

- Chantey WEBSITE <https://global.yamaha-motor.com/business/outboards/chantey/>
- YAMAHA OUTBOARDS WEBSITE <https://global.yamaha-motor.com/business/outboards/>
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Chantey Special Part 1

 Service Division, Marine Business Operations, YMC

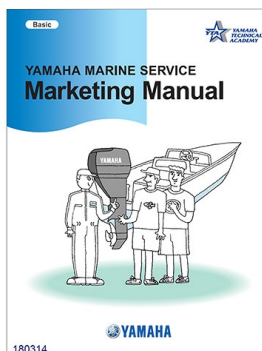
Yamaha Marine Service Way 2030

We are here to help!



As we advance our service activities worldwide toward 2030, we have established a global slogan to share and understand the vision of our marine service. The slogan was approved in the Global Service Manager Meeting held last September by all 51 participants from 28 countries.

We would like to introduce the vision of Yamaha Marine Service through Chantey.



The image to the left is a marketing manual published in 2006, almost 20 years ago. When YMC started YTA for marine service, YMC made the marketing manual providing the knowledge and guideline for marine service work. Even after 20 years, the manual's contents are still easy to understand, and the information is useful in our current daily work. A new 3-year business strategy started this year. YMC Marine Service is refocusing on what was written 20 years ago.



As shown in the image on the left, we have again highlighted "Kando Excellent Service" as the marine service philosophy that embodies Yamaha's corporate mission of being the "Kando creating company". We will give *Kando* to our customers through high-quality service, building strong trust with our products and services, and enhancing the value of YAMAHA. In the image, we would like to show our fundamental service value. We have been working to improve the service value. We have proposed a new 3-year strategy to achieve further growth.

At the GSMM (Global Service Manager Meeting at YMC) held last September, the "Yamaha Marine Service Way 2030" action guide was announced for the new 3-year strategy (2025-2027) of YMC Marine Service.

We are working under the fundamental policy that combines the previously mentioned "Kando Excellent Service" and "Global Service Vision 2030" to promote activities aimed at "providing services that exceed customer expectations".



Global Service Vision 2030 is shown on the right. The slogan "We are here to help!" has been used by YMUS Services for many years. We chose the same slogan to explain our attitude and actions.

Global Service Vision 2030	
Philosophy	To provide quality service that gives our customers "KANDO", earning their trust in our products and services, enhance our brand value and create Yamaha fans.
Mission	We listen to our customers and reflect their feedback in our services and products to create and deliver experiences that exceed their expectations.
Vision	Strengthen the brilliance of our tradition and establish a new era with enhanced service value through the fusion of global resources and digital technology.
Slogan	We are here to help!

Finally, Yamaha Marine Service will continue to develop customer-oriented services and aim to "strengthen the brilliance of tradition and create service innovation".

New Corporate Logo Design and Commemorative 70th Anniversary Logo

Yamaha Motor announced in the January 10, 2025 news release that it will be changing the design of its corporate logo for the first time in 27 years. This year marks the 70th anniversary of Yamaha Motor's founding in 1955. The new corporate logo was designed with digital applications in mind and uses a flat (2D) Tuning Fork Mark for greater conspicuity. Starting in January 2025, the Company will gradually begin transitioning over to the new design.

The new corporate logo data and the complete VI guidelines are scheduled to be officially released in June of this year. YMC sales representative will provide information to each distributor according to the official release. For use of new logo, please contact your YMC sales representative.

Yamaha Motor has also created a special logo to commemorate its 70th anniversary. Designed under the concept of "Everything Begins with a Challenge," the logo was based on the racing number plates used in the Company's first motorcycle race shortly after it was founded. The 70th anniversary logo will be used in various events, marketing tools, and corporate items throughout the year to publicize this milestone internally and externally.

Amidst the major changes occurring around the world, Yamaha Motor's business is also shifting from a focus on selling products to offering value through both products and services. As we adapt to these changes, Yamaha Motor will carry on the traditions and record of achievements we have written over the last 70 years and continue taking on new challenges under our new corporate banner.



New corporate logo design



70th anniversary Logo

News release announced on January 10, 2025

 <https://global.yamaha-motor.com/news/2025/0110/logo.html>

Yamaha Motor to Change Corporate Logo Design and Unveils Commemorative 70th Anniversary Logo - News releases | Yamaha Motor Co., Ltd.



PTT (Power Trim & Tilt)



Introduction

Hello everyone. In this issue of Chantey, I would like to introduce PTT. Reading this article will help further your understanding of the PTT's useful features for boat owners.

Basic Information on PTT

PTT (Power Trim & Tilt) is a hydraulic system that combines two mechanisms, trim and tilt, and consists of an electric motor, hydraulic pump, and hydraulic circuit. There are two cylinder types. The single-cylinder type utilizes one cylinder for the trim and tilt functions. The three-cylinder type controls the functions separately.

Cylinder type	Single-cylinder PTT	Three-cylinder PTT
Compatible outboard motor	Medium size	Large size
Image		

How to Use PTT

PTT is mainly used for two purposes. The first is to control the boat's posture. The outboard motor can be trimmed in at low speed or to plane the boat quickly. The PTT can be activated to trim out at high speeds, allowing the boat to glide more efficiently and go faster because the propulsive force lifts the hull out of the water and reduces water resistance.

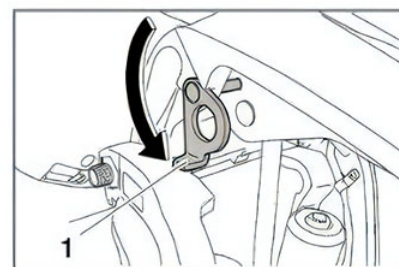
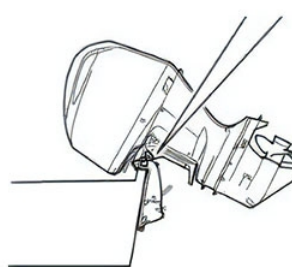
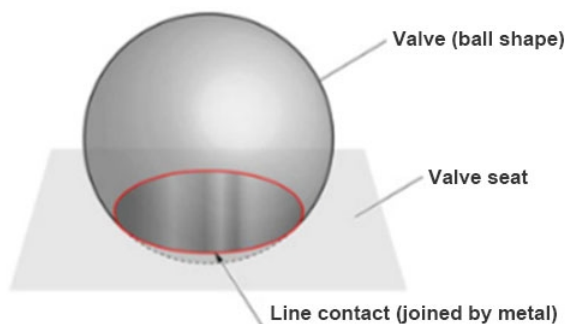


The second is to prevent corrosion of the outboard motor's lower unit. When moored and stored on the water, the outboard motor can be tilted up out of the water to prevent corrosion and attachment of marine organisms to the lower unit. If the PTT trim rod is left extended for a long period, the trim rod may be damaged by corrosion due to seawater or by collision with obstacles, so the trim rod should be retracted into the cylinder. Make sure that nothing is attached to the trim rod before storing it because the oil seal will be damaged if the trim rod is stored with marine organisms or other substances attached to it.

One-point Advice

Have you ever experienced an outboard motor that was tilted up and then unexpectedly went down? The PTT may be malfunctioning, but this alone does not determine if it is the exact cause. The PTT thermal valve prevents the pressure inside from rising excessively by allowing the PTT fluid to escape to the reservoir tank as it expands through heat. If there is a sudden drop when the temperature is high, it may be due to the thermal valve.

Since the pressure inside the PTT is extremely high, the metal valve seat minimizes deformation. On the other hand, since the valve and valve seat are joined by metal, the amount of leakage is not zero. Additionally, the amount of drop varies, and the outboard motor may tilt down completely after being left for a day. The outboard motor should be secured with the tilt stop lever to prevent it from unintentionally tilting down. It is also important to remember that if the tilt limiter is set in a position where the tilt stop lever cannot be used, the outboard motor's weight may cause it to tilt down.



1. Tilt stop lever

 Wu Chaoping, Asia Group, Marketing Division, Marine Business Operations, YMC

PT. Karya Bahari Abadi Elevates Sales Team Expertise with Technical Training



PT. Karya Bahari Abadi (KBA), Yamaha's authorized distributor in Indonesia, hosted a three-day technical training program from December 9 to 11 for their sales and marketing members in Jakarta. The training aimed to enhance technical and rigging knowledge, focusing on both theoretical and practical aspects.

The first day, December 9, featured lecture-style sessions designed to strengthen participants' theoretical knowledge. The second and third days were held at KBA's service center in Ancol, Jakarta, where the focus shifted to hands-on practical training. Participants learned about 2-stroke and 4-stroke engine systems, common problems seen in the market, installation techniques, and performed overhauls and installations. During the practical training, the 21 participants were divided into four groups, collaborating to complete assigned tasks.





The event saw participation from not only the sales and marketing departments, but also members from branches all around the country, ensuring a uniform understanding of Yamaha OBM products. The training itself was designed and conducted by KBA's service team, with service members directly addressing participants' technical queries. Participants greatly appreciated this valuable opportunity to network with colleagues they seldom meet, sharing various challenges encountered when dealing with customers.

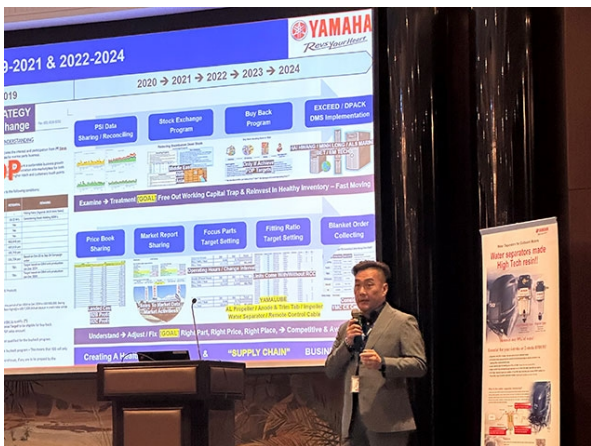
Pre- and post-training assessments showed a significant improvement in technical knowledge, with average scores rising by 18 points. This initiative underscores KBA's commitment to maintaining high standards of product knowledge and customer service.



YDS Meeting in Dubai



The YDS meeting was held at the Dusit Hotel in Dubai for five days from February 16 to 20, 2025. It has been two years since the previous YDS meeting. There were 66 participants from 21 distributors, making it the largest turnout thus far. At the conference, the utmost respect and gratitude were expressed to Yamaha distributors for their contribution to sales expansion and branding by gathering attention in their respective markets, even in a rapidly changing market environment.



In addition to the business strategy introduction from YDS, participants shared their activities and strategies in the presentations. Attendees had productive discussions and exchanged information across regions and countries. Participants also visited the Dubai Boat Show, which took place around the same time and proved to be a beneficial experience.

YDS, YMC, and Yamaha distributors will continue to work as one team to expand the marine business.



SuperJet Workshop

Yamaha Marine Brazil, in partnership with select authorized dealers, launched the SuperJet Workshop—an event designed to teach stand-up riding techniques. The workshop was open to all enthusiasts, from complete beginners with no prior experience to those looking to refine their skills and improve their performance on a stand-up SuperJet.



First Stage – Caiobá Yacht Club (Paraná)



The first stage of the event took place at Caiobá Yacht Club in Paraná and was organized by Yamaha dealer Nautiway in collaboration with the club. With support from Yamaha Marine and other industry partners, the event welcomed approximately 15 participants. Attendees received hands-on instruction from experienced riders, who provided technical and practical guidance on mastering the Yamaha 4-stroke SuperJet.

Second Stage – Praia do Laranjal (Pelotas/Rio Grande do Sul)

The second stage was held at Praia do Laranjal, in Pelotas/Rio Grande do Sul, where attendees had the unique opportunity to learn from world champion rider Paulo Zamprona. During the theoretical session, participants were introduced to the SuperJet, its features, essential riding accessories, and safety tips. Afterward, they transitioned to the practical session, where they applied their knowledge in the water, receiving additional guidance from instructors to ensure a well-rounded and enjoyable experience. As part of the event, each participant was encouraged to donate non-perishable food items, which were later distributed to a local charity selected by the authorized dealer. At the end of the two-day event, 17 participants took part, and 160 kg of food was collected for donation.

Third Stage – Yacht Club São Vicente (São Paulo)

The third stage was hosted at Yacht Club São Vicente, in São Vicente/São Paulo, with support from Yamaha dealer Jetco. The event began with a welcoming breakfast for all participants before moving into the practical session. Riders received essential riding tips onshore before heading into the water to apply their skills. Brazilian and world champion riders Beto and Júnior led the session, offering expert guidance to ensure participants had the best possible experience with the SuperJet. Around 30 participants attended this stage, and the feedback was overwhelmingly positive, highlighting the event's success.



Expanding the Experience



Since then, the participating dealers have continued organizing similar workshops in their respective regions. Additionally, new partners have embraced the initiative, such as Magarão Sports in Bahia, which recently provided customers and enthusiasts with a similar hands-on SuperJet experience.



Dubai Boat Show

The Dubai International Boat Show was held for five days from February 19 to 23, 2025, at Dubai Harbor in the United Arab Emirates. Now in its 31st year, the Dubai International Boat Show attracts exhibitors and visitors from over 60 countries, with approximately 30,000 guests. It is an international event, and about half the attendees are based outside the UAE.



This is one of the most pleasant times of the year in Dubai, with an average temperature of 20 degrees Celsius. Visitors can enjoy indoor exhibits of marine-related products and outdoor exhibits of outboard boats and yachts.

AL YOUSUF MOTORS L.L.C., Yamaha's distributor in the Middle East, had a booth showcasing Yamaha products. The company's large outdoor booth had a strong presence, displaying sport boats, outboard motors, and other marine products. The Helm Master EX™ simulator was set up facing the public street and attracted much attention.



Since last year, AL YOUSUF has devoted time and energy to promoting Yamaha to boat builders. Thanks to the effort by AL YOUSUF, the result was reflected in the boat builders' booth. There were more booths displaying only Yamaha outboard motors than the previous year, creating a stronger Yamaha presence. This has provided a good opportunity for Yamaha to gain exposure. We are striving to use every occasion to expand sales of large 4-stroke engines.



Dusseldorf Boat Show

The world's largest boat and watersports show was held in Düsseldorf for nine days, from January 17th to January 25th, showcasing a wide array of marine products. The event attracted around 200,000 visitors, especially a large crowd over the weekend. However, overall, the number of visitors slightly decreased compared to 2024, last year.



At the Yamaha booth, several new products were on display, including the JetBlaster, introduced this year, mid-horsepower engines with new cowlings, and the F150-F200 with 3D emblems to enhance our presence in the European market. Additionally, the new HARMO and Hydrogen Outboard Motors, which are being developed as part of the CASE strategy, were also showcased. Torqeedo, which joined the Yamaha Group last year, displayed their products in our booth, and some customers were seen carrying Torqeedo items. Regarding the Helm Master™ EX, visitors were able to use the joystick and experience its intuitive operation and value through the simulator.



New F200 with 3D emblem



JetBlaster



Torqeedo Cruise 6.0 TS



Helm Master™ EX Simulator

At the show, Finnish and Spanish boat builders exhibited their boats with electric engines, and several electric-focused boat builders were found with 100% electric boats. While electric boats are now a common sight at boat shows, it remains unclear how much they will prevail and expand in the marine market in the future.

