



Website Renewal

CONFIDENTIAL
DO NOT DISTRIBUTE

August, 2023

TOHATSU AMERICA CORPORATION



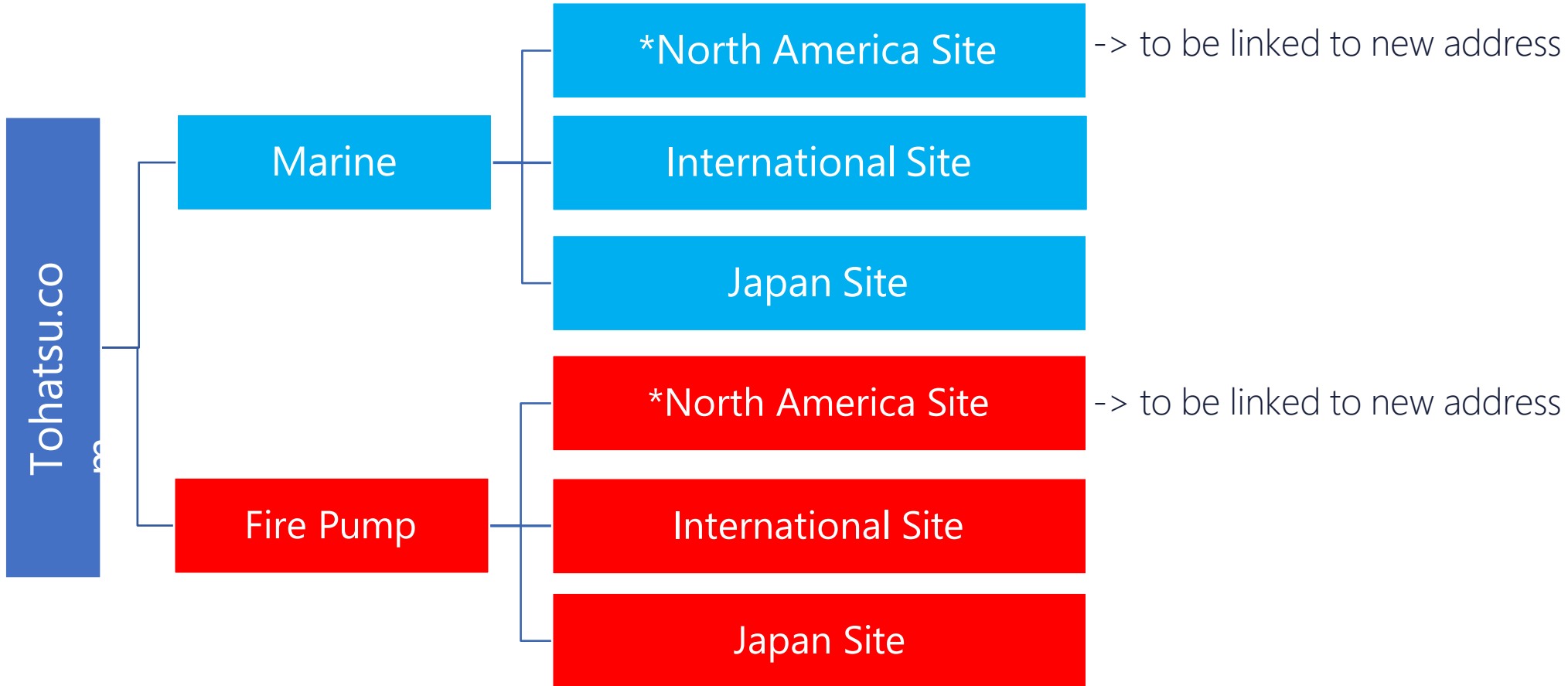
Objective

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Feel the Wind™

- Detach North America Site (Marine & Fire Pumps) from www.tohatsu.com and link them to new address.
- Re-create same webpage under new address.
- Add new features beneficial to users/end consumer(point & click, registration...).
- Choose CMS that best suits our needs.

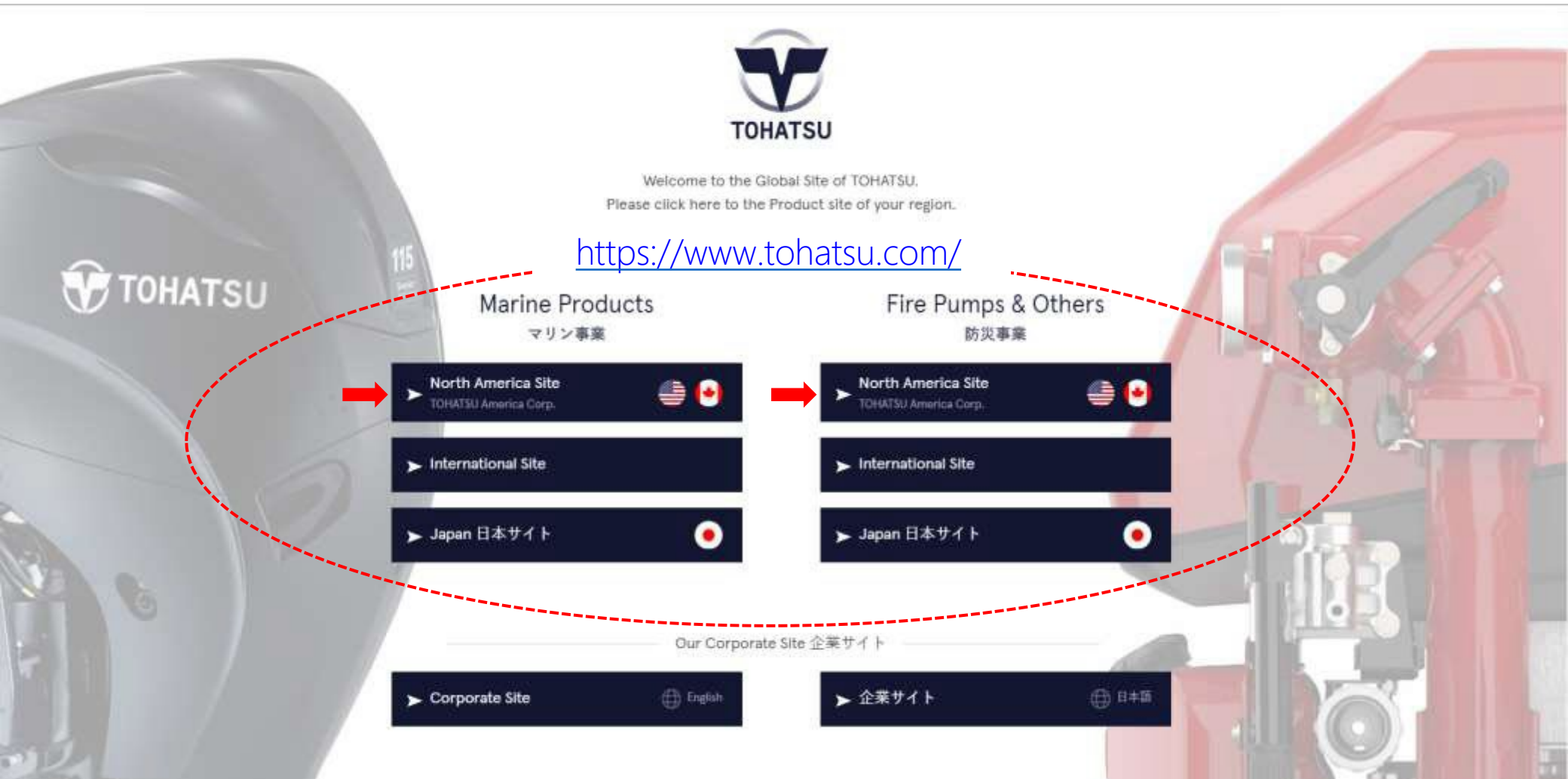
www.tohatsu.com



*North America Site

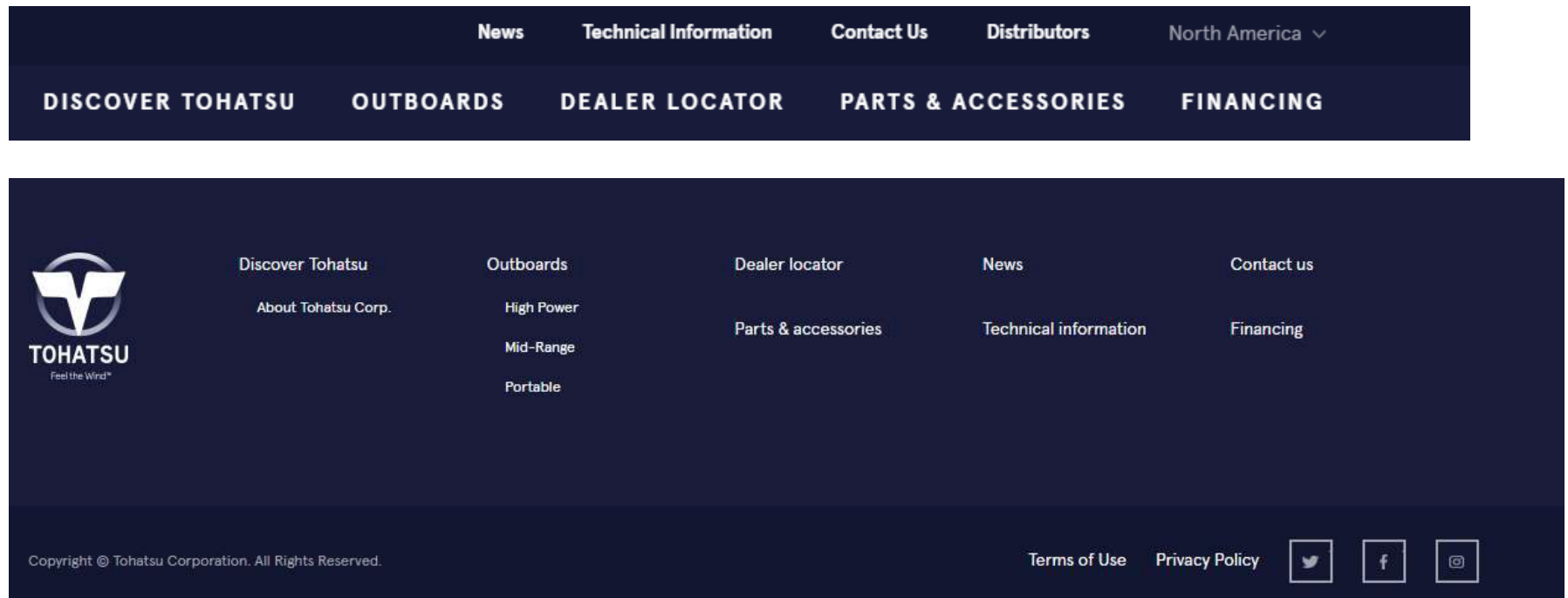
<https://www.tohatsu.com/marine/na/>
<https://www.tohatsu.com/ffdp/na/>

-> www.tohatsu.america.com/xx

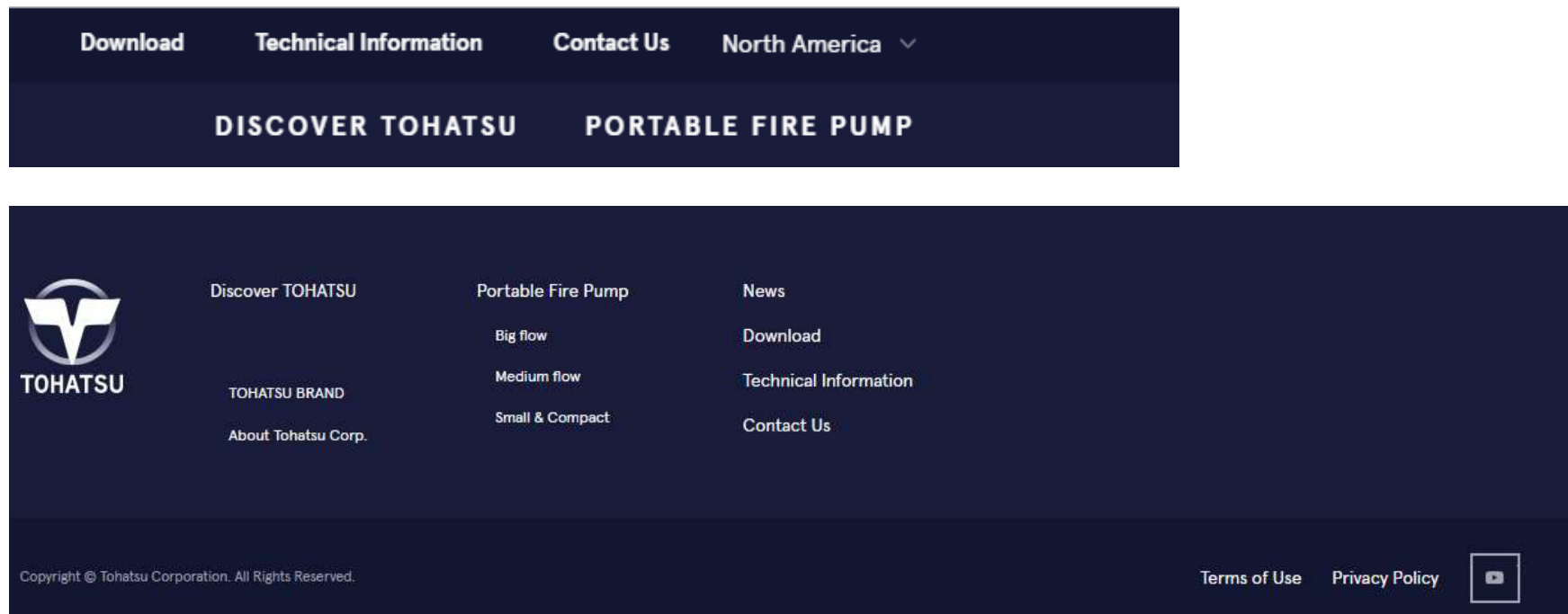


www.tohatsu.america.com/xx

- Marine site menu (currently offered under <https://www.tohatsu.com/marine/na/>)



- Fire pump site menu (currently offered under <https://www.tohatsu.com/ffdp/na/>)



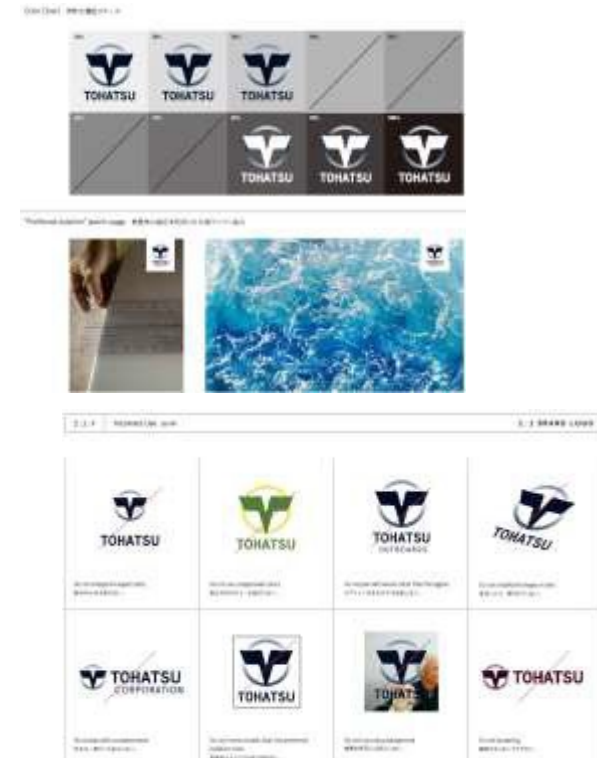
- North America Site is created by Movable-type.
- Tohatsu America Corp. has all data needed to reproduce the webpage, including pictures, videos, instruction/spec to develop the webpage.

Site Structure	<p>- Use Movable Type as a contents management system.</p>
Sitemap	Described in sitemap paper
Testing environment	<p>PC Browser</p> <ul style="list-style-type: none"> - Windows 7 (Internet Explorer11 / Firefox最新 / Google Chrome最新) - Windows 10 (Edge) - MacOSX10.12 (Safari10) <p>Smartphone Browser</p> <ul style="list-style-type: none"> - iPhone6s (iOS9) - iPhone7 (iOS10) - Xperia Z5 (Android 5.1) - Xperia Z4 (Android 6.0)



Movable Type Pro r.5405 with: Cloud Pack 3.22 , Professional Pack 3.12 , Sync Pack 2.64

- The website design shall be inline with the Tohatsu Brand Guideline.



New features & upgrades

New features & upgrades

Feel the Wind™

- Point & click – New feature

Model #: MFS25D
Manual #002-21060-0BB

Figure # Description

1	CYLINDER & CRANK CASE
2	PISTON & CRANK SHAFT
3	CYLINDER HEAD & OIL PUMP
4	PULLEY & TIMING BELT
5	INTAKE MANIFOLD
6	FUEL SYSTEM
7	RECOIL STARTER
8	MAGNETO
9	ELECTRIC PARTS
10	DRIVE SHAFT HOUSING
11	GEAR CASE (DRIVE SHAFT)
12	GEAR CASE (PROPELLER SHAFT)
13	BRACKET (MANUAL TILT)
14	BRACKET (PT & GAS ASSIST)
15	POWER TILT
16	TILLER HANDLE
17	BOTTOM COVL
18	SHIFT
19	REMOTE CONTROL
20	TOP COVL
21	FUEL TANK
22	BASIC TILLER HANDLE
23	MULTI TILLER HANDLE
24	COMPONENT PARTS OF REMOTE CONTROL
25	COMPONENT PARTS OF REMOTE CONTROL (ELECTRIC PARTS)
26	ACCESSORIES & RIGGING KIT
27	REMOTE CONTROL & REMOTE CONTROL PARTS
28	RIGGING PARTS
29	ASSEMBLY & KIT PARTS

[close window](#)

CYLINDER HEAD & OIL PUMP

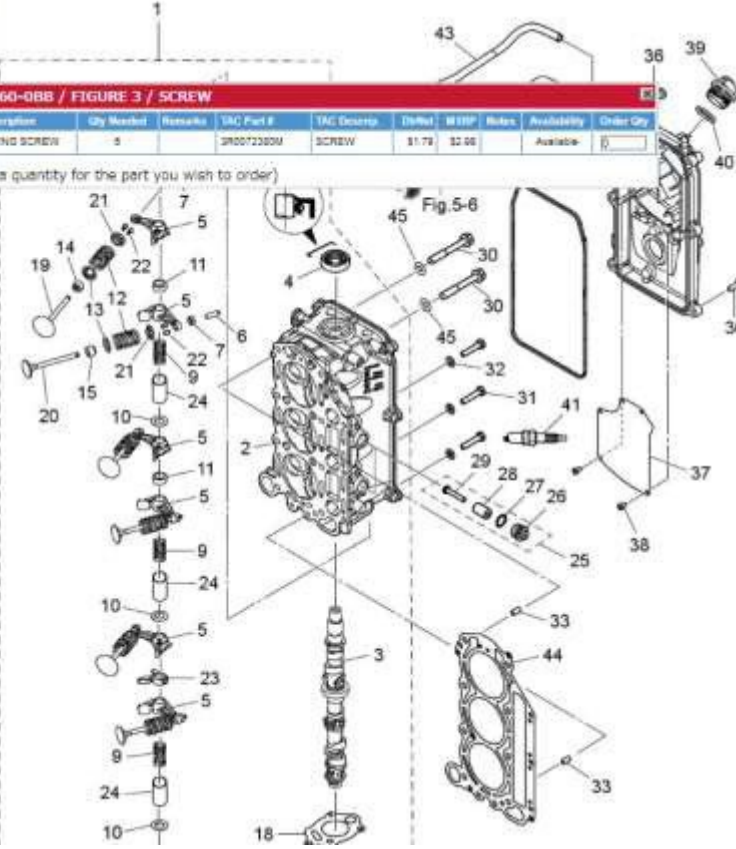
Figure 3
for Mo
(Click it)

REF 3-6 / 002-21060-0BB / FIGURE 3 / SCREW

Orig Part #	Orig Description	Qty Needed	Remarks	UAC Part #	UAC Description	Offset	MSRP	Notes	Availability	Order Qty
2R0-07228-0	ADJUSTING SCREW	5		2R00722800M	SCREW		\$1.79	\$2.00	Available	0

[Order Selected](#) (Enter a quantity for the part you wish to order)

Fig. 5-6



- Allow end user to search for Tohatsu outboard spare parts #s
- Not for online sales.

New features & upgrades

Feel the Wind™

- Warranty registration – New Feature



Outboard Registration

If your outboard was not registered by your Mercury dealer or retailer, use this tool to complete the registration process to be eligible for warranty coverage. This applies to Avator outboards and batteries, which must be registered separately.

[Register Now](#)

MERCURY

ENGINES | PROPPELLERS | PARTS & ACCESSORIES | GAUGES & CONTROLS

[SIGN UP](#)

Outboard Registration

REGISTER YOUR OUTBOARD FOR WARRANTY COVERAGE

Register your outboard and/or Avator batteries for warranty coverage.

If you are registering a 2.5 to 25hp tiller outboard (excluding Avator product) purchased online from a dealer or retailer, please also fill out the [Customer Delivery Inspection form](#).

Register a New Outboard Product

Serial Number:

[Next](#)

This registration process applies to outboard products only for consumers in the United States and Canada. For all other products and locations, consult your selling dealer. Consumer retail promotions do not apply to registrations via this form. Contact your selling dealer for more information.

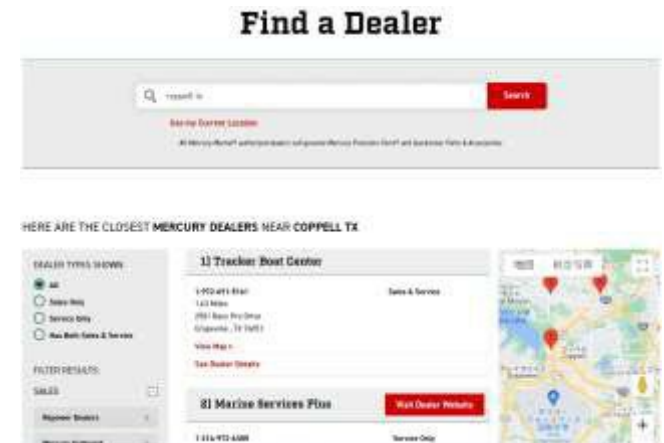
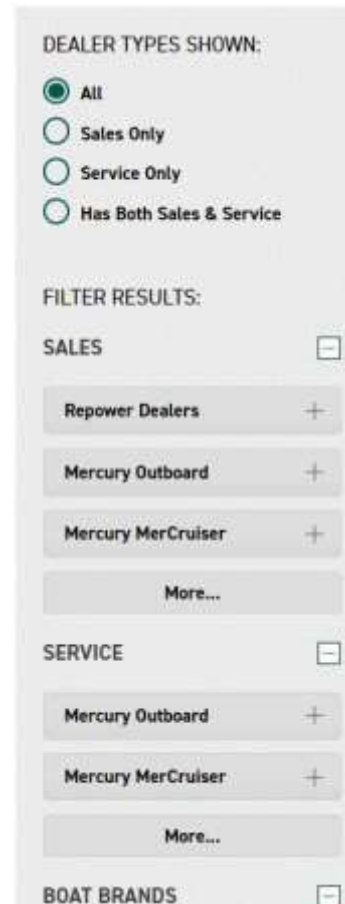
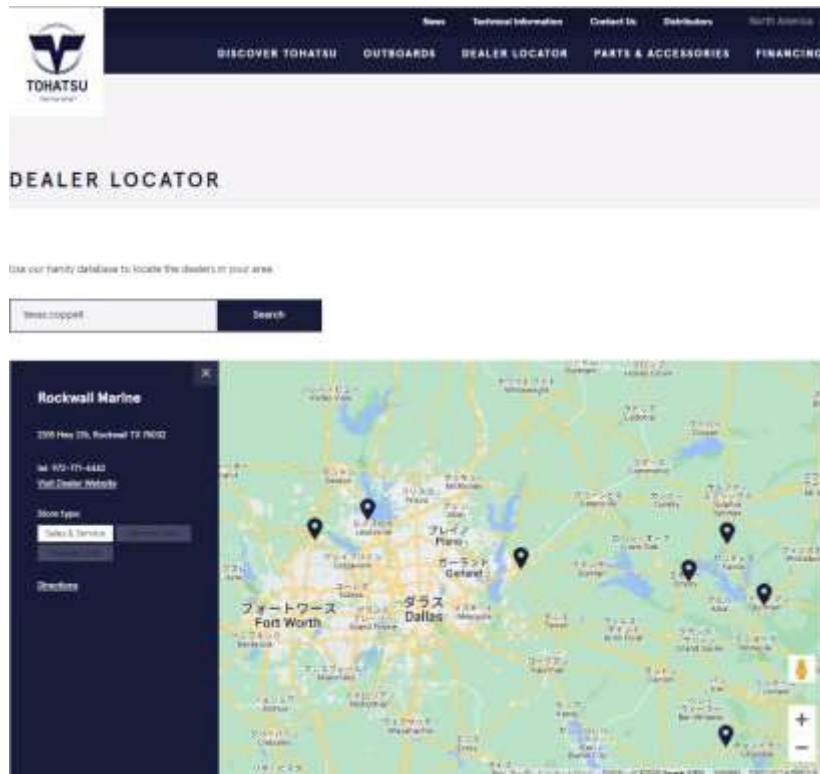
Avator outboards and batteries. If you are registering an Avator outboard, be ready to provide the outboard serial number as well as the battery serial number. Both are required to be registered separately for warranty coverage, and you will need to complete this registration process for each. The outboard and battery serial number locations are described in the products operation manual, in the General Information section.

- Allow end user to register Tohatsu outboard warranty online.

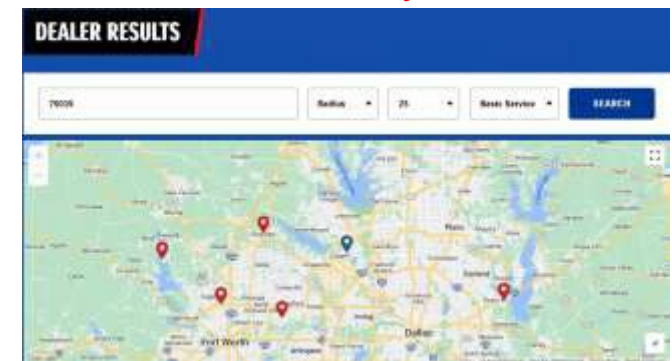
New features & upgrades

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- Dealer locator – Upgrade (adding filters, distance etc...)



Mercury



Suzuki

Mercury

Simpliq™
Technology

BACKS
YOU
UP.

Competitor's website

Competitor's website

Feel the Wind™

[Find a Dealer](#) | [Have a Dealer Contact Me](#)

[News](#) | [Events](#) | [Blue Life Community](#) | [Email Signup](#) | [Sustainability](#) | [MyYamahaOutboards](#) [Log-In](#)



OUTBOARD ENGINES

RIGGING & CONTROLS

PROPS & ACCESSORIES

OWNER CENTER

MAINTENANCE

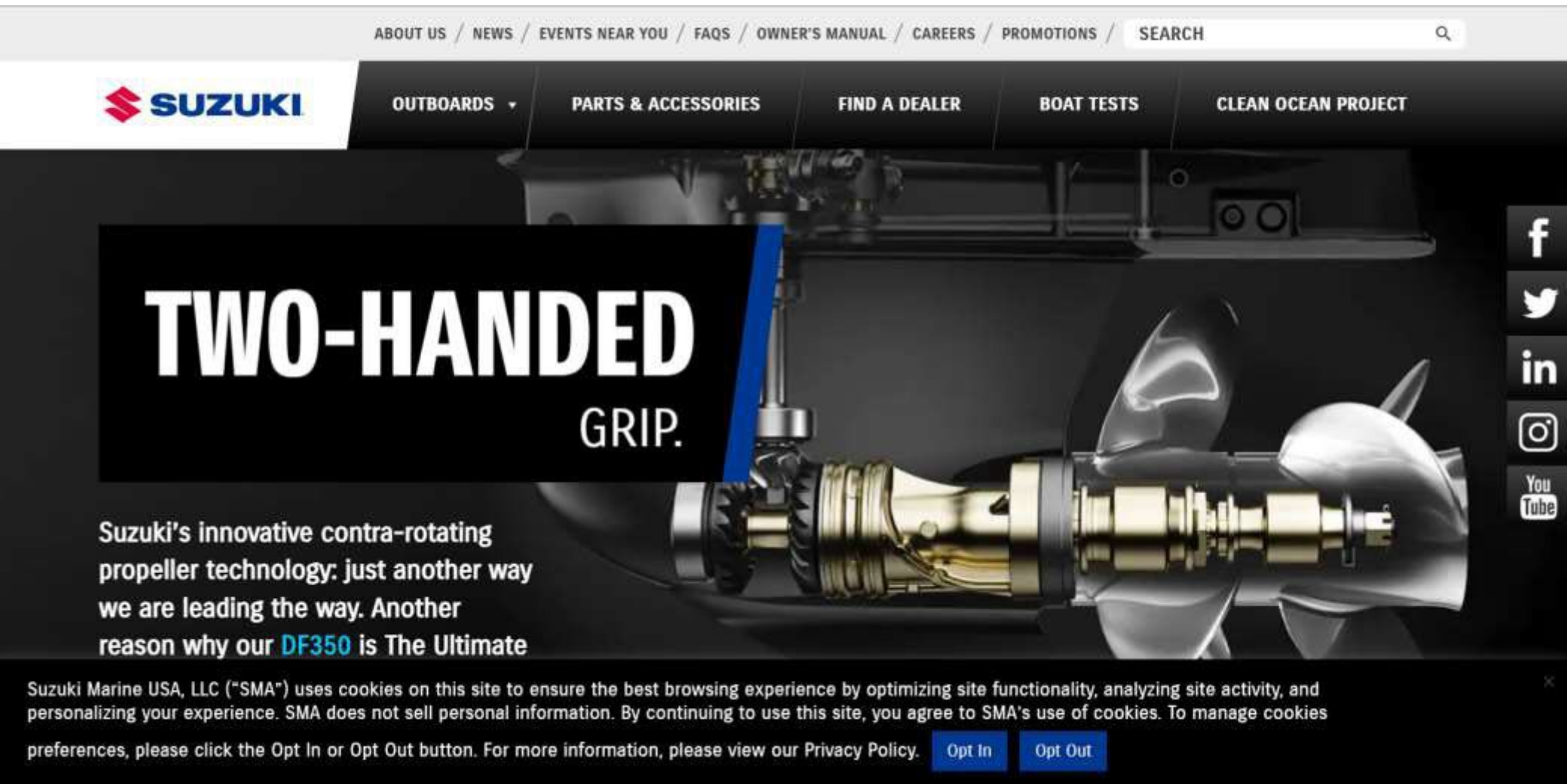


Sign Up

<https://yamahaoutboards.com/>

Competitor's website

Feel the Wind™



ABOUT US / NEWS / EVENTS NEAR YOU / FAQs / OWNER'S MANUAL / CAREERS / PROMOTIONS / SEARCH

SUZUKI

OUTBOARDS ▾ PARTS & ACCESSORIES FIND A DEALER BOAT TESTS CLEAN OCEAN PROJECT

TWO-HANDED GRIP.

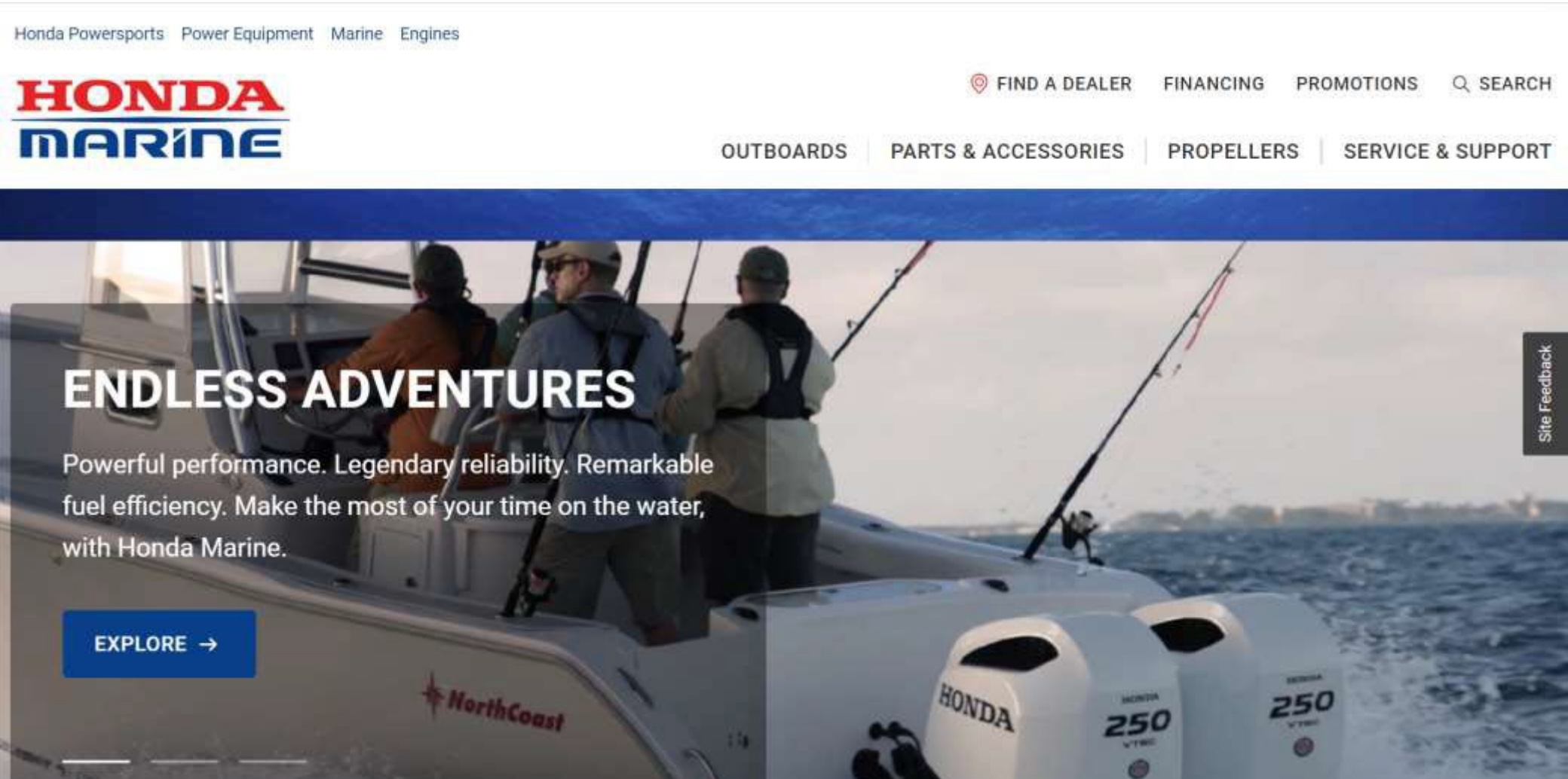
Suzuki's innovative contra-rotating propeller technology: just another way we are leading the way. Another reason why our **DF350** is The Ultimate

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<https://www.suzukimarine.com/>

Competitor's website

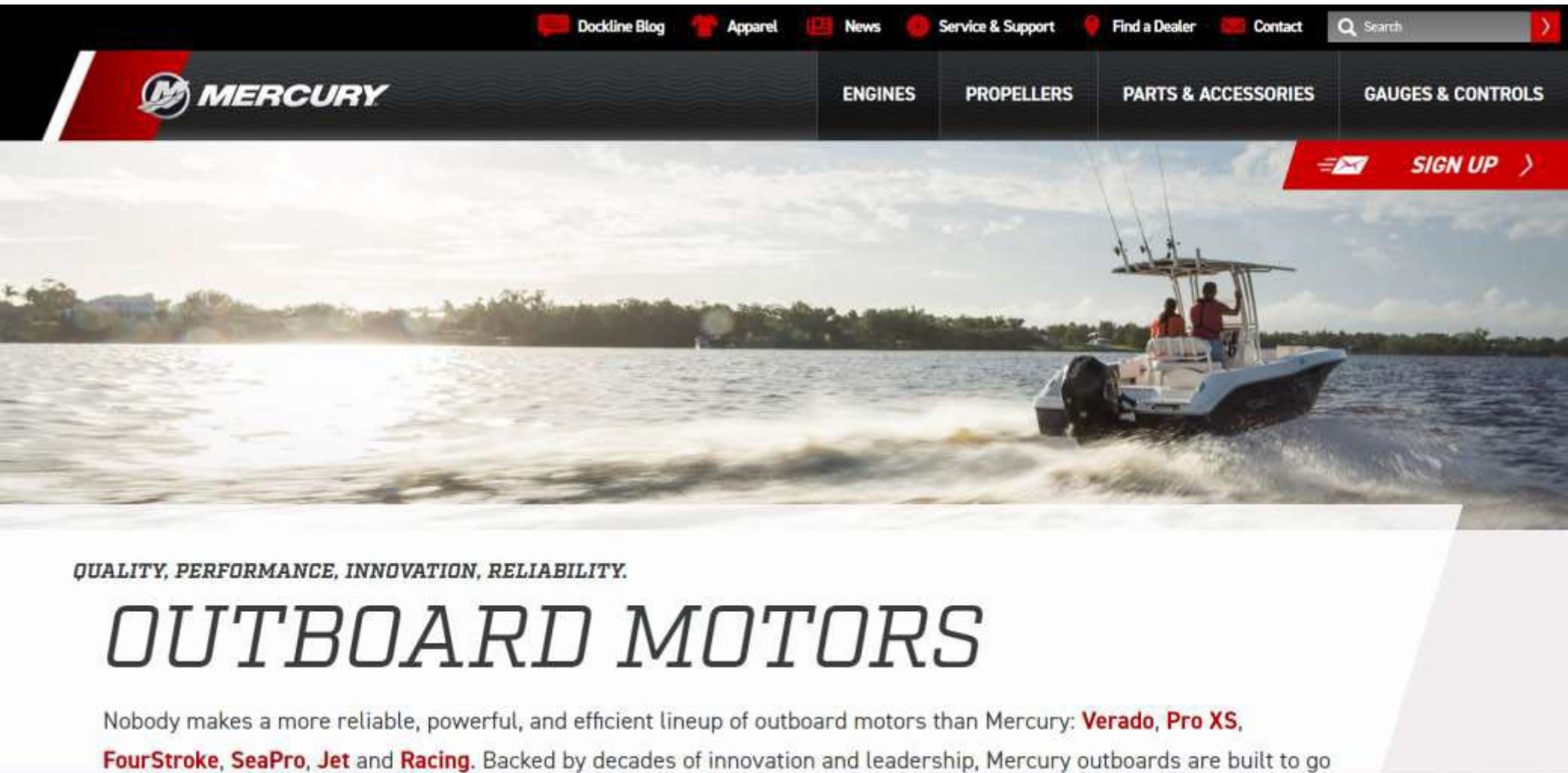
Feel the Wind™



<https://marine.honda.com/outboards>

Competitor's website

Feel the Wind™



The image shows the top portion of the Mercury website. At the top is a dark navigation bar with links: Dockline Blog, Apparel, News, Service & Support, Find a Dealer, and Contact. A search bar is on the right. Below this is a dark banner with the Mercury logo on the left and four menu items: ENGINES, PROPELLERS, PARTS & ACCESSORIES, and GAUGES & CONTROLS. A red 'SIGN UP' button with an envelope icon is on the right. The main visual is a large photograph of a blue boat with two people on a lake, moving away from the viewer. Below the photo, the text 'QUALITY, PERFORMANCE, INNOVATION, RELIABILITY.' is followed by 'OUTBOARD MOTORS' in large, bold, italicized letters. A paragraph of text follows, mentioning various motor lines.

Dockline Blog Apparel News Service & Support Find a Dealer Contact Search

MERCURY

ENGINES PROPELLERS PARTS & ACCESSORIES GAUGES & CONTROLS

SIGN UP

QUALITY, PERFORMANCE, INNOVATION, RELIABILITY.

OUTBOARD MOTORS

Nobody makes a more reliable, powerful, and efficient lineup of outboard motors than Mercury: **Verado, Pro XS, FourStroke, SeaPro, Jet** and **Racing**. Backed by decades of innovation and leadership, Mercury outboards are built to go

<https://www.mercurymarine.com/en/us/>



END



TOHATSU

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Simpliq™
Technology

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UP.**



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**BACKS
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