



# TOHATSU OUTBOARDS 60th 1956 2016 ANNIVERSARY



 **TOHATSU**



President Isami  
Hyuga



## Message from the President

We are proud to mark our 60th anniversary since the company began selling and manufacturing outboard motors. This is a significant milestone that few companies achieve. Through our long history in the marine industry, our product range has extended over the years to include two strokes, 2.5ps through 140ps, four strokes, 2.5ps through 250ps, and TLDI motors, 30ps through 115ps. Our outboard motors are exported to over 100 countries via 90 distributors across the globe.

Having gained the support of customers worldwide, outboard motor business has become the backbone of our company's operations. Our success is entirely due to the patronage of our customers, and the kind support from our business associates. I'd like to express my heartfelt appreciation to everyone involved.

In these changing times, we plan to continue an active approach to the needs of our customers, while simultaneously fulfilling our corporate commitment to creating reliable products.

We will strive to earn your continued support in the years to come.





## Business Network

Tohatsu's sole factory, located in the city of Komagane in Nagano Prefecture, boasts the world's largest production capacity for outboard motors.

Outboard motors manufactured in Komagane are distributed to over 100 countries via 90 distributors. Distribution in North America is operated by our subsidiary company, Tohatsu America Corporation. We retain close communication with all of our distributors by implementing a detailed business plan appropriate to local consumer needs.



# NETWORK



## Quality of Tohatsu Outboard Motors

As pioneers in Japanese outboard motor manufacturing, our high quality, durable products are highly acclaimed by our customers worldwide. At our manufacturing facility, thorough quality control is carried out at every stage of production. A unit-by-unit full inspection is performed prior to shipment, which ensures all products meet the quality standard set by our company. Our quality control standards allow us to build and ship highly reliable products.

Despite recent trends to outsource production to other countries, Tohatsu strives to keep all manufacturing in Japan. By doing so, Tohatsu will continue to deliver reliable outboard motors and specialty products that live up to the "Made in Japan" standard.



# PRODUCT

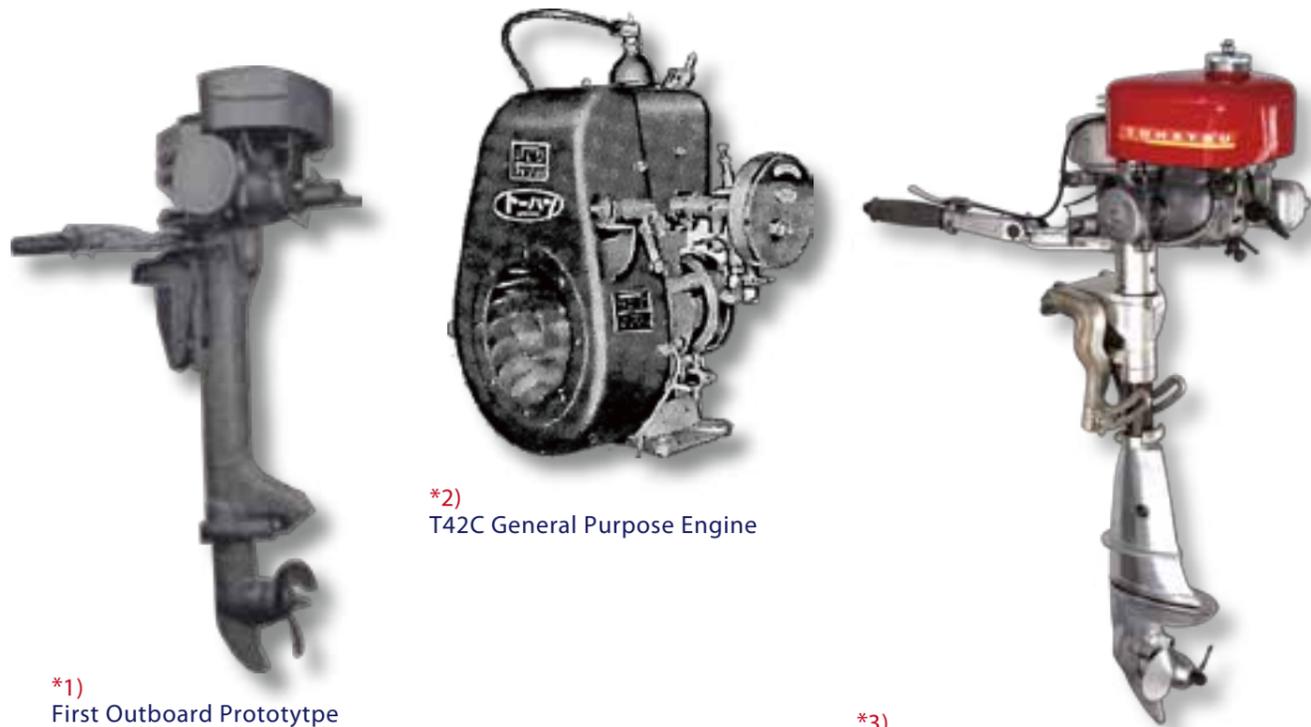


## Birth of "OB"

In the mid-1950s a request from a dealer, Keihin Motors, led to the birth of the Tohatsu outboard motor. With the help of Keihin Motors, the \*1) first outboard prototype was developed by combining the Tohatsu \*2) T42C 1.2ps engine for the sprayer, with an American made lower unit. This prototype was used to develop into \*3) second outboard prototype using the dealer's precise specification requests, which would later become the base design for the "OB" series.

After modifications to make their original motor suitable for mass production, Tohatsu released the \*4) "OB" in 1956, the first domestic outboard for the Japanese consumer market.

Recognizing a strong demand from the market, Tohatsu developed the 2ps outboard model, "OB2A," in 1959. In 1961, \*5) "OB2B" was released, and production totaled over 10,000 units for a single outboard. Soon after, Tohatsu began to pave the way for worldwide distribution of outboard motors.



\*1)  
First Outboard Prototype

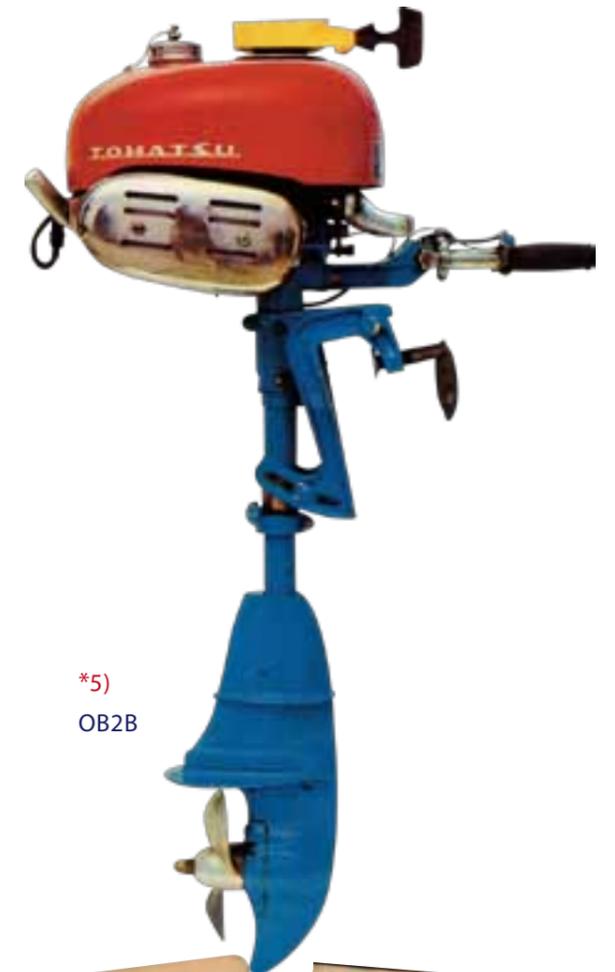
\*2)  
T42C General Purpose Engine

\*3)  
Second Outboard Prototype



\*4)  
OB

## Birth of Tohatsu Outboard



\*5)  
OB2B





## Evolution of Tohatsu Outboard Motors

In 1956, Tohatsu manufactured its first outboard motor "OB", a two stroke 1.5ps engine. Over the years, Tohatsu began to develop larger horsepower and highly fuel efficient motors. In 1998, Tohatsu introduced its first four-stroke, which was a 5ps outboard motor. In 2000, TLDI (Two-stroke, Low pressure, Direct, Injection) technology was introduced. In 2011, the durable and fuel-efficient Everrun series was introduced, and geared toward the commercial market.



Over the past 60 years, we have committed to introducing new products and technology into the market that evolves with the times and needs of our customers.

In January 2014, Tohatsu introduced a next-level advancement in outboard motors with the release of the all new MFS40/50A (40/50ps). Using a sporty, modern style we were able to incorporate the latest trends into this outboard. The MFS50A is the lightest weight motor in its class, which has garnered praise worldwide.

In January 2014 we made one of our biggest announcements to date; the BFT series. The BFT series, featuring nine new, large horsepower four stroke outboard motors, allowed us to offer customers a full range of outboards from 2.5ps to 250ps.

In December 2014, we released our MFS25/30C (25/30ps) four stroke outboard motor. In addition to inheriting its design from the popular MFS40/50A model, it also corresponds to marine standard specification digital communication functions, making it compatible with a variety of onboard electronic equipment.

Today, Tohatsu boasts a wide range of products, featuring two strokes, both conventional and Everrun series, four strokes and TLDI outboard motors, all of which are tailored to the times and needs of our customers worldwide.

# Full Model Line-Up



TWO STROKE



TWO STROKE(EverRun)



TLDI



FOUR STROKE(BFT)



FOUR STROKE

