

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

Chantey Special

 Marketing Division, Marketing Section, Marine Business Operations

Launch of New Outboard Motors and Upgraded Helm Master™ EX, Starting from the North American Market in 2023

Yamaha released new models for 2023, including the F450A, which sports the largest horsepower in the lineup. It is accompanied by the 2.8L/2.7L models available in the 200/175/150 HP with a redesigned exterior, integrated steering, and new features for the Helm Master™ EX. The product will be available in other areas after the initial launch in the North American market.

*Please contact a YMC sales representative for the release dates.



F450A/F400A

The new F450A/F400A is designed based on the 5.6-liter V8 displacement engine taken from the F425A, launched in 2018, which has been well received by the market. The F450A/F400A delivers exceptional power and torque.

For convenience and comfort, F450A/F400A also features a new charging system with excellent power-supplying capability and a new exclusive tilt mechanism, TotalTilt™.



F450A



F400A

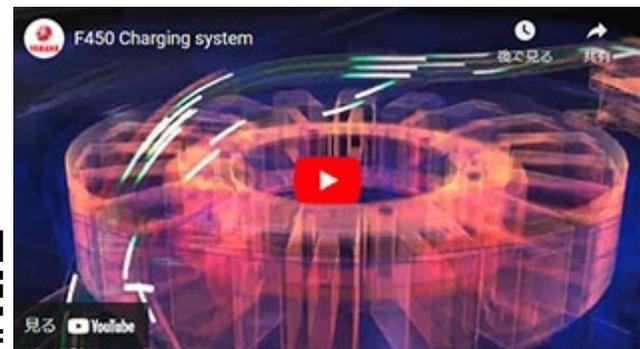


Superior Power and Torque

The F450A/F400A exerts tremendous torque and power from its 5.6 liters of V8 displacement, enabling it to maneuver larger boats with a single-engine setup to a quint-powered boat across the water.

Significant Improvements in Power Generation

Using Phase Angle Control (PAC) componentry to create a super-strong magnetic field, F450A/F400A produce up to 96 net amps per engine in neutral - plenty of power for today's popular, high-demand devices such as gyro stabilizers, air conditioning and sound systems. The PAC charging system on the new F450A is so powerful, it can even eliminate the need for an on-board generator. The system also prioritizes charging to the starting batteries, keeping them charged and ready for action at all times.



<https://youtu.be/7Am07ZCkSW8>

Easier Operation for Tilting

F450A/F400A come equipped with Yamaha's exclusive TotalTilt™ feature for faster, easier engine tilting. When enabled, it allows complete tilt up from any position with a simple double-push of the "UP" trim/tilt button, or full tilt down (until trim ram contact) by the same double push of the "DOWN" trim/tilt button. A warning horn sounds just before and during these operations. Movement and the horn can be stopped anywhere in between by pressing the tilt button again.



<https://youtu.be/bazu8m01xN8>

Elegant, Sleek, Compact Design

New raised chrome graphics on the sides, a re-styled panel in back, a new flush-mounted manual flush connection up front and hidden external wiring near the bracket add to the premium look of this powerful outboard.

New Propeller Options

New XTO EC™ propellers are now available for applications where propeller ventilation may be an issue due to the power and torque of F450/F400 outboards. Yamaha also adds a 27-inch pitch to its XTO OS™ line of propellers for lighter weight XTO applications that have the available wide-open throttle rpm to potentially drive more top speed.



<https://youtu.be/KnuQUXVtYpc>

Propeller Light (optional)

Optional for boats featuring the F450A/F400A with Helm Master™ EX Full Maneuverability, there is an available Integrated Propeller Light. The light mounts directly in the rear apron of the outboards rather than requiring independent lights on the transom. These clearly indicate the boat is actively in Set point mode to anyone approaching from stern.

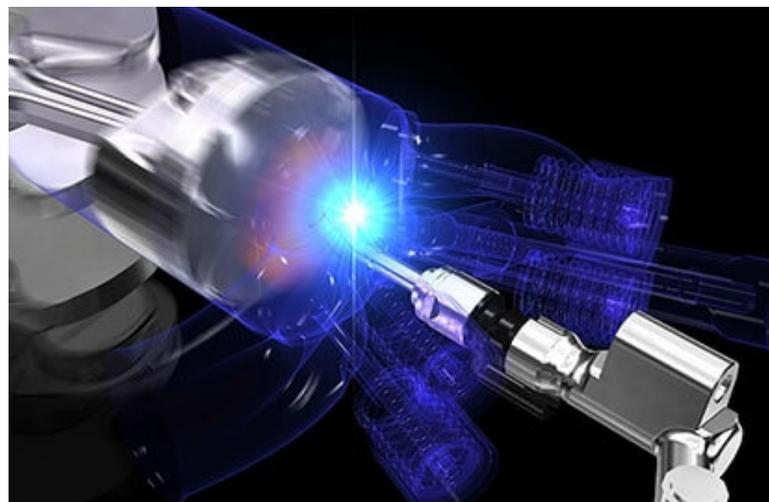


<https://youtu.be/W62-nCMxrqc>

The F450A/F400A Inherit the F425A Technology Which Has the Highest Horsepower to Date

Integrated electric steering that provides smooth and quick responsive steering operation.

F450A/F400A have adopted new technology and inherited the reliability and durability of F425A. It features the direct fuel injection that precisely sprays fuel directly into each combustion chamber, high-strength gear cases, brackets, and camshafts for high-load operation, sleeveless cylinders formed by plasma spraying technology, and iridium spark plugs.



F200N/F175D/F150H、F200P/F175F/F150J、F200Q/F175G/F150L

Known for impeccable performance and unparalleled reliability, Yamaha's esteemed 2.8L F200/ F175/ F150 and 2.7L F150 outboard motors now feature a newly designed look and integrated steering; a level up in smart control options with the advent of integrated Electro-Hydraulic Steering system for the 2.8L Digital Electronic Steering (DES) model and integrated Hydraulic Steering system for other 2.8L and 2.7L model. Available in Yamaha's traditional gray (Yamaha Gray) and Pearl White, the modernized 2.8L and 2.7L outboard motors bring new delight to boating.



F200N



F200Q



	F200N / FL200N F175D / FL175D F150H / FL150H	F200P / FL200P F175F / FL175F F150J / FL150J	F200Q / FL200Q F175G	F150L / FL150L
Color	Yamaha Gray, Pearl White	Yamaha Gray	Yamaha Gray, Pearl White (Except F175G)	Yamaha Gray, Pearl White
Displacement	2785 cm3	2785 cm3	2785 cm3	2670 cm3
Control system	Digital Electronic Control (DEC)	Digital Electronic Control (DEC)	Mechanical	Mechanical
Steering system	Integrated Electro-Hydraulic Steering system (DES)	Integrated Hydraulic Steering system	Integrated Hydraulic Steering system	Integrated Hydraulic Steering system
Function				
TotalTilt™	●	●	—	—
Adapter interface with tilt limit	—	—	●	●
Rigging				
Helm Master™ EX	●	●*1	—	—
Propeller light (option)	●	—	—	—
Tie bar kit (option)	—	— / ●	— / ●	— / ●
Digital Electronic Control (DEC)	●	●	—	—
Mechanical remote control box	—	—	●	●
Electro helm unit	●	—	—	—
Hydraulic helm and lines *2	—	●	●	●
Hydraulic steering fluid	Shell Tellus-S2V15	Helm-maker recommended fluids *3	Helm-maker recommended fluids *3	Helm-maker recommended fluids *3

*1: Level 1 only. Upgrade is not possible.

*2: Helm and hydraulic lines from helm to outboard motor purchased separately.

*3: Equivalent to ISO VG15 if not specified.

Integrated Electro-Hydraulic Steering System (DES) for F200N/F175D/F150H

This plug and play system uses less rigging component real estate. The electric helm employs steer-by-wire technology to engage the low profile, under cowling Steering Control unit and to control the hydraulic pump that's tucked neatly into the bracket, outside of the boat.

The compact construction of integrated Electro-Hydraulic Steering system also provides more bilge, splash well, and transom space than conventional steering systems.



<https://youtu.be/TzYpS2y-ncc>

Integrated Hydraulic Steering System for F200P/F175F/F150J, F200Q/ F175G/F150L

Featuring the same new streamlined look as the Electro-Hydraulic Steering models, these outboard motors combined a conventional hydraulic helm and lines(*1) with an integrated hydraulic cylinder. Simple in design yet offering all the space-saving, premium benefits of integrated steering, they offer a fresh look and smooth, precise non-powered control. Available for single and twin outboard motor applications(*2).

*1: Helm and hydraulic lines from helm to outboard motor purchased separately.

*2: A tie bar is required for twin applications.

TotalTilt™ Function for F200N/F175D/F150H, F200P/F175F/F150J

Same as F450A/F400A, these new models are equipped with Yamaha's exclusive TotalTilt™ feature for faster, easier engine tilting.



Completely New Shape of Cowling

The styling of the new generation is a bold expression that expresses power and thrust with absolute elegance. The surface lines and style lines are imbued with a sense of unity that expresses elegance.



<https://youtu.be/tMwgTPy3A0c>

Helm Master™ EX

In 2020, Yamaha introduced Helm Master™ EX as the new integrated boat control platform. It consists of four primary levels – Digital Electronic Control (DEC), Digital Electric Steering (DES), Autopilot and Joystick with SetPoint™ with each level offering a suite of benefit to boat builders, dealers and consumers.

In 2023, Helm Master™ EX now includes an improved, space-saving Digital Electronic Control (DEC) design with increased functionality and new trim option, the availability of integrated bow thruster control, and increased joystick functionality with new trim and lighting options.



New Digital Electronic Binnacle

Now equipped with integral Power and an All Start/Stop directly on the unit, this binnacle eliminates the need for separate Power and All Start/Stop switches on the console for both main and second stations.*3) To further enrich the boater experience, customers can also choose between optional black trim or traditional chrome trim to customize the binnacle to taste*4).



*3)For individual engine starting, a separate start/stop panel must be installed (though it need not be on the console). New binnacle can be installed without the removal of original All Start/Stop Switch, however new binnacle installation with All Start/Stop switch requires installation of additional harnesses for main and second stations. Second station Power button on new binnacle will not be functional if original All Start/Stop button remains installed on second station.

*4)Optional black trim must be purchased as trim pieces for remote control main body and either single or multi-levers.

Joystick with Optional Trim and New LED Lighting Color Options

Customize the look of the console with new joystick trim and LED light color options. Now available with the same optional black trim as the new binnacle, the new joystick can match a console fitted for the sleek, black look. Boaters can further tailor their joystick LED lighting with nine new color options including: Blue, Sky, Mint, Green, Yellow, Red, Sakura (which means “Cherry Blossom” in Japanese), Purple or White through a simple adjustment in the CL5 or MFDI-equipped MFD.



- Blue (Default)
- Sky
- Mint
- Green
- Yellow
- Red
- Sakura
- Purple
- White

For more information, please visit our website.

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

The release dates for the available models will differ depending on the region.

Please contact a YMC sales representative for the release dates.

Different Effects of Electric Corrosion between 2-stroke and 4-stroke Engines

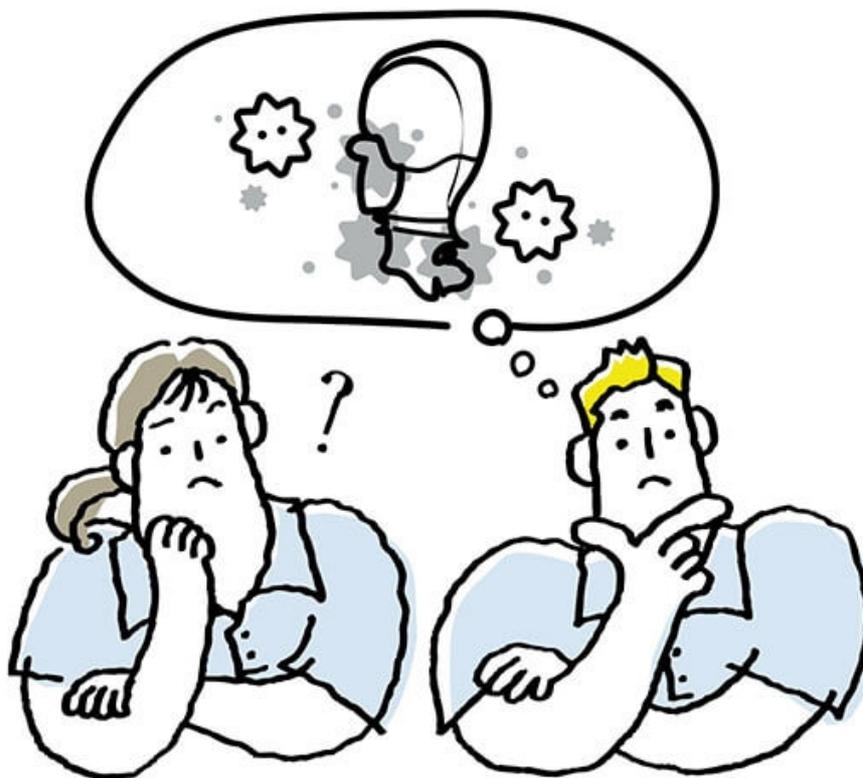
This is the third publication in the series on electric corrosion. We will explain the different effects on 2-stroke and 4-stroke engines.

"4-stroke outboard motors are more prone to electric corrosion than 2-stroke outboard motors."

The above statement is commonly expressed by customers who have replaced their 2-stroke outboard motors with 4-stroke outboard motors.

Customers experiencing salt clogging and whitening may misclassify it as an electric corrosion problem however, customers are correct in feeling electric corrosion occurs more in 4-stroke outboard motors.

Why is this the case? Let's examine the difference between 2-stroke and 4-stroke engines step by step to find out.



The difference between a 2-stroke and a 4-stroke engine

Electric corrosion has different effects (listed below) depending on whether it's a 2-stroke or a 4-stroke engine.

- In a 2-stroke engine, oil burns during the combustion process.
 - >The burned oil substance is contained in the exhaust gas.
 - >A layer of carbon and oil is formed inside the exhaust passages.

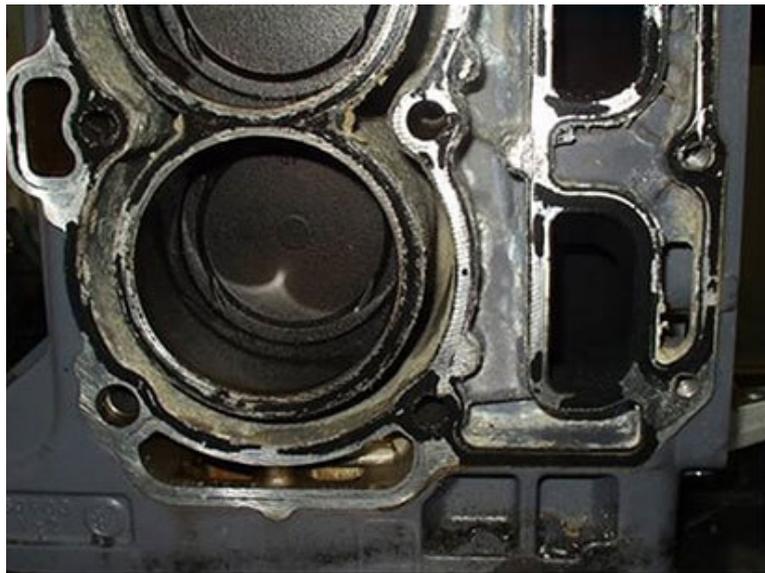
Then, what is the relationship between the two factors that cause or facilitate electric corrosion?

- The exhaust passage of 2-stroke engines has a carbon layer.
 - >Prevent the coolant from directly contacting parts in the exhaust passage after it cools the engine.
 - >The effect is the same as an anti-corrosion coating on metal surfaces.

In short, we can conclude that 4-stroke outboard motors tend to generate more electrical corrosion than 2-stroke outboard motors. In theory, the occurrence of electric corrosion in 4-stroke engines is connected to its mechanism therefore, electric corrosion cannot be reduced to the same level as the 2-stroke engines.

How to slow down the generation and progression of electrical corrosion on 4-stroke outboard motors

In order to reduce damages caused by electric corrosion, Yamaha has added resistant measures to its 4-stroke outboard motors, such as increasing the number of anodes and applying special plating to the exhaust system components. For this to fully function, it is important to maintain the anodes well, as explained in the previous publication. Additionally, cleaning the coolant passages with a "flushing device" has proven to be effective in preventing corrosion.



Flushing performed (approximately 500 hours of usage)



Flushing not performed (approximately 500 hours of usage)

The pictures above compare the condition of the cooling water passages where flushing was performed against one without flushing, and a clear difference can be seen. The difference between the presence or absence of corrosion can be observed around 1,000 hours of continuous use. As the pictures demonstrate, routinely flushing the cooling water passage is vital in preventing corrosion.

Then what should we do for the outboard motors stored in the in-water boat storage that cannot be flushed on a daily basis? Yamaha requires replacing the anodes in the cooling water passage after every 1,000 hours of use. The replacement process involves removing and installing the cylinder head, so please inspect and clean the engine at the same time.

Always be mindful and actively take preventative action before it becomes a problem. This concludes the third publication on the series of corrosion. The next issue will explain electric corrosion caused by misconnected wires.



Author: Javier Jose Wills Isaza, Sales director, Eduardoño S.A.S

New Service Workshop OPEN

Eduardoño, an agile, simple, efficient and customer-focused company, committed to excellence in service and to the generation of progress and development for Colombia, advances in the construction of a new Service Workshop.

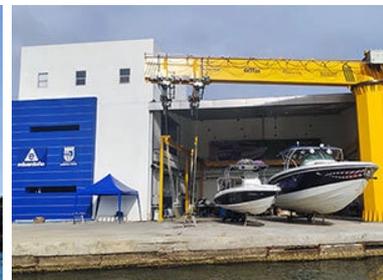


It is a strategic project aimed at consolidating its leadership and strengthening the satisfaction, trust and loyalty of its customers, captivating their emotions (KANDO) and creating long term relationships with customers.

The new Eduardoño Service Workshop, located in the city of Cartagena where is famous for its colonial buildings and beautiful ocean, in an area of around 800 m2 with access to the sea, has advanced technology and is characterized by innovation and sustainability.

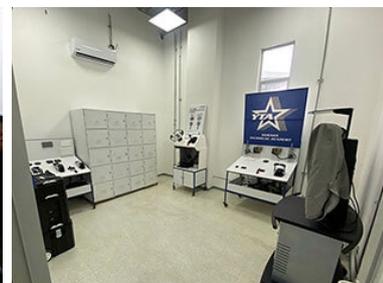
The facility is equipped with specially designed 20 ton boat lift that is first of its kind in the Colombian market and with safety measures such as low speed driving, emergency stop switch. Workshop is well designed with consideration for environmental protection for example grease trap and anti-spill pallets to minimize the risk of environmental impact. All such equipment is aiming at fulfilling both provision of a high quality service and cooperate social responsibility.

Boat lift



In the training center, training in basic concepts, consultancies, theoretical training and the YTA (Yamaha Technical Academy) program are carried out for dealer mechanics and private mechanics across the country at its Bronze and Silver levels based on yearly training plan.

Training center



And in the work area, practical training, installations, activations, maintenance and technical support are carried out.

YTA program





Indonesia Market Rise Stronger in 2022 with “Yamalube Bikin Geger”

The pandemic changed the global economic situation in all industries and sectors, including the marine industry. Under these circumstances, PT Karya Bahari Abadi also known as KBA Yamaha Marine tried to overcome the difficulties by promoting a customer campaign, “Yamalube Bikin Geger.”

In the “Yamalube Bikin Geger” campaign, we were able to recommend Yamalube for their Yamaha outboard engines directly to customers. With this campaign, KBA Yamaha Marine wants to stimulate the Indonesian market and help to maintain their outboard motor condition with the best products from Yamaha. Another goal of this campaign is to promote reliability and trust in Yamalube among Yamaha marine users.



On April 1st, 2022, “Yamalube Bikin Geger” was conducted at Indonesia International Motor Show 2022, and it created waves all across Indonesia. This campaign offered a lucky draw program for all Yamalube customers, including 2-strokes and 4-strokes. For every 2 liters of Yamalube purchases, the customer will get 1 lucky draw coupon that can be used in every KBA Yamaha Marine network, including its HQ, branches, dealers, PADs, workshops, and many more.



“Yamalube Bikin Geger” has a lot of prizes, starting from shopping vouchers, Yamalube oil boxes, smartphones, smart TVs, Garmin FF650GPS, and the grand prize is the Yamaha NMAX Motorcycles!

After 9 months the last “Yamalube Bikin Geger” was announced to the public. The final event was the lucky draw which was held in 3 different areas and 3 different cities around Indonesia. For West Indonesia, the event was held in Batam, Riau Island, and for Central Indonesia, the event was held in Denpasar, Bali. And the last event for East Indonesia was held in Sorong, Southwest Papua.



All submitted coupons are collected at KBA Yamaha Marine HQ in Jakarta and distributed to the main event city for the winners drawing. The total number of eligible coupons all across Indonesia was 145,777 coupons.

We are confident that our customers, especially outboard motor users, received good services and products through this campaign. This campaign also increased the trust and satisfaction level of all customers across Indonesia to KBA Yamaha Marine.

Meet the Yamaha Family



Roberto L. Novelo, General, Sales and Service Manager
Marelco Ltd.

BELIZE, Land of Golden Beaches and Clear Blue Skies

Belize is located in the heart of Central America, bordered by Mexico on the north, The Caribbean Sea on the east, Guatemala on the west and south, and it also shares a water border with Honduras in the southeast. Belize is a tropical paradise comprised of 8,867 square miles and a population of approximately 390,000 people. Belize is home to the world's second largest barrier reef which is a UNESCO World Heritage Site.

Belize is also comprised of diverse cultures, and the marine industry has played a vital role in the economy of Belize providing for the fishing industry, commercial fishing and the tourism industry. Marelco Ltd. is the distributor of Yamaha in Belize since 2004. Marelco Ltd. has been in existence since 1966 when Marelco Ltd. was known as The Vogue Ltd., which was then operated by Mr. Edgar Gegg. Marelco Ltd. is currently owned and operated by the predecessor's son Mr. Peter Gegg and his kids as third generation representatives.



With the introduction of Mr. Roberto L. Novelo as General Manager in 2018, Marelco Ltd.'s organization chart was upgraded to see Mr. Gegg as Managing Director and Mr. Novelo as General Manager. Facebook, websites and news recognition have been maximized to have our products readily available in the market. Yearly activities include service campaigns, promotional sales, customer appreciation days, boat captain training, Go Beyond Caravan etc. These activities form part of the yearly activities plan.

As a business oriented organization, we have also been working hand in hand with the Fishing Cooperatives as a means of giving back to our community. Internally, our spare parts department has seen tremendous transformations and the changes continue. We are grateful to YDLA for their tremendous support in enhancing customer satisfaction, better management of stock and reinforcing 3S.



Due to the Covid Pandemic, market visits were very limited however we took advantage of the small group congregations authorized by the Government of Belize to do one on one training sessions for our network. Because of our seriousness and commitment to our YAMAHA customers and industry, we believe we have the best marine after sales and service network in Belize. Training done during the pandemic and ongoing training have allowed us to place mechanics at every corner of the country. Our mechanic network is currently comprised of 11 certified mechanics strategically located in our most active marine areas. OMDO and its support staff played a major role in preparing the trainer and the training materials for the training. We are also grateful for their personal support during the service campaign held in the island of San Pedro, Belize.



Marelco Ltd. keeps growing the business and now has over 60% of the marine outboard market in Belize. With additional training as we required, we would like to further expand our product line in the coming years.

Discover the World of Yamaha Marine



Grant Binskin, Head of Marketing Marine Division
Yamaha Motor Australia

JetFish

The popularity of fishing from personal watercraft has grown at an extremely fast pace over the last ten years in Australia and New Zealand. Easy access to coastal waterways, and excellent fishing conditions within 50 km of launching, make the coastal market in both countries perfect for this sport. Popularity is particularly evident in New Zealand, where it's estimated that 70% of personal watercraft leave the showroom with fishing accessories.



Yamaha Motor Australia and New Zealand have been proactive in this space for over 15 years, working with third-party accessory companies through the Yamaha dealership network to support the requirements of local customers. The JetFish brand was created in Australia during this time to create an identity and community for Yamaha WaveRunner owners who customized their own personal watercraft for fishing.



In 2021, Yamaha incorporated the "JetFish" brand into Yamaha's official branding, and a new range of genuine fishing accessories was introduced to the market. The range includes an extended deck platform, fishing rack, rod holders and cooler. To further support the brand in Australia, a select few WaveRunner dealerships have been chosen to become official "JetFish" dealerships, stocking a range of JetFish packaged craft as well as a range of specially selected fishing tackle.

When fitted with official JetFish accessories, Yamaha WaveRunners become very capable fishing machines, in addition to being extremely exciting to ride. Matched with the convenience of easy launching and retrieving and quick washdown, JetFish packaged WaveRunners are an excellent way to incorporate fishing into a busy modern lifestyle.



Exploring Boat Shows Around the World

With the onset of the Corona pandemic, it was commonplace for boat shows to be canceled. Now, boat shows have once again regained their former liveliness seen before the pandemic. This article will cover this year's boat shows in Dusseldorf, Miami, and Yokohama.



Dusseldorf Boat Show

Location : Dusseldorf, Germany

Date : January 21-29, 2023

Small to large outboard motors were displayed at Yamaha's booth to showcase the wide range of product lineups. The new F450 and F150-F200 were displayed for the first time before the official release date of September this year. Alongside the outboard motors, Helm Master™ EX and other related equipment were displayed to promote products with high-added value as a system supplier. Competitors are focusing on high-horsepower outboard motors every year. The display of electric propulsion and smart technology are also on the rise.



The Dusseldorf boat show was held for the first time since January 2020, and the visitor turnout was not a disappointment, amounting to the same as seen before COVID-19. Yamaha featured its new F200 and F450 models to promote new products. At the same time, closely connected boat builders promoted their new models equipped with Yamaha high horsepower outboard motors at their booths, giving the impression of strong sales of Yamaha high horsepower models. In addition, the number of electric boats at the boat show has increased, establishing a stronger market presence than pre-COVID. Individual propulsion units were also exhibited by major brands and several start-up companies in the boat show, where social and technological innovations were clearly visible.



Outboard motors



Boat builder booths



Boat builder booths

Boat Control System

Miami International Boat Show

Location : State of Florida, U.S.A.

Date : February 15-19, 2023

The lineups of outboard motors and WaveRunners were displayed in the Yamaha booth, mainly introducing the new F450 and F150-F200. The F450 was unveiled for the first time as the flagship model, and it was displayed not only in the booth but also by affiliated boat builders who mounted it onto their boats. Many test-drive boats were prepared, and visitors were able to experience the product features of the F450 and Helm Master™ EX. Yamaha displayed propellers and related equipment such as Helm Master™ EX, WaveRunners, and Sport Boats alongside the outboard motors. Yamaha drew customers in with all of its capabilities, garnering high customer reviews.



The US market has been recovering from the Corona pandemic. This year's Miami boat show returned to its pre-Corona scale, with over 600 outboard motor boats and around 1,300 outboard motors on display. The trend toward larger boats and multiple outboard motors has continued to increase steadily in the US market. We are working hard to keep up with this trend by introducing new products. Yamaha is focusing on the CASE strategy. Many companies displayed a wide range of products introduced in the CASE strategy. Yamaha expects strong growth in this area of the marine industry. In particular, the number of electric-related products has increased since last year, and we feel this will become one of the future shifts in the marine industry.

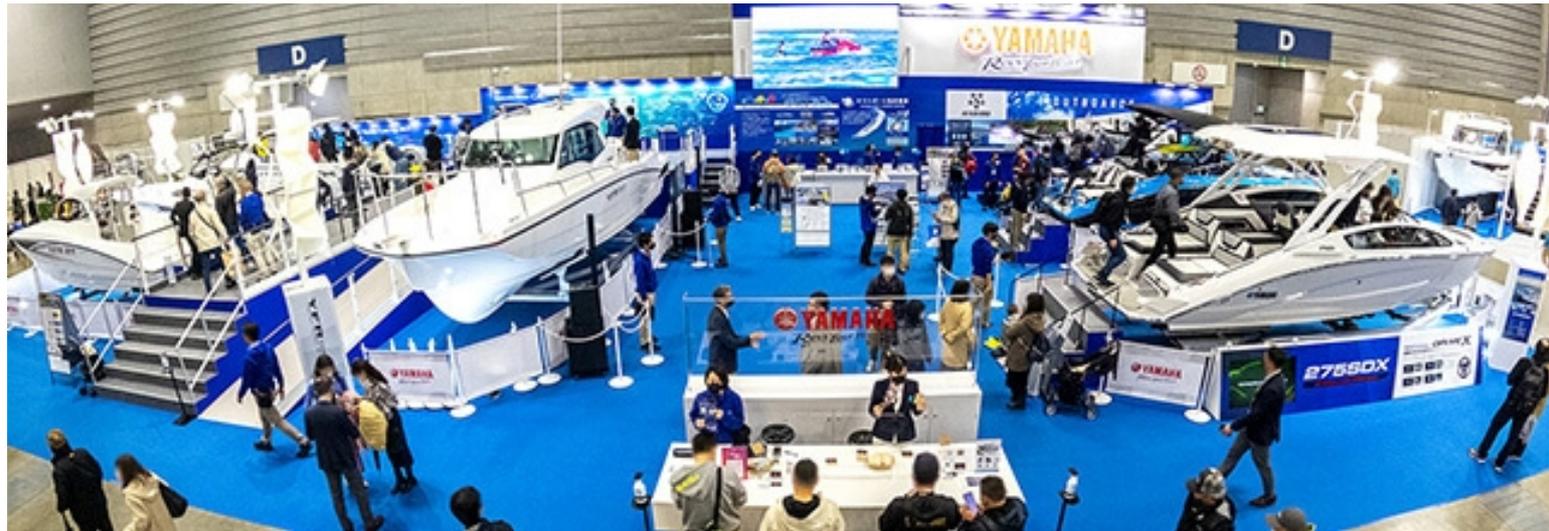


Japan International Boat Show

Location : Yokohama, Japan

Date : March 23-26, 2023

The concept of the boat show is "not only to display products but to showcase the most advance technology while introducing a variety of marine leisure activities." Yamaha promoted itself as a manufacturer of all marine products with a wide range of exhibits demonstrating cutting-edge marine technology, displaying products (boats, outboard motors, and PWCs), introducing SeaStyle (a marine membership club), and giving information on boat licenses opening the gate to an exhilarating time on the water. A place for children called the "Kids Village" was set up to welcome and create enjoyment for the visitors with workshops, encouraging active participation and providing hands-on experience. Various talk shows were also held for entertainment.



With the lessening of corona restrictions in Japan, people were once again permitted to move freely, translating into more visitors than the previous year despite the unpleasant weather. Overall, this resulted in the success of the event every day. This year's centerpiece at the Yamaha booth was a concept boat mounted with the F450A. It attracted a great deal of attention from the fishing community, and they are eagerly anticipating its release. Advanced technologies such as the HARMO electric propulsion and DRiVE X were well received, and we acknowledge the customers' expectations for future product development.



Boats



Boats



HARMO

Outboard motors

Helm Master™ EX



WaveRunners

Beautiful Oceans Forever



Takahiro Kato, Marine Business Strategy Group

Yamaha supports the Coral Conservation Project, “Team Chura Sango,” which plants coral

“Team Chura Sango,” which means “Team Beautiful Coral” in the Okinawan language, was formed in 2004 by a group of companies from Okinawa and other prefectures. Their aim is to spread the “spirit of caring for the beautiful ocean” to as many people as possible through a coral planting program based in Onna Village, Okinawa Prefecture, while holding educational events inside and outside Okinawa Prefecture.

By 2021, 3,961 people, including volunteers from the general public, were recorded to have participated in this program that succeeded in planting 16,106 coral seedlings.

In 2008, Yamaha started sponsoring the program, and every year, Yamaha has invited volunteers to visit Okinawa to participate in the program. With the advent of the Coronavirus pandemic, planting activities were suspended for two years however, on November 12th, the first planting after a three years hiatus was conducted. A total of 22 people, including employees, former employees, and their family members, volunteered.

The participants' concerted efforts of coral seedling cultivation and planting contributed to the preservation of the coral, bringing forth the spirit of caring for the Churaumi (meaning the beautiful ocean in the Okinawan language.)



Under the slogan “Beautiful Oceans Forever,” the Yamaha Marine Division is diligently working to preserve the marine environment and contribute to society, upholding the long-term vision of “towards a future with a greater ocean than the current one of today” for the marine business.

With these goals in mind, we will continue our coral planting activities.

