



# DEALER GUIDEBOOK 2020





INTRODUCTION

ABOUT YANMAR

SALES

LOGISTICS

AFTER SALES

SPARE PARTS

MARKETING

TRAINING



## MARKETING

1. Tractor Brochures
2. Digital Asset Management System
3. Branded Promotional Products
4. Trademark Licensing contract
5. Visual Guidelines for Distributors and Dealers

Marketing department at Yanmar Europe organises exhibitions, writes press releases, arranges the development of the brochures and manages websites and other digital and printed communication.

We are responsible for the PR, merchandising, advertising and all related activities. We wish to share with you the following information.

Please click on provided links to either download the material or visit the website.



## TRACTOR BROCHURES & VIDEOS

Yanmar offers digital and printed brochures of each current models. Prints can be ordered in Yanmar Distributors site [here](#).

To be able to place an order you need to know the parts code of each brochure that can be found in the Promotion Catalogue [here](#).

We offer the brochures in these languages: English, Czech, Danish, Dutch, French, German, Italian, Polish, Portuguese, Romanian, Spanish. Open file formats are available upon your request to [kim\\_mulder@yanmar.com](mailto:kim_mulder@yanmar.com)

Click on the links or images to download the brochures.



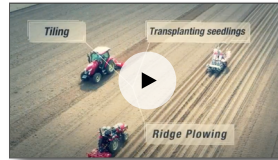
SA Series



YT2 Series



YT3 Series



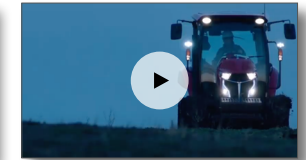
Yanmar Smart Agriculture



SA Video Tractor series



Yanmar Smart Assist



Genuine Parts Video



Smart Assist Remote brochure



Full Product Line up Brochure



How to regenerate Yanmar Common Rail engines



YT2 Video Tractor Series



Yanmar SMASH precision agriculture



YM3 Video Tractor series



# DIGITAL ASSET MANAGEMENT SYSTEM

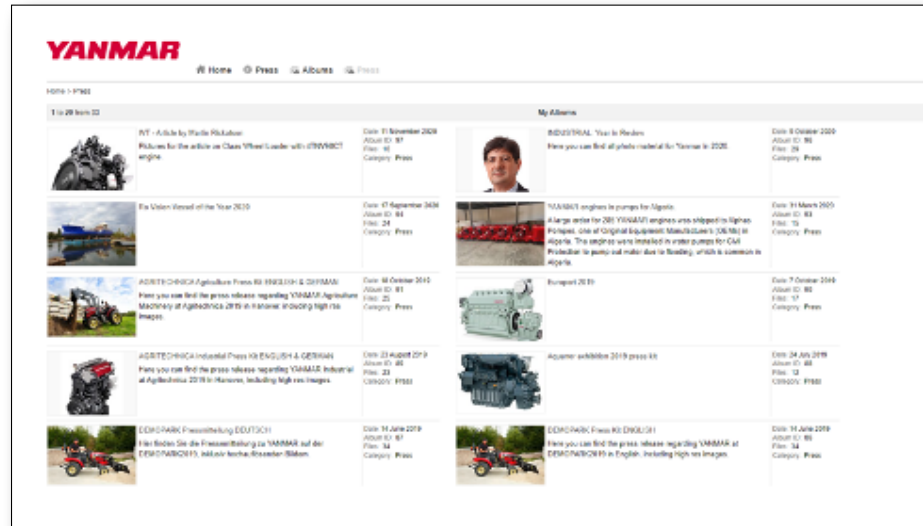
YANMAR offers you all digital assets (photos, movies, poster, adverts...) in a Digital Asset Management System to which a log-in should be requested to [kim\\_mulder@yanmar.com](mailto:kim_mulder@yanmar.com)

### Log-in procedure:

1. Go to [yanmar.mediafiler.net/](http://yanmar.mediafiler.net/)
2. Fill in your username: (will be provided upon your request)
3. Fill in your password: (will be provided upon your request)
4. Click on the Login

### Reset your password:

1. After first log-in, go to settings in the top right corner.
2. Click on "Change Password" button to change your password.
3. Fill in your old password, and twice your new password
4. Click on "Change Password" button to change your password.





## BRANDED PROMOTIONAL PRODUCTS

Yanmar offers branded products to its dealers & distributors with a charge. Find the catalogue by clicking [here](#).



The order for promotional items can be placed in YDS (Yanmar Distributors Site) Find the catalogue by clicking [here](#).





## TRADEMARK LICENSING CONTRACT

In order to gain the rights of using full YANMAR brand marks rights a Trademark Licensing Contract must be signed. Without having signed a document only limited rights are permitted (no use of Flying Y logo).

To implement a Trademark License Agreement with your company the actual document is attached here.

It is accompanied by essential Visual Guidelines for Distributors and Dealers.

### **The process can be summarized as follows:**

1. Receive the Licensing Contract from Yanmar Europe
2. Fill in necessary details such as name, position of the signer (usually the President of the company)
3. Fill in the region in which your company operates (contractual)
4. Print out two copies of the contract and have your signer sign and date the contract
5. The signer should also initial each page except the sign page
6. Return both signed copies to Dana van Kammen (A. Manager, Marketing Department, [dana\\_vankammen@yanmar.com](mailto:dana_vankammen@yanmar.com))
7. Yanmar Europe will have them signed and return one copy to you for your records
8. After receiving the signed contract your company has full rights to use Yanmar Trade Marks which will be distributed to you electronically or through (asset management system) for which you might already have an access to.

Please send us back the signed contract soon in order to proceed further with granting the permission to enter all promotion assets.



## VISUAL GUIDELINES FOR DISTRIBUTORS AND DEALERS

These guidelines show the basics of use of Yanmar logo & colours. There are two types. One with only YANMAR logo and one including Flying Y. The signage guidelines show the usage of flags & signs on your premises.

**YANMAR**



[Download YANMAR](#)

[Download YANMAR Flying Y](#)

[Download Signage with Flying Y dealers buildings](#)





## WHERE TO FIND THE SPARE PARTS CATALOGUES

1. YDS – YANMAR distributor site
2. Where to find the Spare Parts catalogues
3. Parts Order Types & Shipping conditions
4. Ordering Spare Parts
5. Order confirmation and invoice
6. Spare Parts Order Cancellation
7. Shipment: delivery time
8. Parts pricing
9. Parts return requirements
10. Parts warranty

Spare Parts Department of Yanmar Europe is located in Almere, the Netherlands where genuine Yanmar parts are stocked and distributed to Europe, Africa and Middle East. Monthly 35.000 lines are shipped in about 3500 shipments to all business partners (agriculture, commercial marine, industrial, construction and energy systems).



## YDS – YANMAR DISTRIBUTOR SITE

Yanmar Distributor Site is the most important website – a port to Yanmar.

Request a log-in per email: [parts\\_support@yanmar.com](mailto:parts_support@yanmar.com) to Spare Parts Department.

Mention your company name, business unit and your request to get a YDS login.

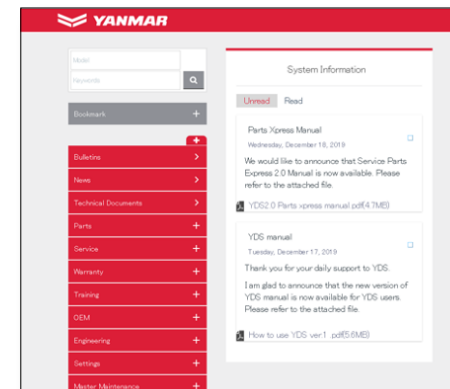
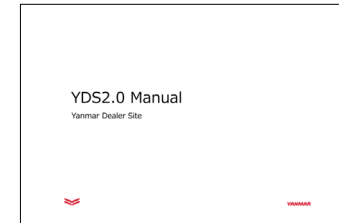
When the login is granted you will gain an access to place parts orders, inquire delivery schedules, parts availability, parts & service manuals and many more functions.

**[Here you can read the manual:](#)**

**[YDS2.0 Parts xpress manual 2.0 - Updated nov.04-2020](#)**

**It shows how to find:**

1. Estimation
2. Order taking - Uploading items
3. Open order inquiry
4. Delivery schedule inquiry
5. Shipment delivery inquiry
6. Availability inquiry
7. Parts master inquiry
8. Superseding parts master inquiry
9. Recommended Overhaul list

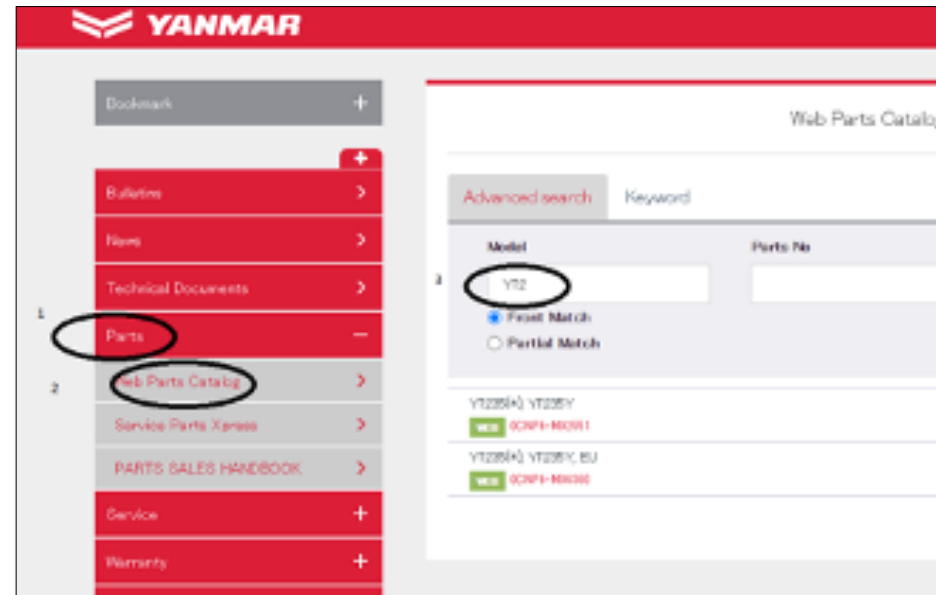




## WHERE TO FIND THE SPARE PARTS CATALOGUES

Parts catalogues are available in printed and digital version. Order printed catalogues in YDS. Follow the link: [How to order the catalogues](#). Follow below steps to find the digital tractor Spare parts catalogues.

- [Log in to YDS here](#)
- Click on PARTS
- Web Parts Catalogue
- Input a Tactor model





## PARTS ORDER TYPES & SHIPPING CONDITIONS

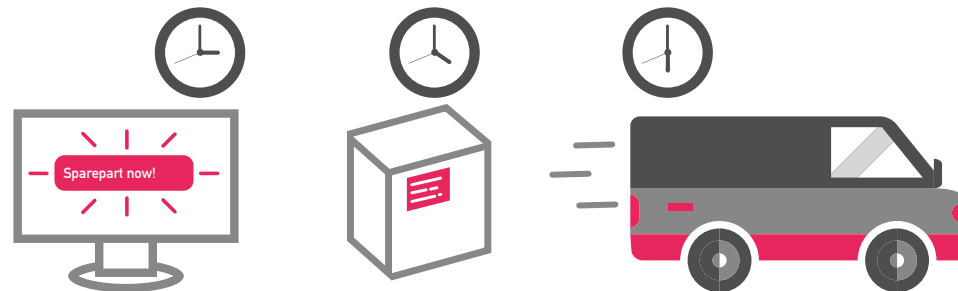
### Spare Parts department recognizes 3 order types:

Super Emergency order (SEO)

Emergency Order (EO)

Monthly Order (MO)

- MO (Monthly Order): Lead time min 30 days after order intake
  - EO (Emergency Order): This weekly order type has a lead time of minimum 7 days after order intake
  - SEO (Super Emergency Order): Order registered before 4.00 p.m. will be shipped out the same day (if parts are on stock)
- > Shipments within Europe are based on CPT Incoterms 2010  
> Outside Europe FOB Incoterms 2010  
> SEO and EO orders are shipped per DHL Express  
> MO orders per DHL Road





## ORDERING SPARE PARTS

The Spare Parts orders must be entered in YDS site using PartsXpress tab. Only as exception excel sheet format orders may be sent per e-mail to: [parts.conew-yeu@yanmar.com](mailto:parts.conew-yeu@yanmar.com).

Following excel template should be used.



## ORDER CONFIRMATION AND INVOICE

An order confirmation and invoice will be sent automatically by email to the registered person(s) of your company. The confirmation will reflect the actual cost and delivery dates.

The order confirmation needs to be checked by the customer on correct part numbers and quantities. Back ordered items (not on stock), cancelled items and superseding part numbers are mentioned on the order confirmation:

Customer P/O :	Order Category :
Our Order NO. :	Trade Terms :
Handled by :	Ship Method :
Order Entry Date :	Freight Code :
Order Confirm Date :	Partial Allow :

Item No.	Parts No. (Request Parts No.)	Description	Order Qty	Unit Price (EUR)	Amount (EUR)	B/O Qty Cnl Qty
1	129150-35153	FILTER ASSY, D80XB0L	2			
2	198535-48080	FILTER, HYDRAULIC	2			
3	1A7180-48210	CARTRIDGE ASSY	1			
4	172B06-11510	ELEMENT	2			
5	172B06-11520	ELEMENT	2			1 B/O Qty
6	129A23-55800	FILTER, FUEL	2			
7	119305-35151 (119305-35160 )	FILTER ASSY, D68XL65	3			1 Cnl Qty
8	198119-48310	FILTER	3			2 B/O Qty
9	198167-24900	FILTER, OIL	3			

superseded part no. ———  
requested part no. ———



## SPARE PARTS ORDER CANCELLATION

Cancellation should be done by email to: [parts.conew-yeu@yanmar.com](mailto:parts.conew-yeu@yanmar.com)  
In case stock is available at Yanmar Europe: Cancellation requests must be made before order release by Yanmar Europe (order status 20)

In case stock is not available at Yanmar Europe:  
Cancellation request must be made the same day since Yanmar Europe will order stock from Yanmar Japan and such stock cannot be canceled if it is processed by Yanmar Japan.

Part order cancelations specially ordered for the customer (no stock is available at Yanmar Europe and/or Japan) cannot be accepted.



## SHIPMENT: DELIVERY TIME

The delivery times may be changed unilaterally by Yanmar Europe according to Yanmar Europe's stock availability. The delivery time depends on an area or country.

### Indication of delivery times:

	WORKING DAYS	
Stock available in	Minimum	Maximum
The Netherlands	SAME DAY	2 DAYS
Kobe, Japan	3 DAYS	6 DAYS
Other, Japan	8 DAYS	20 DAYS
NO STOCK	DIFFERS PER ITEM	





## PARTS PRICING

### **Maximum Retail Price**

Items are priced as a “maximum retail price” and are subjected to a specific discount structure.

### **Billing structure**

Billing structure is in accordance with Yanmar Europe policy. Customer specific billing rates can be enquired at Yanmar Europe.

### **Special Flag (SP Flag)**

Certain part numbers of strategic parts have a price structure which differs from the standard, in order to maintain prices which meet market prices.



## PARTS RETURN REQUIREMENTS

Requests to return received spare parts must be made within 30 days after receipt of shipment. Yanmar Europe does not have any obligation to accept any parts return requests without prior notification.

For all returns a Return Goods Authorization (RGA) form must be completed by Yanmar Europe. Issuance of Return Authorization Number (RGA number) does not guarantee that a credit note will be issued by Yanmar Europe.

There are no restocking charges but the transportation charges are for the sender. In case of out of normal ordering and returning patterns: Yanmar can decide to impose a charge on own initiative which, however, will be specifically communicated in advance towards the customer or its representative.

The return number (RGA number) must be noted on all shipping containers, the bill of lading, and/or all other shipping documents. All shipments of returned parts will be subject to inspection by Yanmar Europe upon receipt and such returned parts shipments may be refused.

After parts have been received and inspected, a credit note will be issued and notification will be sent to the customer via e-mail. Judgment of condition shall be at the sole discretion of Yanmar Europe.

### Parts not eligible for return:

- Any part that has a limited storage-life such as, but not limited to, rubber items, gaskets, chemical products, batteries, fuel injection parts etc
- Fasteners such as nuts, bolts, washers, etc
- Any part that is used or not in re-sellable condition
- Special order parts (Non stock parts)
- Parts that have no sales history with Yanmar for the previous 3 years
- Any service part which is priced as a set of two or more items
- Any service part which is superseded
- Any part removed from an assembled product/engine/equipment
- Or other Yanmar product
  - Packed in the original Yanmar package
  - Return qty does not equal the packaging qty of Yanmar (i.e. Sales unit qty)
  - Electrical parts, Programmed ECU's
  - Publications
  - Parts must be unaltered



## PARTS WARRANTY

- Claim your warranty case at Yanmar Parts Department ([parts-yeu@yanmar.com](mailto:parts-yeu@yanmar.com))
- All warranty claims must be submitted within 30 days of failure.
- Spare parts should not be shipped without Yanmar Europe's prior written approval.
- Keep all packaging materials when damage is noticed during unpacking.
- Take & share with us multiple photo's of the damaged item and/or packing materials.
- Shipments of claimed parts ( costs, insurance) is organized by the sender.
- Yanmar Europe reserves the right to inspect Yanmar parts for which the customer has exercised a warranty claim.



## TRAINING

### 1. Web-based training and hands-on training

Yanmar Europe Academy is a professional, high-end training and development programme to grow talents, gain knowledge and skills and drive professionalism of our distribution network, our customers and our own organisation.

Throughout the year, a team of dedicated industry experts deliver classroom-based training, hands-on courses and e-learning. The training team is highly motivated to share Yanmar's global, leading expertise in maintenance, diagnostics, troubleshooting, repair to enhance the knowledge and skills of our distribution network, customers and employees.

Yanmar Europe Academy is designed to help develop, grow and strengthen the expertise and insights of all participants in the programme and to ignite collaboration between distributors, dealers, customers, employees and Academy trainers.



## WEB-BASED TRAINING (WBT) AND HANDS-ON TRAINING



### **Web-based training (WBT)**

WBT is available 24/7 and lets participants learn without the costs of travelling. With just one click they can access the online system with interactive classes and product videos. The theoretical knowledge of Yanmar products such as engine technology and tractor hydraulic scheme is then easy to learn.

### **Hands-on training**

Hands-on training is provided in the yanmar training centre in The Netherlands where participants follow courses specially adapted for the training purpose or in some cases on your/customer's location. Each class includes direct access to our demonstration area and training products.

[Follow this link](#) to find out more details about Yanmar Europe Academy  
[Follow this link](#) to sign in and sign up for the on-line courses