



APPRENTICESHIP PROGRAMS: SHOWING THE ROPES

Joe Maniscalco

Yamaha Marine Service Division Manager

Growing your own Technicians



We know that finding Qualified Service Personnel is the #1 challenge facing marine dealerships.

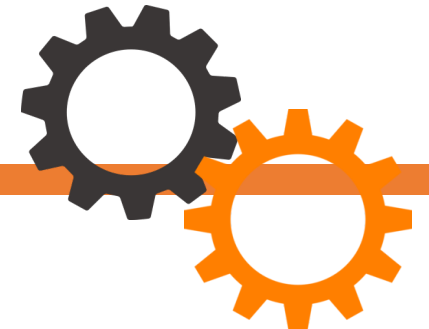
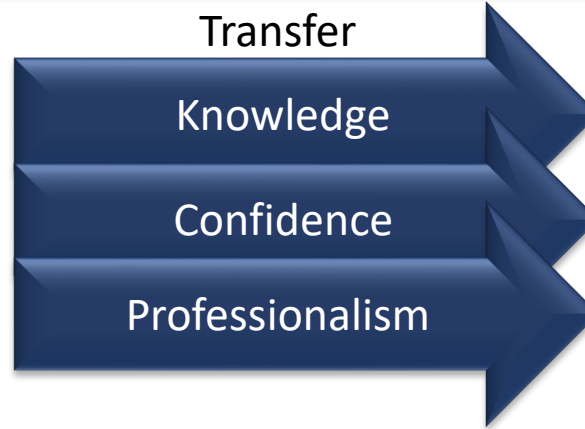
**HELP
WANTED**

Qualified Service
Technicians

Growing Yamaha Marine Technicians

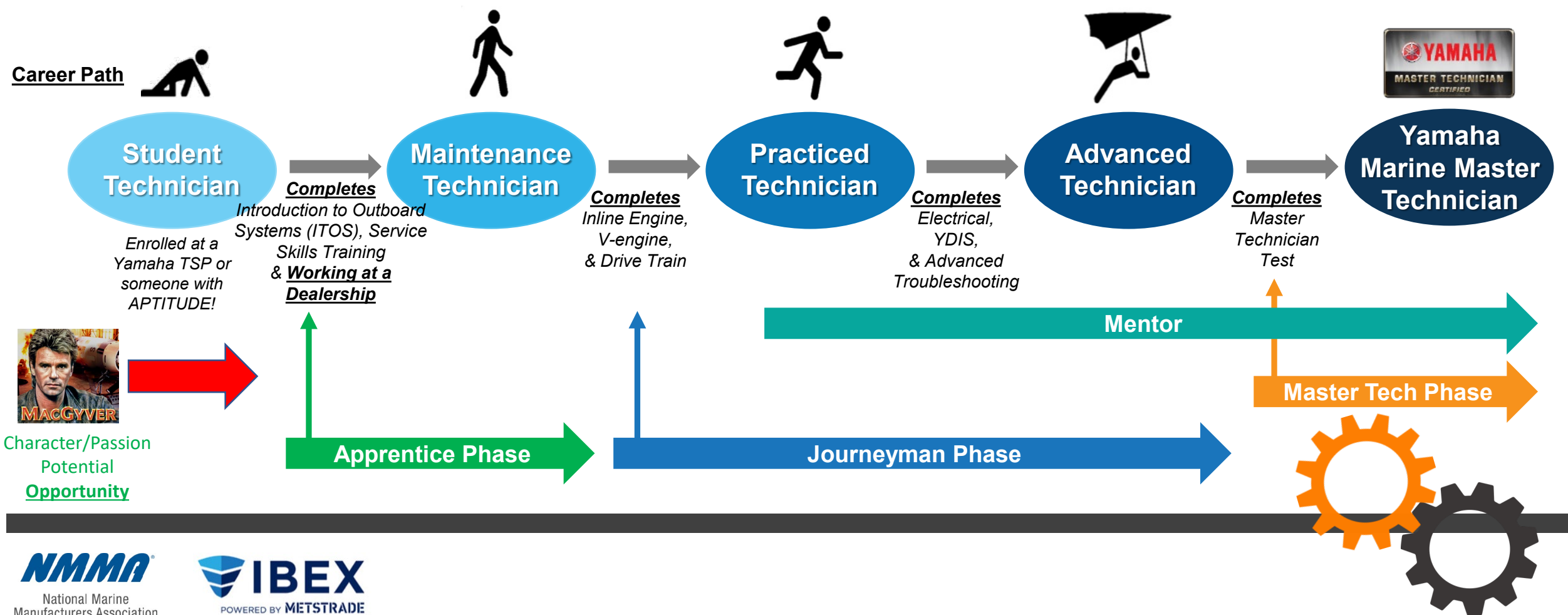
Road Map to Grow a Technician

Where do I start?



Growing Yamaha Marine Technicians

Yamaha has created a roadmap and education pathway for Marine technicians.



YMAP: A comprehensive, structured, progression learning program to support the Student Technician's development.

YAMAHA MARINE APPRENTICE PROGRAM (YMAP)



Mentoring and building a world-class service team.

Yamaha helps equip marine dealers with industry-leading tools and training to meet the challenges of a growing, changing marine industry. The Yamaha Marine Apprentice Program (YMAP) allows you to effectively pair your seasoned marine technician with an apprentice in a structured, comprehensive program. This carefully crafted program is designed to allow you to take advantage of your team's experience to produce new, qualified marine technicians.

to deliver top-quality service from knowledgeable, efficient technicians. Yamaha Marine dealers who participate in YMAP have access to exclusive program benefits including:

- Accelerated career development using a systematic approach to training
- Potentially reduced turnover, increased productivity, and higher profitability
- Improved customer satisfaction
- Additional incentives by some states to participate in this registered program with the Department of Labor

Other features of the program include:

- Mobile platform supports daily activities and milestone achievements
- Easy-to-follow, structured education path
- Flexibility to add milestones to fit your dealership's needs
- Dealer tracking and analytic reporting to monitor progress
- On-demand curriculum, accessible any time and anywhere

As a complete mentoring program, YMAP gives dealers a clear road map to develop competent, profitable technicians. Your seasoned technician follows an organized on-the-job curriculum to help train a new apprentice. The new apprentice goes through the first three levels of the Yamaha Marine Master Technician Career Path to become a *Practiced Technician*.

The goal of Yamaha Marine University is to help marine dealers achieve success by increasing customer satisfaction and dealership profitability. One of the best ways to create repeat customers is

YAMAHA MARINE MASTER TECHNICIAN CAREER PATH



2019 US DOL funded **\$100 million**

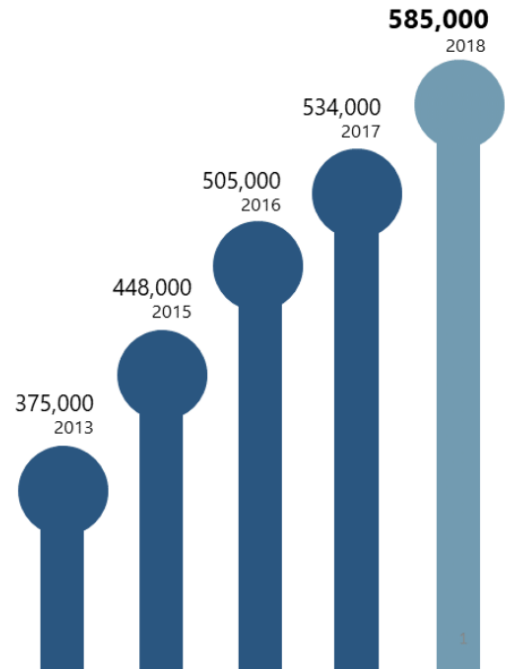
Our Apprenticeship Numbers Continue to Show Strong Growth in FY 2018

56%

GROWTH SINCE 2013

Key Facts

- Over 282,000 participants graduated in the last five years.
- Over 10,800 new programs were created in the last five years.



State D.O.L.



Dealer

Established 2017
ApprenticeshipUSA

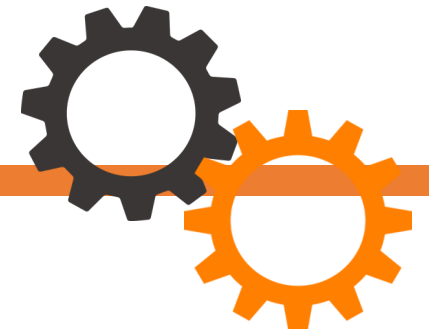
STANDARDS OF APPRENTICESHIP
DEVELOPED BY
Yamaha Motor Corporation, USA (YMUS)

YAMAHA
OUTBOARD TECHNICIAN
(Existing Title: Outboard-Motor Mechanic)

O*NET-SOC CODE : 49-3051.00
RAPIDS CODE: 0378

APPROVED BY
U.S. DEPARTMENT OF LABOR
OFFICE OF APPRENTICESHIP

U.S. Department of Labor Makes Major Announcements on Apprenticeship Expansion **\$183.8 million**
June 2019



Growing Yamaha Marine Technicians



Growing Technicians



RECRUIT • REINFORCE • RETAIN



Challenges and Solutions in



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