifted to an all-4-stroke lineup for its recreational-use outboards. Then in 2018, Yamaha released the F425A. Mounting an all-new V8 engine, it is the first 4-stroke outboard to use gasoline direct injection, which sprays fuel with high pressure and precision directly into each combustion chamber. Also, the adoption of strengthened parts for the gearcase, brackets, camshafts, and other parts like plasma-fused sleeveless cylinders, iridium spark plugs, and other new technologies and materials from Yamaha helped create a 4-stroke outboard with outstanding top-range power, but also excellent reliability and durability. With a displacement of 5,559cc and putting out up to 425 hp, this model boasts monstrous power, but attention was also given not only to ease of mounting for different setups, but also to user-friendliness in operation. It brought a revolutionary rethinking of what outboards deliver when powering big offshore boats.

In 2010, eight years before the release of the F425A, Yamaha announced an agreement for joint development of outboard-based boat control systems with Swedish boat equipment manufacturer, Volvo Penta. This later led to the release of the Helm Master boat control system in 2012. This system enables 360° maneuvering and turns for low-speed navigation by means of a joystick for intuitive operation, thus vastly improving the ease of docking, leaving dock and navigating through marinas and narrow waterways. Making piloting easier and more fun with large, outboard-powered boats greatly increased the range of potential owners. And in 2017, Yamaha also developed and released the CL7 color touchscreen display that further increases the ease and convenience of operating large, outboard-powered boats.

In these ways, Yamaha Motor has gone beyond being just a top manufacturer of outboard motors and expanded its field of business to become a comprehensive marine systems supplier.



◀ Yamaha's F425A flagship outboard adopts new technologies and materials to further reduce weight and increase the range of boats it can be mounted on.



▲ The Helm Master increases the ease of large outboard operation, and in 2017, it gained the SetPoint® feature, which automatically keeps the boat in a set position on the water.

From its humble beginnings of developing outboards for use in small fishing ports around Japan, the 60-year history of Yamaha outboards has taken us to waters around the world and driven numerous technological advances. But what hasn't changed is the care and passion we bring to the design and manufacture of each

and every product. Whether it is for business or pleasure, Yamaha outboards are built to bring all the joys, comforts and fulfillment of the marine lifestyle to people around the world. This has been and will remain why Yamaha will continue striving to produce the best outboard motors possible.



History of Yamaha Outboard Motor

1960

1970

1980

1990

2000

2010



Outboard motor's factory assembly line (from the 1968/1969 company profile booklet)



Test-tank completion trial (from the 1968 company profile booklet)



175A

F9.9A



F50A



F100A



5 Million Units Exceeded

F225A



F350A



F425A



Helm Master

12 Million Units Exceeded

10 Million Units Exceeded



P-7



55A

85A



1 Million Units Exceeded



1960 • Yamaha's first outboard motor P7G released

• Air-cooled single-cylinder engine adopted

• Loop charging system adopted

1971 • Service Activity started in General Market

1974 • Enduro Models released

1978 • First 3-cylinder model released

1979 • New painting and assembly lines built at Sanshin

1983 • Introduced into the US Market • V6 series completed

1984 • Yamaha's first 4-stroke OBM F9.9 released

1988 • First overseas Yamaha OBM production begins at MBK in France

1989 • Electric OBM M-15 released

1993 • Anti corrosive aluminum alloy YDC-30 developed

1994 • 4-stroke 4-cylinder F50 released

1996 • All models to CDI

1999 • Yamaha Diagnostic System (YDIS Ver.1) released

2000 • Yamaha Kumamoto Products (YKP) started OBM production

2005 • First YTA program started

2007 • YTA Silver course started

2008 • Fukuroi Minami New Factory launched

2011 • Yamaha Diagnostic System (YDIS Ver.2) released

2013 • Yamaha Marine Associate Network (YMAN) started

2014 • Thai Yamaha Motor (TYM) started OBM production

2016 • New YTA program started

Sailing Towards a Plastic-Free Ocean



The Yokohama-Palau Yacht Race was held at the end of last year to commemorate the 25th anniversary of Palau-Japan's friendly relationship.

The yacht race started on December 29th. A total of seven boats left for Palau.

The location of Palau is about 1,700 miles (about 3,200 km) to the south from Yokohama. On the way to Palau, there is a place where garbage from lands gathers by the ocean currents, which creates a swirl of trash in the middle of the ocean. This area is known as the North Pacific Garbage Patch, and it is located a little below Japan. There is a possibility that a numerous amount of garbage may be floating in this area, so a project was started to investigate the situation.

This project consists of two parts:

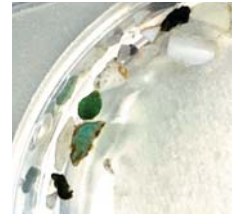
- Ocean plastic survey
- Ocean literacy education

We got on a support boat for the yacht race called MIRAIE and traveled from Yokohama to Palau on a seventeen-day journey.

Every day we conducted plastic surveys and learned about the marine environment together with six Palauan children and Japanese general participants.



MIRAIE a support boat and TREKKEE a race boat equipped with a survey machine



Microplastics floating in the ocean



The ocean is so stunning, but...



Three women are project members.

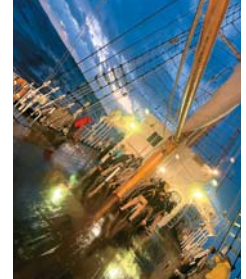
- JAMSTEC, Sanae Chiba
- UNEP WCMC, Holly Griffin
- Yamaha Motor, Yurie Seki



Palauan children. They are important members who maintain the magnificent ocean.



Children climbed the bowsprit and had fun. I did it too, but secretly.



We had an incident; the sail broke due to the rough sea condition. Everyone worked together to repair it on early New Year's morning.

Now, I will introduce the details of this project.

First, onboard a boat, we conducted two types of surveys regarding plastics in the ocean.

• Micro Plastic Sampler

This machine is installed in the engine room. Water passes through the pump, and the garbage is removed by filtering the water. We replaced the filter every day. From top to bottom, the sizes of the filters are 300, 100, and 30 microns. As water passes through each filter, smaller plastics debris can be caught.



• Neuston Net

The boat speed is adjusted for 30 minutes while the net is dragged in the ocean. By using a 330-micron net, the microplastics floating on the surface is collected. Everyone including children checked what the net collected and examined it using a simple microscope.

JAMSTEC is currently conducting detailed research on the ocean debris which were collected by the two methods.



Examining what went into the cup attached to the net.



Next, I will explain about ocean literacy education.

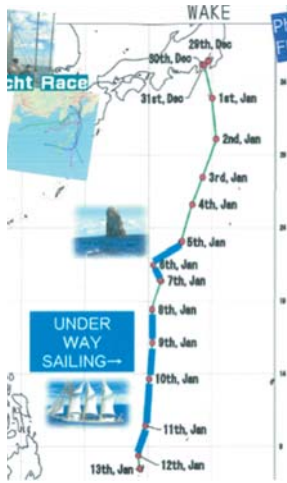
Six children who won the OP Dinghy Yacht Palau Qualifying Race were invited to Japan to participate in this project. Every day for 30 minutes to an hour, we learned the following topics on the deck or in the boat:

- Ocean plastic pollution
- Human impact on the ocean
- The importance of the ocean for life on earth

It was impressive to see how eager the children were to learn about environmental issues. I realized that only surveys and studies are not enough to solve environmental problems, but we should also focus on education for children, who will lead the future.



Now I want to inform you of the seriousness of ocean pollution after experiencing this project.



Collected by Neuston Net and put in order by day. Microplastics are floating at the top of the bottle. It's not visible, but there are microfibers too.

Even with clear waters and no islands insight, plastic debris can be seen floating in the ocean. Small fish consume plastics and bigger fish eat them, and in the end, humans eat the big fish. The plastics exit the body, however, it is known that the chemicals contained in the plastics remain and harm the body. Chemicals are used when producing plastics. Also, more chemicals are absorbed and accumulated while the plastics float in the ocean.

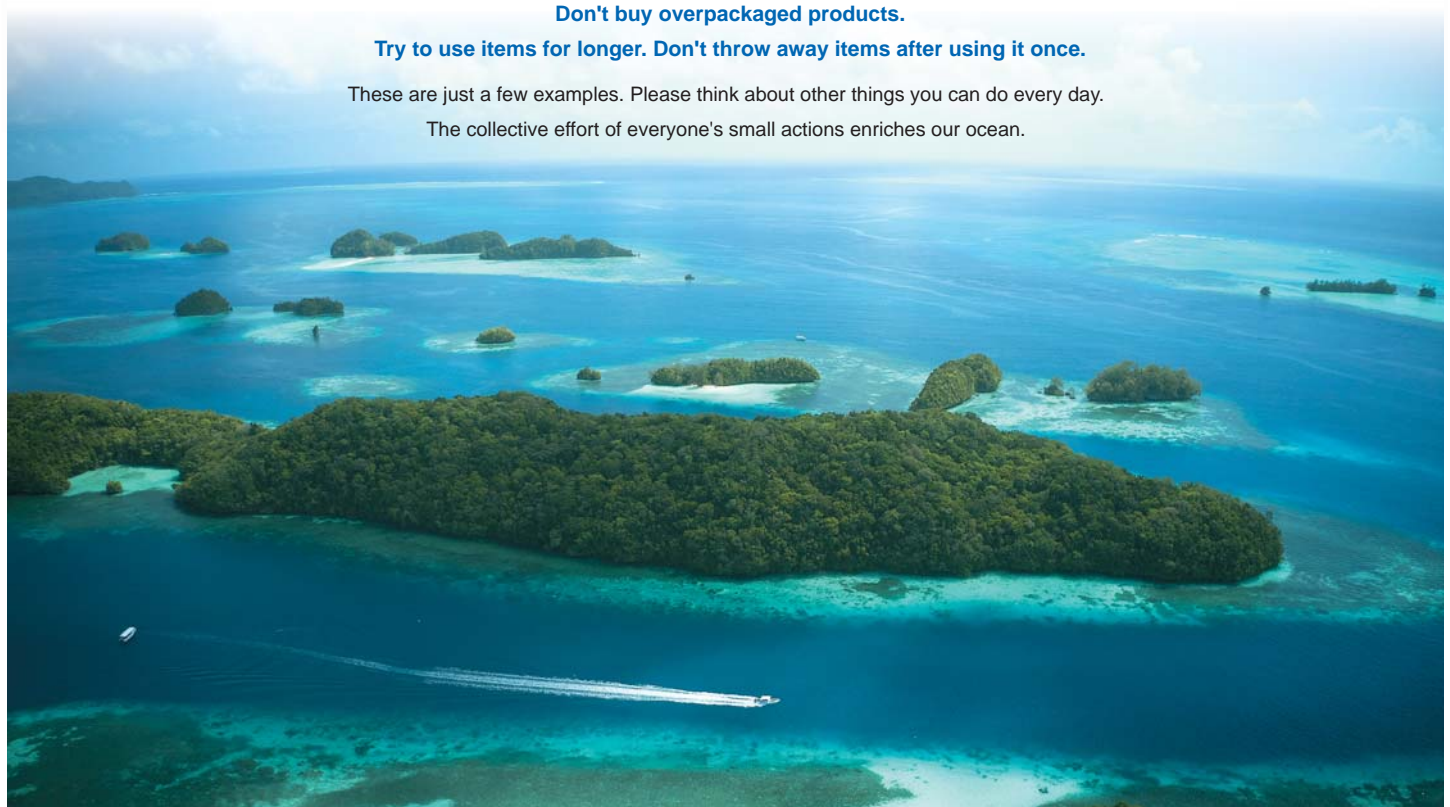
I can see hope in a dire situation. During the last two days, we entered Palau's marine reserves, most of the debris were branches and nuts coming from the island. I felt that Paluans held a strong belief to protect the beautiful ocean. The result of this belief is evident and reflected in the surrounding ocean.

We need to take steps in our daily lives so that we can stop contributing to ocean pollution any further.

- Bring a bag for shopping.**
- Bring a reusable bottle.**
- Don't buy overpackaged products.**

Try to use items for longer. Don't throw away items after using it once.

These are just a few examples. Please think about other things you can do every day. The collective effort of everyone's small actions enriches our ocean.



About the CL7 Digital Gauge

Introduction Hello everyone. In this Chantey, we'll introduce things you know about but may have not used yet.

What comes into mind when you think about a convenient thing for maneuvering a ship? There are many things, but this time, I would like to focus on the CL7 digital gauge and inform about the useful functions.

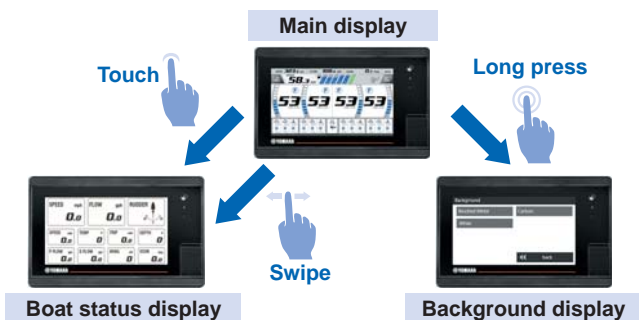


1 About the CL7

The CL7 is one of Yamaha's genuine digital gauges. It offers the operator a simple way to see and keep track of the engine status, boating status, warnings, and maintenance information in an easy-to-see display. The CL7 connects to the Yamaha's boat operating system "Command Link Plus," boat maneuvering control system "Helm Master," and point keeping function "Set Point." The CL7 combines multiple meters and monitors to greatly improve comfort and convenience.

2 How to operate

An intuitive touch screen interface is available on a 7-inch color LCD panel. The screen allows for effortless operation through a simple swipe, touch, or a long-press. On certain screens, the operator can zoom in and out using two fingers. There is also a function to prevent misoperations by locking the touch screen.



3 Frequently used features

The followings are examples of frequently used features by customers.

- Engine data display
- Map features
- Navigation features
- Fishfinder function
- Display item selection

The followings are examples of frequently used features by service staff members.

- Failure information check
- Maintenance reminder
- Trim offset
- Fuel remaining offset
- Software updates

4 Features to make the engine last longer

Yamaha strongly recommends customers to perform periodic inspections to prevent malfunctions and breakdowns in outboard motors and to maintain proper performance at all times.

100 hours of use is expected for a year. It is advised for outboard motors to have the first inspection after 20 hours of use or in 3 months. If the outboard motor sees use more than 100 hours, we recommend a periodic inspection every 100 hours or every year.

Periodic inspections can reduce the possibility of not noticing outboard motor malfunctions. As a result, the outboard motor lifespan will be extended.

The CL7 is equipped with a system that displays a notification every 100 hours so the customer can remember to perform regular maintenance.

When the notifications are displayed, the owner or user should carry out inspections by themselves, and also get inspections by Yamaha dealers.

Periodical inspections	First time	From the second time
	20 hours or 3 months	100 hours or 1 year

Pop-up warning screen



The operator can also customize how often notifications appear. It can be set from 50, 100, 300, 400, 500, or 1000 hours of use. The operator can inspect the outboard motor and other equipment at a suitable time by utilizing this feature.

Maintenance time selection screen



I must reiterate the importance of using the maintenance reminder function. It can prevent missing regular inspections, which are essential for extending the motor lifespan. I hope this article has highlighted the value and merits of conducting inspections regularly.

Conclusion What do you think about the CL7? I introduced only some of the features this time.

We will keep you posted on beneficial information, so please look forward to the next Chantey.



JAMAICA

Service Training in Jamaica

Mr. Brandon Samms of Jamaica Yamaja Engines Ltd.

In November 2019, we at Yamaja Engines Ltd. (YEL) conducted Outboard Motor training exercises with the help of Yamaha Motor Co., Ltd. (YMC.) These exercises focused on the commercial sector, specifically with the Jamaica Defence Force Coast Guard (JDF,) Jamaica Constabulary Force Marine Police (JCF) and Sandals Resorts International (SRI.) These three entities represent a significant portion of this sector and have invested in their own workshops, tools and technicians for their respective fleets.

One of the biggest problems for technicians in Jamaica outside of YEL is how to properly diagnose and repair lower unit problems. Many commercial operators have issues when operating in shallow waters, which creates unfortunate situations where lower units are damaged and need repair more often than operators with less grueling conditions. YEL has trained operators and technicians in the past on how to spot small problems before they become larger ones, however it was determined that with the help of YMC, we could do more for our market.

Our Technical Service Advisor, Mr. Philippe Veronesi from YMC came to Jamaica with this specific task in mind and assisted Mr. Peter McGhie, our Master Technician in these efforts. Our activities were split into two categories: two (2) days in Kingston with the JDF and JCF then two (2) days in Montego Bay with SRI. This way, we could focus on the specific engines that the government had in Kingston and the ones our biggest tourism operator uses in Montego Bay.

During our time in Kingston, we had 10 participants from both the JDF and JCF who focused on V6 lower units, while also learning about the benefits of the new commercial F300D motor. We were lucky enough to be visited by the Ambassador from Japan, His Excellency Hiromasa Yamazaki. He was pleased with our activities and we spoke about the strong relationship between

the Jamaican government, private enterprise, and Japanese companies. He was happy to hear about this relationship and promised to ensure this continues into the future. While conducting training in Montego Bay, we trained 8 participants from SRI on their most used model, the F115B. During this time, we focused on lower units overhaul and preventive maintenance.

Both training exercises focused not only on technical information, but also the advantages and benefits of using Yamaha genuine parts and Yamalube for longer life of engine parts. Our team was well received and we were satisfied with the results of participants.

Overall, we received many praises from all participants and decision-makers from all three organizations and made significant strides to help these service departments ensure that they are able to properly repair Yamaha Outboard Motors. We are currently making plans to expand this kind of workshop to include more stakeholders in the industry and move onto other topics such as electrical troubleshooting in the future.



New Crew Members on Board

Introduction of New Staff Members for Each Region

We will introduce the new marketing staff members of the Marine 1st Marketing Division.



Hiroto Enomoto

Responsible region: Southeast Asia (Malaysia, Singapore, and Brunei)

From: Nagasaki

Favorite marine activities

Surfing and fishing. I like the feeling of time slowing down in the moment.

About my career and best memories

Participating in an auto exhibition and strengthening cooperation between dealers are my best memories. In 2016, I worked in the Kansai (Western) Regional Sales Department. My mission was to attract new customers by exposing WaveRunners before the high season. I worked alongside dealers to plan and organize an exhibition in the Osaka Auto Messe. The result not only yielded more customers but the dealers who were once business rivals had the opportunity to communicate and work with each other, in turn increasing the dealers' motivation.

I have been to Southeast Asia for surfing, so I'm familiar with the market. The Southeast Asian market is expanding. I would like to further grow a deeper understanding of the market and the customers there so that I can contribute to stimulating this market.

A little bit more about myself

I have played soccer as one of the starters for 12 years since I was in elementary school. Nevertheless, I am a slow runner. I also have big feet. I want to keep absorbing a wide range of knowledge, move forward step by step, and leave my big footprint on my work.



Chie Aito

Responsible region: Canada From: Tokyo

Favorite marine activities

Fishing. I like relaxing and cruising on the pontoon boat.

About my career and best memories

For two years since joining the company in 2017, I was working at the Yokohama Office, coordinating a variety of services, such as handling Eastern Japan Sea-Style and boat licensing. In the Service Coordinating Department, I engaged in various tasks directly with customers. For example, I planned an event so customers can obtain a boat license, which will open the door to the marine world for them. I also organized Sea-Style events to introduce customers to the fun they can experience in the sea. The most unforgettable memories are seeing my customers get a boat license and then joining Sea-Style, also enjoying the events I organized.

I expressed to the customers the excitement I felt during my first boating experience. It sparked an interest in people who had no prior desire for marine leisure activities and led them to uncover the pleasures of the ocean, even sharing it with their friends and families. It was really rewarding.

From this year, I will be in charge of a new business project, and I am excited about the different environment and work. Every day, I will work hard, keeping in mind of my responsibility and learn as much as possible of the products and the new market.

A little bit more about myself

I'm into fishing and golfing. I ride a YAMAHA SRV250 motorcycle. People say they are old men's hobbies, but I enjoy these things every day.



Yasuhiro Mita

Responsible region: United States (Responsible for WaveRunners and Sport Boats)

From: Saitama

Favorite marine activities

I like boat fishing.

I get excited when confronting a big fish in the wide-open ocean, so it is my favorite marine activity.

About my career and best memories

At the West Japan Sales Office, I worked in direct boat sales for two and a half years and then took part in the domestic wholesale sales for a year and a half. It was memorable to be a part of the B2C market in direct boat sales. I was able to participate with boat owners and see how they enjoyed marine activities. I had the feeling of accomplishment when I sold a boat. Also, most of the boat owners are companies' CEOs, and I was inspired by them while discussing riggings, fishing, and other things.

I was in charge of WaveRunners and Sport Boats when I was working in wholesales in the Kansai region, but I think the US is the main market for these products and it's an exciting market with a completely different sales volume. I understand the US market is big and important, so I will do my best to learn this market.

A little bit more about myself

I played soccer from elementary school to high school, and I still play futsal once a week. When I was a college student, I studied in the Philippines and the UK. I like traveling to new places in both Japan and abroad.



Teruyoshi Fukuoka

Responsible region: Middle East

From: Akita

Favorite marine activities

I enjoy cruising to islands and experiencing a little adventure.

About my career and best memories

I joined Yamaha in 2015, and worked as a pleasure boat salesperson for four years in Yokohama. I remembered that a customer said, "I'll buy the next boat from you," and he actually bought one. The opportunity to build many good relationships with owners is one of my best memories. It will be my first experience to work in overseas sales, so I'm a little worried, but I'm looking forward to being involved with everyone in the market. I will try my best to contribute to the development of the marine business in the Middle East by utilizing my experience in Japan.

A little bit more about myself

I like the outdoors. I like mountains and rivers as well as the ocean.



Midori Takahashi

Responsible region: East Asia (China, Hong Kong, Korea, and Taiwan)

From: Yokohama

Favorite marine activities

WaveRunner touring. I recently used SeaStyle to have fun at Lake Inawashiro.

About my career and best memories

For three years, I sold large cruisers in Yokohama. After that, I was in charge of area marketing in Tohoku (Northeast region) for two years. In Tohoku, I was involved in the launch of the W-43AF (Yamaha's largest Japanese ship.) I fondly remember frequently visiting the local fishermen together with dealers and listening to their opinions.

I will do my best and bring both my pleasure and commercial marketing experiences to support everyone as much as possible. Let's rev Yamaha fans' hearts together.

A little bit more about myself

I love Yamaha. I ride MT-09 and YZ125X in my free time.