



# YAMAHA NEWS

1979

Special Issue



## New from Yamaha

- \* Numerous technical niceties
- \* Superb product qualities
- \* New all-round power source
- \* Real trendsetter

Yamaha's brand-new 2-stroke model ET500 is just launched on the market, strengthening greatly the Yamaha range of portable generators which have already gained popularity among a great number of people in need of a handy, money-saving power source to improve their life conditions. It is a notable trend that users prefer to have a wider range of products with an amazingly rich variety of applications for both household and business purposes. Compact yet power-packed ET500 is Yamaha's clear answer to this trend. The new model is available in A type (with a voltage meter and DC outlet) or B type (standard).

**Newly designed 49.9cc engine**  
The ET500 features a newly designed 2-stroke 49.9cc engine with a proven reed-valve intake mechanism to develop high, dependable power output over the entire range of speeds. The engine has a new device to regulate automatically the amount of fuel-air mixture in accordance its load. This also ensures extra fuel economy and prevents "blow-back". The engine can withstand long, troublefree consecutive operation.



# 2-stroke portable generator YAMAHA ET500

Nicely compact yet power-packed model



Photo Model: ET500 A-TYPE



### Other Sales Points

**Yamaha ET500 is a new, real 2-stroke trendsetter at a time when demand for portable generators still continues to expand all over the world, especially, in many developing nations.**

Featuring the same technical niceties and product qualities as its sister model ET1500, the new model will do a great deal as the best available all-round power source for a great number of economy-minded people.

**Low noise level**  
The combination of Yamaha's large-size intake silencer and muffler holds running noise to an amazingly low level so that super-quiet operation can be assured at all times. Noise level is only 62 dB measured at a distance of five meters even when max. power output is delivered.

**Large-sized fuel tank**  
A fuel tank holds full four liters, the largest capacity in its own class. This assures long consecutive operation, namely, 8 hours at 50 Hz and 6 to 7 hours at 60 Hz without refueling.

**Superb handling ease**  
NFB (non fuse breaker), engine switch, fuel cock, electric outlet and all other controls are grouped together on the front. Revolution speed is readily and automatically raised to a rated

level after the engine starts, thus eliminating extra manual handling and delivering positive electricity.

**Higher safety**  
Engine's cooling air dissipates efficiently the entire surface heat of a completely guarded muffler. In addition, completely covered moving parts and quick-responsive NFB protect both user and generator.

**Improved economy**  
Engine and generator are dependable and durable enough to minimize maintenance cost, and operation economy is improved overall.

**Even DC delivered (A type only)**  
A type can deliver even 12V/8.3A DC and serves as a power source for a large-capacity battery or wireless communication appliances.

**Troublefree C.D.I.**  
Capacitor discharge ignition (C.D.I.) system proves troublefree and produces strong sparks under all working conditions. This system has no breaker point to adjust and maintenance is virtually unnecessary, accordingly. Also, brushless method of generation holds every wear trouble to a minimum.

### SPECIFICATIONS

<b>ENGINE</b>		
Dimensions (L×W×H)	380×300×338 mm	
Dry weight	21.0kg	
Type	2-stroke reed valve, forced air cooled, gasoline	
Displacement	49.9cc	
Bore × stroke	40 × 39.7mm	
Fuel	Gas & oil mixture (50:1)	
Fuel tank capacity	4.0 lit.	
Fuel consumption	60 Hz: 6.7 hrs. with a tank filled up 50 Hz: 8.0 hrs. with a tank filled up	
Ignition system	C.D.I.	
Starting system	Recoil starter	
<b>GENERATOR</b>		
Frequency	50Hz	60Hz
AC output	400 VA	500VA
Rated voltage	120V, 220V, 240V	120V, 220V, 240V
Rated current	3.3A, 1.8A, 1.7A	4.2A, 2.3A, —
Rated revolution	3,000 rpm	3,600 rpm
Magnetization	Self-magnetization	
DC output	8.3A	8.3A
DC rated Voltage	12V	12V
Excess current check (AC)	NFB (Non Fuse Breaker)	
Excess current check (DC)	Fuse	
Phase	Single	
No. of poles	2	
Power factor	100%	
Driving method	Direct connection	

\*Specifications are subject to change without prior notice.

Graphic Record

Success of Sales Service Campaign in Nigeria

Yamaha Portable Generators ET1500, EF1800/2600

As reported already, Yamaha portable generators are gaining immense popularity in many developing countries throughout the world. The success of a big-scale sales/service campaign, which was recently promoted in Nigeria, West Africa, has earned Yamaha a new, promising market.



EF2600 demonstration in Lagos



Main office building of YAMACO in Lagos



ET1500 service seminar in Kaduna



What a wonderful product! (Lagos)



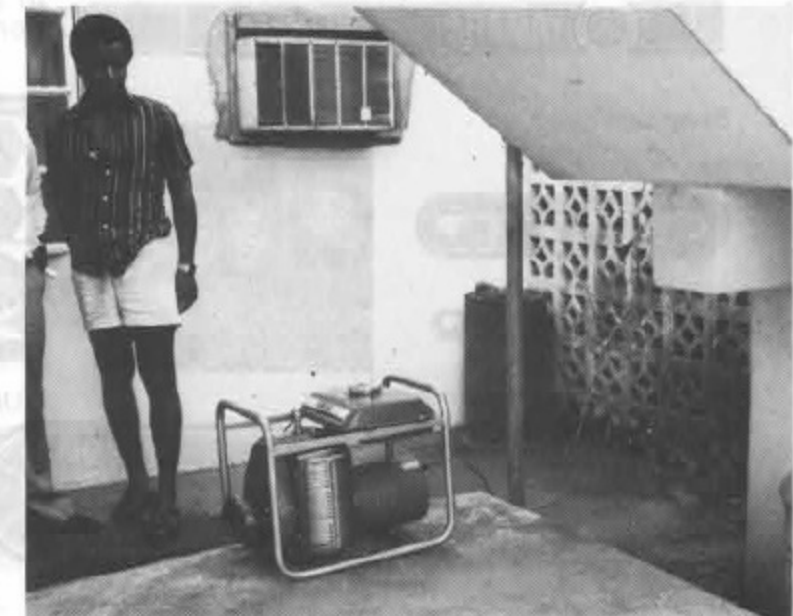
Yamaha portable generators come as a fresh surprise to them. (Jos)



As a power source for household lighting



As a power source for energizing a typewriter



As a power source to refrigerators, electric fans etc.

The campaign was promoted in close cooperation with the staff of YAMACO/ division of John Holt Limited and many local dealers for the period from Oct. 20 through Nov. 24, 1978, covering many major cities, such as Lagos, Ilorin, Benin, Warri, Onitsha, Enugun, Nnewi, Port Harcourt, Kaduna, Jos and Kano.

It was the largest-scale event of the kind ever organized by a single manufacturer, aiming at developing efficiently latent demands for portable generators which are considered still great in this nation. Mr. Tunde Allen of YAMACO with four mechanics and one salesman, aided by Mr. Yoshiro Suzuki and Mr. Kazuyasu Okamoto from Yamaha Motor at Iwata, took a very active part in the implementation of the campaign program including demonstration, service seminar and free check in close cooperation with many local dealers concerned.

After-sale service will become very important in line with the growth of market and all these mechanics will take a very active role in it.

Free check

Yamaha was the first to promote this sort of campaign for Nigerian users and therefore, public response to it was much more impressive than anticipated. Yamaha's positive attitude impressed favorably on them. Yamaha mechanics, aided by both Yamaha men, inspected and repaired all generators one after another in a masterly manner. Users' reliance on Yamaha's advanced techniques was greatly increased and the general image of Yamaha brand was exceptionally improved.



Yamaha is the first brand to advance into Jos, a northern city.

Promising upturn in sales

Generators, large and small, are very much in demand in Nigeria as in many other parts of the world. Especially, portable generators are expected to find a better market in this nation as the general public are renewing their interest in such a wide variety of applications for household and business purposes. Yamaha is a relatively newcomer on the market but 2-stroke ET1500 and 4-stroke EF2600/1800 are already gaining popularity against forerunning brands including Honda and Kawasaki. The recent sales/service campaign ended in a success resulting in a strong impact on the market. This will accelerate further the upward tendency for Yamaha portable generators. Satisfying all requirements, such as "simple yet rugged construction, easy handling, less maintenance cost, improved fuel economy etc., Yamaha portable generators are now accepted as a new strategic product representing Yamaha's advanced technology proven already unsurpassed in the fields of motorcycles and outboard motors.



Water pump/generator demonstration in Kaduna



Nnewi is considered one of the most promising markets.



Free check in Nnewi

Demonstration

A wide variety of applications was demonstrated, using Yamaha audio sets, electric fans, lights and refrigerators. The staff of YAMACO were zealous enough to prepare PR leaflets in large quantities and make advance arrangements with a local radio station for the best possible PR effect. Demonstration was well rendered with Japanese or American music rolling forth from Yamaha audio sets, thus attracting a great number of people, who watched it with keen interest.

Demonstration came as a fresh surprise to them. Everybody's look told - What a wonderful product a Yamaha portable generator is!

Service seminar

Mr. Suzuki, assisted by Mr. Okamoto, served as instructor for service seminar given for dealer mechanics in the areas of Lagos, Port Harcourt and Kaduna. These students, who were all experienced motorcycle mechanics, were taught how to repair and service Yamaha portable generators under Mr. Suzuki's guidance and instruction. Their ardent enthusiasm was worth special mention, which enabled them to master technical know-how and service repair technique within a very short period of time.



**Yamaha range is strengthened!**

Portable generators are now finding a better and better market all over the world, especially, in many developing nations. Yamaha products are relatively newcomers on the market but 4-stroke EF2600 and EF1800 as well as 2-stroke ET1500 have already established a reputation for superior product qualities and exclusive technical niceties allowing a wide variety of trouble-free applications for commercial or household purpose. The nicely compact yet power-packed 2-stroke model ET500 has just joined the range to meet individual users' preference or need much better.

# for more sales Try to seize every chance!

The market of Yamaha portable generators is very promising. Latent demands are still great. You should try to seize every business chance for another increase in sales. Mentioned here is a guideline to your sales promotion tactics.

## Over-the-counter sale

Decide on a main target, namely, household users or commercial users, in accordance with shop location, town's population, traffic conditions and other market characteristics.

### Household users

Most of these users visit personally their favorite or nearby dealers. Keep in mind that portable generators are a kind of durable consumer goods to them. They are particularly interested in price, maintenance cost, replacement parts supply, after-sale service etc. in addition to various performance data. You must be a good consultant to them and convince them that Yamaha is a better choice. Salesmen must visit as

many prospective customers as possible.

### Commercial users

Be active enough to make an approach to civil engineering companies, fishery co-operatives, hospitals, farms, ship-yards etc. within your territory. Emphasize that Yamaha portable generators will increase work efficiency. Give concrete examples.



## Tie-up sale

Aim at household users in tie-up with department stores, super markets, sport goods dealers, electric appliances stores etc.



## Monitor campaign

Offer generators for use by some selected persons who are to report on the results after a given period of time.



## Show or exhibition

Decide on the method of organization in accordance with time, occasion and budget.

### Independent show or exhibition

- Mobile show by demonstration car.
- Shopfront show by means of P.O.P.
- Joint demonstration of generators and other apparatuses in tie-up with machinery dealers concerned.
- Participation in public entertainment events.



## Approach to government or public organizations

Make an approach to the persons in charge. Explain the actual merits of Yamaha portable generators with emphasis placed on a wide variety of applications for household and commercial purposes. Aim at sale by bulk.



## Sales promotional articles



Shop sign



Window sticker



User sticker



T-shirt



Posters  
Leaflets



Big banner



Key holder

In order to facilitate your sales promotion, the following articles are prepared by Yamaha. Make full use of them for your better business: