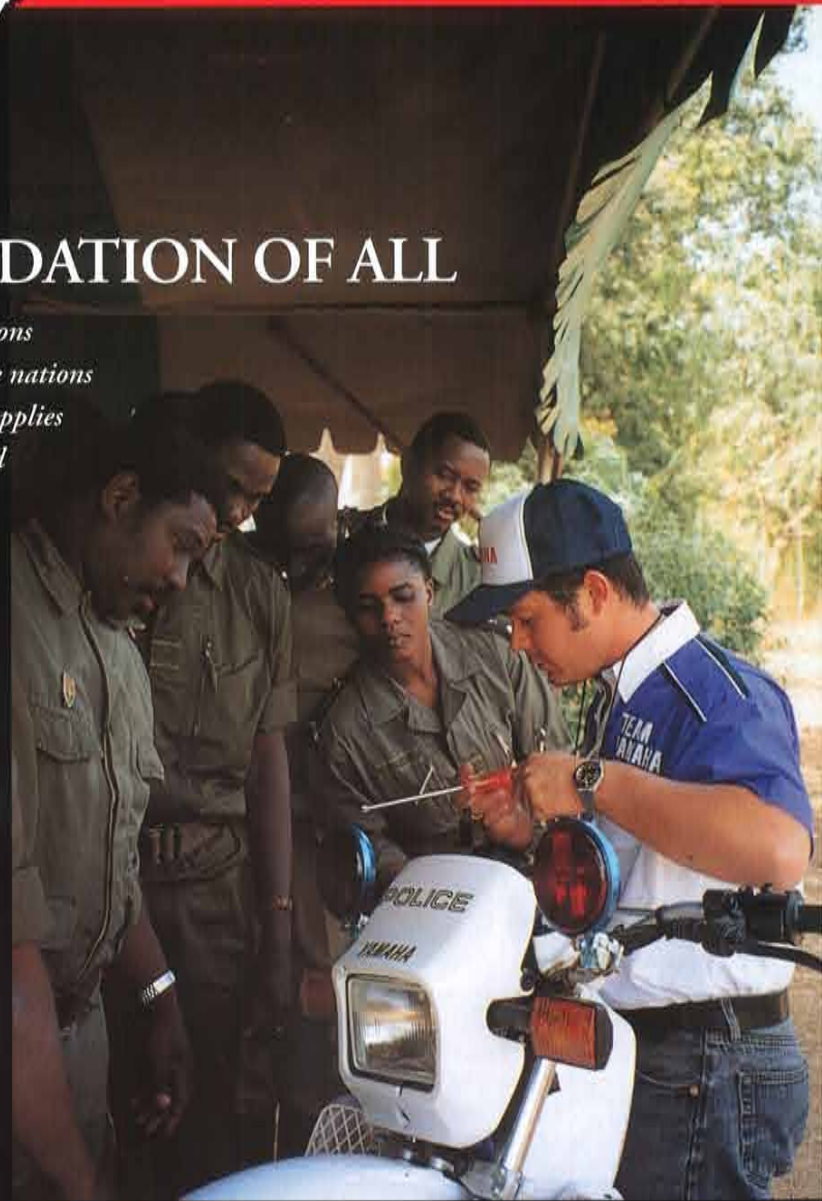


Yamaha News

No.3
BIMONTHLY

YRS BUILDS TRUST, THE STRONGEST FOUNDATION OF ALL

Since 1996, Yamaha's Overseas Market Development Operations (OMDO) has been building trust in the Yamaha brand in the nations of Africa and the Middle East by backing the police bikes it supplies with a program of police-oriented Yamaha Riding Schools and machine maintenance training.



Police trust Yamaha bikes thanks to YRS: OMDO program spans Africa and the Middle East

In early June of this year a Yamaha Riding School (YRS) event was held for police in the city of Jeddah on Saudi Arabia's Red Sea coast. Serving as instructor was a former Yamaha factory rider who in recent years has held YRS riding courses throughout Africa and the Middle East, Mr. Hidenobu Toh. In this issue of *Yamaha News* we look at the police YRS program that has helped win solid trust for the Yamaha brand in Africa and the Middle East.



First riding position is checked in YRS program

Police YRS held again this year in Saudi Arabia

When the Yamaha XV250P police bike was first introduced in Saudi Arabia in April of last year, a YRS course was also held for the first time in the capital city, Riyadh. Early this summer the program was held in another major city, Jeddah, which is famous as the gateway to Mecca, the holy city that attracts millions of Islamic pilgrims each year. On this day some 67 police applied themselves diligently to the YRS course while representatives of Yamaha's Saudi distributor Al Rassam Trading Company and officials from the Department of the Interior looked on.

The smiles tell it all

In this largely desert country where rain falls only a few days each year, the weather for the Yamaha Riding School was clear as usual. The day began with the introduction of Mr. Toh. As the police participants sized up their instructor, it was clear that some of them needed convincing. Their looks seemed to be saying, "Who is this guy?" As a motocross rider, Mr. Toh has proven that his skills are World GP class. But that kind of career background means nothing here. So he mounts the police bike and begins a demonstration ride. Time for some real moves; time to show what he and the bike can do. From full speed he hits the brakes hard, comes almost to a stop, banks deep and spins the bike around in a sharp U-turn, virtually on a dime. The expressions on the policemen's faces have



In all, sixty-seven police participated in the training in Jeddah in groups of 15 to 18. Mr. Toh at center



Mr. Toh leads a run on the slalom course

changed. Any doubts they may have had about Mr. Toh have been erased. The actual training course begins with Mr. Toh instructing on the basics of riding position, with detailed pointers about line of vision, sitting position and knee grip. He says, "I want them to get an experience of how a slight difference in the angle of

the wrist of the right hand when operating the throttle, the way you grip the brake levers and the proper distribution of braking force between the front and rear wheels and the difference in braking distance relative to the traveling speed can all make a very big difference in how much control you have over the machine." A balance beam is used to practice low-speed balance and control. Here he gives advice about using focal point and the operation of the rear brake and handlebars to maintain balance. "Using the rear brake improves machine stability, but this is just when you want to keep your balance. In regular riding the point is to learn the proper use of the front brake and engine brake," Toh explains. Of course the verbal instruction is done through an interpreter, but the practical elements of skillful machine control are a

universal language that needs no translation. Among the participants are some whose riding career is still relatively short, and they may show some hesitation at first. But after several repetitions of the drills they start to get the knack. "I love to see the expression of satisfaction that comes the moment when a trainee is finally able to successfully complete a drill he had failed to perform repeatedly. Although we speak different languages, that full-face smile says everything."

Maintenance know-how also a vital part of police YRS

One of the unique elements of the police YRS program in Africa and the Middle East is that a bike maintenance training course is held after the completion of the riding course. In this course participants learn the basics of bike maintenance along with some fundamental servicing techniques and advice for getting longer life



YRS trains participants not only in riding skills but also in conducting regular machine checkups and maintenance

from parts. In much of Africa and the Middle East where there are few police-specific service centers, police often have to do their own emergency repairs in the field. That means that having the basic skills to keep the machine in good running condition is a vital part of police work.

To meet this need, the YRS course includes advice aimed at extending the life of police bikes, such as instruction in performing chain-tension checks, oil level checks and checking for oil leaks.

There are also some other differences in the curriculum of police YRS compared to general public YRS. In Africa and the Middle East, most privately owned motorcycles are in the 100cc to 125cc classes, while police bikes are mostly larger dis-

placement models from 250cc to 900cc, as well as offroad DT and XT models with wider tires. To accommodate this variation the course is finely tailored to the specific model of police bike used and instruction is on a man-to-man basis.

To begin with, the purpose of the police YRS program is not just to help the police ride their Yamaha motorcycles more skillfully. Since the program began in 1996, Yamaha's Overseas Market Development Operations (OMDO) has worked consistently with the authorities in each country to provide comprehensive YRS instruction in riding followed by maintenance training for the police bikes already in use, regardless of their make. In other words, what makes the Yamaha program unique is that OMDO thinks of product supply, riding instruction and subsequent maintenance training as one integrated set. This type of user-oriented approach is rooted deeply in Yamaha's DNA.



In some areas modified offroad models serve as police bikes

At Abidjan trainees from the Army joined the police



More countries choosing Yamaha police bikes

Perhaps earlier than any other country, Egypt's police became impressed with Yamaha's training program and thorough follow-up with the police bikes it supplied. The first YRS course was held here in 1996, which led to numerous subsequent orders for Yamaha police bikes and continued holdings of YRS courses in '97, '98 and 2000. In the process, the agencies purchasing Yamaha police bikes expanded steadily from the national police bureau to local departments.

What's more, in Ivory Coast, where European brand police bikes had been supplied to the national police in the form free for-

eign aid packages, Yamaha's YRS and service training programs have been so well received that, starting a few years ago, Yamaha police bikes are now being used.

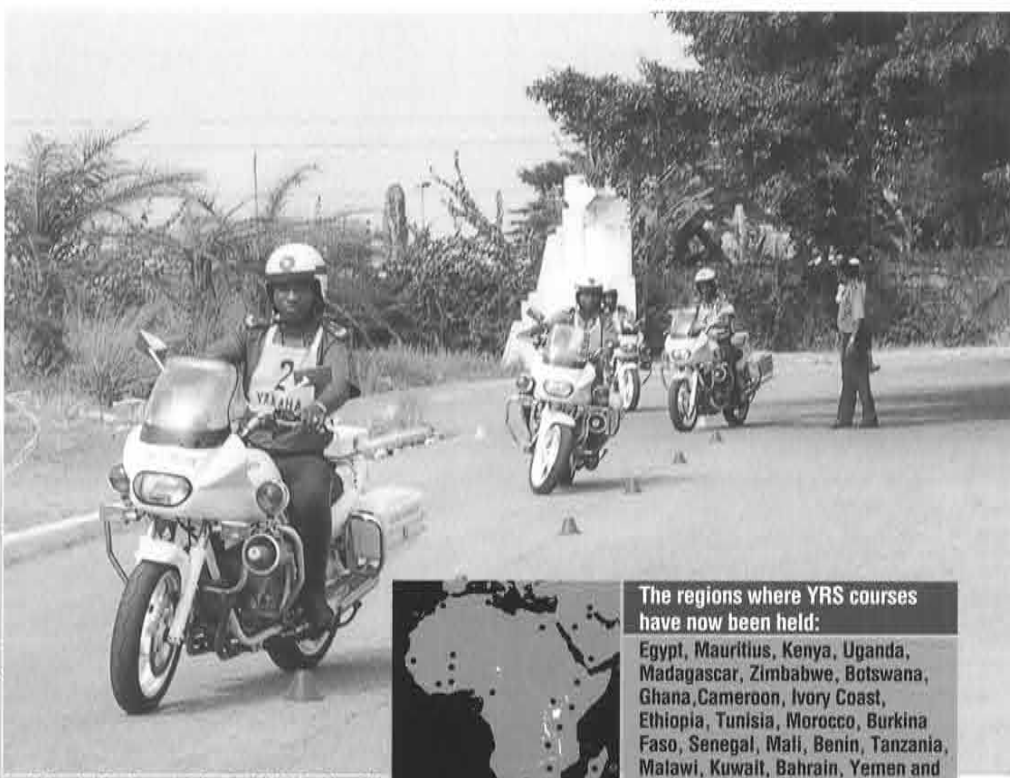
The trust that comes from building market-specific bikes

Yamaha presently supplies police forces in Africa and the Middle East with a line of eight different police bike models ranging from 125cc to 900cc. Unlike markets such as Europe and North America where the traffic environment and roads are pretty much the same no matter where you go, the need in Africa differ slightly from area to area in terms of conditions of machine use and the predominant means of local transportation. What makes Yamaha police bikes unique is the flexibility we have to tailor the hardware to meet these different needs.

In order to get a clear picture of the actual ways Yamaha police bikes are adapted to the different use environments we talked to Mr. Etsuro Nagata, a Yamaha engineer who has been involved in police bike development since 1985.

"In fact, I spent about a month back in the late 80s studying the actual conditions under which police bikes were used in Tunisia, Morocco, Egypt, Zimbabwe and South Africa specifically for the purpose of developing police bikes that were best suited for the various African traffic and road environments. At the time it was very rare for motorcycle development engineers to visit these markets, and I was given an especially warm welcome because I was the first engineer from a Japanese maker ever to visit many of these areas.

When I saw the condition of the police bikes already in use, what struck me most was the fact that they were not being maintained, with many just being allowed to deteriorate. For example, if a police force had received a shipment of 100 police



Participants ride the special-spec XJ900P police bike



The regions where YRS courses have now been held:
 Egypt, Mauritius, Kenya, Uganda, Madagascar, Zimbabwe, Botswana, Ghana, Cameroon, Ivory Coast, Ethiopia, Tunisia, Morocco, Burkina Faso, Senegal, Mali, Benin, Tanzania, Malawi, Kuwait, Bahrain, Yemen and Saudi Arabia

bikes, their condition would eventually began to deteriorate and, since sufficient spare parts were not available, they would be forced to scavenge parts from the worst of the lot to keep the others running. So, before long, perhaps twenty units would become scrap bikes to maintain the other 80 units. Later, the ratio of active units to scrap units would fall to 60/40, and so on.

I thought this was a real waste, and I couldn't help feeling sorry for the bikes themselves. All this made it very clear to me that we had to approach police bike supply as a set that included,



first of all, choosing the right models to fit the local conditions of use, then

Mr. Nagata was in charge of developing the XJ900P. He is an engineer at the Yamaha group engineering company YEC now

making sure the necessary spare parts were supplied, and finally training the police riders in proper riding technique."

Development of police-spec models involves especially strict quality testing and inspection. In the case of the police bikes like the FZ750P, the ordered units are shipped only after extensive testing by the running test group at YMC headquarters. After fitting the bikes with their sirens and bumpers, etc., they are run on the test course at speeds of 190 km/h. The suspension settings are also reviewed. With the FZ750P, even the exhaust system was modified with a different sound-absorbing material from that to the Japanese market police bike spec in order to give it an optimum combination of performance and pleasing exhaust sound.

In the case of the recently introduced XJ900P model, road tests were conducted in Tunisia over a period of one year and that test data fed back into the development project. In the desert regions of Africa, protection against fine, air-born sand becomes quite important. For XJ900P, a high-cut windscreen was adopted that provides sufficient protection from air-born sand for a 180cm tall rider running at 190 km/h. The shaft drive on this model is another important feature that increases protection against the effects of sand.



The XJ900P complete with over-size windshield and saddlebags

The ongoing job of police bike improvement

What's more, Yamaha engineers are always looking for new ways to meet local market needs by improving the next generation of police bikes based on information gathered from use of current Yamaha models, as well as requests and improvement items YRS participants bring in concerning the police bikes they have been using until now. One example of such an improvement was the new shape and size of the saddlebags adopted from the second shipment of XJ900P models.

The XV250P model for Saudi Arabia last year featured a number of market-specific improvements including a new-design center stand, adoption of a sub-battery to ensure quick starts and the removal of the sissy bar for the sake of a more practical design. The XJ600P was also given a sub-battery.

Another way that OMDO has helped build trust in Yamaha as a market-specific brand is by offering CBU units to some countries in a special police-white finish along with a kit of parts necessary to outfit them as police bikes.

Our aim is YRS instruction that fits each country's culture

Along with the supply of eight different Yamaha police bike models, police YRS are now held in 23 locations in Africa and the Middle East. For Mr. Toh and OMDO, their purpose is not simply to travel around the region holding YRS courses. These



Police force senior officers joined in the YRS graduation ceremony. Participants receive their course-completion certificates from a Police General. In Saudi Arabia in June, 2002

courses are in fact a platform for tackling a larger task. Today, Mr. Toh is training local YRS instructors in three locations around Africa and these instructors are in turn teaching riding schools sponsored by local dealers or importers in ways that fit the local culture.

"When Yamaha sends instructors to hold training courses, it is not simply a case of



Concentration is intense, but there are smiles of satisfactions that won't quit, too. At Abidjan

exporting events. The aim is not to export but to plant the seeds from which local training courses conducted by local instructors will grow and pass on the valuable YRS know-how in the local language and according to local custom. When this happens we are in fact creating a new kind of culture. Riding technique itself is a kind of culture that helps build character, so it seems only natural that it should be developed as a kind of national or local culture," says an OMDO representative.

But Africa is a huge and diverse continent, and the job of planting the seeds of YRS programs throughout the region is a big task that is sure to keep Mr. Toh busy for some years to come.

This year Toh will be teaching police YRS courses in Nigeria and Mozambique. What moves will he use this time to break down the cultural and language barriers with his course participants? We will keep you informed in future issues of Yamaha News.

The participants in the YRS in Senegal



Vital Link to a Developing Market

■ Yamaha Motor Co., Ltd., Dubai Office (YMDO) ■ Location: Al-Maidan Tower #505, Deira, Dubai, UAE ■ Employees: 4

It was in May of 1994 that Yamaha Motor Co., Ltd. (YMC) established a business office for the Middle East region in the Emirate of Dubai, of the United Arab Emirates (UAE). At first it was exclusively a business office for Yamaha's marine engine business in the region but in March of 1995 a marine engine service section was added. In December of that same year, the business representative was withdrawn, making it solely a service oriented office. Then, in 1999, with the shift in regional business jurisdiction for YMC's motorcycles, ATVs and Power Products from the Product Marketing Div. to the Overseas Market Development Operations (OMDO), business representatives from OMDO joined the office to give it its present form.

The business and product scope of the Dubai Office today covers business instruction primarily in the area of service for outboard motor and personal watercraft distributors in the Middle East region and instruction primarily in business/marketing for motorcycle, ATV and Power Product distributors. The Dubai Office thus serves an important role in the development of new markets and building the sales network in the region, as well as being a vital information pipeline between the Middle East market and YMC in Japan.



YMCO's Dubai Office in the Al-Maidan Tower. Can you see YAMAHA banner?



A fish market in the UAE. Long years of use in this market have won Yamaha outboards a strong reputation for durability, reliability, fuel economy and good parts availability



YMDO staff: From left Ms. Cecille De Leon, Mr. Shigeru Ishikawa, Marketing Manager for Motorcycles, ATVs and Power Products, Mr. Kazunori Matsumoto, Service Manager for Outboard Motors and Water Vehicles and Ms. Cherrie Jose

the creation of the "Dubai Media City" in Jan. 2001 reflects the Emirate's desire to become a center for information dissemination as well.

Office activities and market trends

The main functions of Yamaha's Dubai Office are receiving orders from the region's distributors and disseminating knowledge and instruction concerning the various Yamaha products. Regarding motorcycles, one of the activities promoted by the Office is the Yamaha Riding School (YRS) program for police featured in this issue and a program that actively teaches proper riding techniques and habits for ATV users. Since 2000, seven riding school programs have been conducted in the Middle East, including the June YRS program in Saudi Arabia (see this issue's Up Front article) and ones in Bahrain and Kuwait. All are popular and succeed in instilling a sense of trust in the products and Yamaha service.

Meanwhile, in the marine market there has continued to be stable demand from the commercial use sector, including fishery and the tourism industry, and recently there has been an increase in orders from government agencies like the Coast Guard. In all these sectors, Yamaha is by far the leader in terms of customer trust in its marine prod-

Economic trends

About one-third of the UAE's economy depends on the oil industry, but with the gradual decline in petroleum revenue since around 1986, the government has promoted a program aimed at encouraging non-petroleum industries. Amidst the resulting economic diversification, the manufacturing, tourism and construction industries have become increasingly important sectors of the UAE economy.

The Emirate of Dubai has also dealt with the impending decline of the oil industry by diversifying local industry. Foremost among these efforts has been the Dubai government's establishment of the "Jebel Ali Free Zone" on the outskirts of the city in 1981 that has attracted foreign corporations

The Middle East International Boat Show held in Dubai this March



and help establish it as a trade and commerce center for the Gulf region. Other emirates like Abu Dhabi have followed suit by creating their own free business zones. Dubai has also been aggressive in attracting IT industry corporations to the country. With the establishment of the "Dubai Internet City" in 2001, Dubai hopes to become the software development center for the region. Likewise,



Participants are always intent on learning at Yamaha service training courses (Top photo: Bahrain, bottom: Iran)



has tied up with the Dubai Creek Golf and Yacht Club to hold an annual fishing contest since 1994 that is aimed at spreading consciousness of the fun of marine sports.

This annual Yamaha fishing tournament is one of the most popular marine events on the UAE calendar and does a lot to build the image of the products and the Yamaha brand in general.

ucts. And, with the start of construction in July 2001 of a huge, palm-shaped coastal landfill project aimed at creating the Middle East's largest marine resort facility, the marine market is sure to expand in the pleasure-use sector as well.

Another important market trend worth mentioning is the boom in ATV use as a recreational vehicle among the local residents in the last two years, which has resulted in a sharp rise in demand. Furthermore, the large size of the under-35 demographic in the area that is likely to invest in outboard motors, motorcycles and ATVs for recreational use fuels expectations for further growth in demand for Yamaha products.

In light of these market conditions and outlooks for the future, the Dubai Office will continue to work aggressively to bring service training to the commercial fishery, government agencies, and the tourism sector as well as service campaigns and training for pleasure-use customers in cooperation with the local distributors.



The annual fishing festival in UAE has a great promotional effect

actually disassembling and assembling the engines. With dealers, the importance of Yamaha's 3S campaign (Sales, Service, Spare parts) is also stressed.

Also, for fishermen who have no nearby dealership or service center to depend on, the local distributors conduct vital free-check service campaigns in which their service people go to the fishing villages with a van loaded with the necessary spare parts and tools to conduct outboard inspections and instruct the users in proper use of the products.

Our distributor in the UAE, Al Yousuf Motors LLC, recently completed just such a campaign in March of this year in cooperation with YMC. Such activities are always based on Yamaha's corporate principle of Customer and Community Satisfaction.

Promotional activities

As part of its promotional activities as Yamaha distributor in the UAE, Al Yousuf Motors

In Bahrain, the local Yamaha distributor Kooheji Marine Center conducts a proper riding course for Yamaha WaveRunner owners and holds a "Water Sports Festa" Continuing these kinds of grassroots promotional activities on a regular basis helps spread an appreciation for marine sports and the Yamaha brand among the younger generation.

The staff

There is a family atmosphere among the four employees who work at Yamaha's Dubai Office. Two of the people are women from Dubai hired locally. Ms. Cherrie Jose says "Having worked for Yamaha Motor's Dubai Office for a long time makes me feel like part of a big family that gives me an opportunity to meet a lot of different people. Our office being based in Dubai, UAE, is an added pleasure, since this country is made up of 65% expatriates from all walks of life. I work in the Marine Engine Service Division handling the Middle East region. Hopefully the Yamaha business will have a bright future here since Dubai is a fast-developing country and becoming a favorite destination for tourists. Hence, marine sports and other sporting events are becoming more popular." Ms. Cecille De Leon says, "To work for a multinational company like Yamaha Motor is indeed a great opportunity, with products that

you can be proud of and a pleasant working environment that enhances one's productivity."

From Mr. Shigeru Ishikawa, YMDO, UAE

The Al Yousuf headquarters showroom



The latest marine sports are popular here and the facilities are excellent

Marine service campaigns

Just like with its motorcycles, Yamaha Motor actively conducts service training and campaigns for its marine products in regions throughout the world, and the Middle East is of course no exception.

The outboard motor service training courses conducted here in the region consist of both classroom and workshop instruction to give participants the necessary general knowledge of the outboards, their layout, how to actually conduct periodic inspections and practice in

The new company headquarters of UAE distributor Al Yousuf Motors LLC was just completed in October of last year



This Is My Country



United Arab Emirates

- Country name: United Arab Emirates ■ Capital city: Abu Dhabi
- Area: 83,600 km² ■ Population: 3.1 mil. (2000 estimate)
- GDP: 237.5 bill. Dhs. (2001) ■ Currency: dirham

The United Arab Emirates is a federation of seven Arab emirates located on the southern coast of the Arabian Gulf. The seven emirates include Abu Dhabi, Ajman, Fujairah, Ras Al-Khaimah, Sharjah, Umm Al-Quwain, and Dubai, the home of Yamaha Motor's Middle East Office. Each emirate is a sheikhdom with its own ruling family, and the largest of them, Abu Dhabi, serves as the nation's capital. Dubai in particular, with its good natural harbor and strategic location, has long been one of the Arab world's largest trade centers. Since the discovery of oil in the 1960s, however, the UAE has undergone tremendous development to become an exceptionally modern country with a diversifying economy boasting strong trade, manufacturing, tourism and construction sectors.



Modern waterside city, Dubai



The Jumeira Mosque is one of the symbols of Dubai

History

Archeological finds indicate that small fishing villages thrived along the Arabian Gulf coast of the present UAE as long as 4,000 years ago. The history of the modern emirates like Dubai dates back to the 1830s, when the small fishing village of Shindagha at the mouth of Dubai Creek was settled by a branch of the Bani Yas tribe led by the Maktoum family, whose descendants still rule the emirate today. By the 1870s, Dubai was the principal port of the Gulf coast and by the turn of the century it is said to have had the largest markets in all of Arabia. Pearluring was long a mainstay of the local economy, and when the development of cultured pearls in the 1940s displaced the natural pearl industry, the region's enterprising merchants soon developed other forms of trade in commodities like gold. For much of the 20th century the area was a British Protectorate, and when the British left in 1971, seven of the sheikhdoms banded together to form today's UAE.



Photo courtesy of Zareh, Durrush

Among the various souks, Dubai's gold souk is the biggest in the world

Road to Modernization

The discovery of large oil deposits in the 1960s, especially in Abu Dhabi and offshore in Dubai, changed the emirates and their way of life dramatically. Oil exports sparked a period of rapid economic development that laid the foundation for

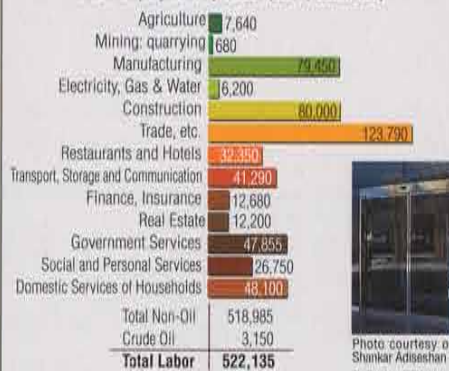
Traffic laws		Cost of living	
Minimum age for light vehicle license	18	Average lunch	Dhs. 10-30
Minimum age for motorcycle license	17	Cup of coffee	Dhs. 2-10
Minimum age for boat license	not required	Bus fare	Dhs. 1.50
		Gasoline	Dhs. 1.00/liter
Common image of Yamaha products			
Very good line of products. Prices are competitive			
Made in Japan - it must be of excellent quality			
A very popular brand name.			
Good products. Powerful engine. No idea about prices but I'm sure they are competitive			

today's modern society. Knowing that the oil revenue will not go on forever, the country is actively promoting non-oil-related industries. Its long history as a free port of trade has also made Dubai in particular a very cosmopolitan city with free business zones that attract international corporations. Dubai has also become the leading center for tourism and business in the region. Visitors will find championship golf courses and marine facilities to compliment the region's beautiful beaches, coral reefs and over 200 islands, where you can enjoy marine sports year-round.

Traditional foods

Modern Arabic cuisine is a blend of many types of cooking with origins in Morocco, Tunisia, Iran, Egypt and Lebanon. You will find sidewalk stands selling tasty *shawarma* (lamb or chicken sliced from a spit and served with salad rolled in Arabic bread) and *falafel*, (savory balls of deep-fried beans). Blended fresh-fruit juices are another local specialty not to be missed. There are many fine restaurants in the major cities and recently Italian, Chinese and Japanese food are popular. Catering to the younger generation are also a full array of international fast food chain restaurants. Some visitors will also be tempted to try a soothing aromatic waterpipe, in a cafe known as a *shisha* or during a Desert Safari Tour.

Dubai Employment by Sector (2001, estimates)



Source: Department of Economic Development of Dubai



Photo courtesy of Shankar Adiseshan

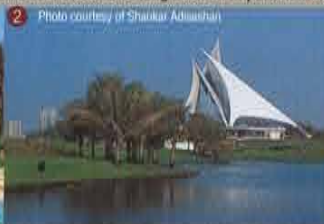
Even in the high-tech business Free Zone of Dubai, the preferred attire is the traditional *Kandura*

National Heroes

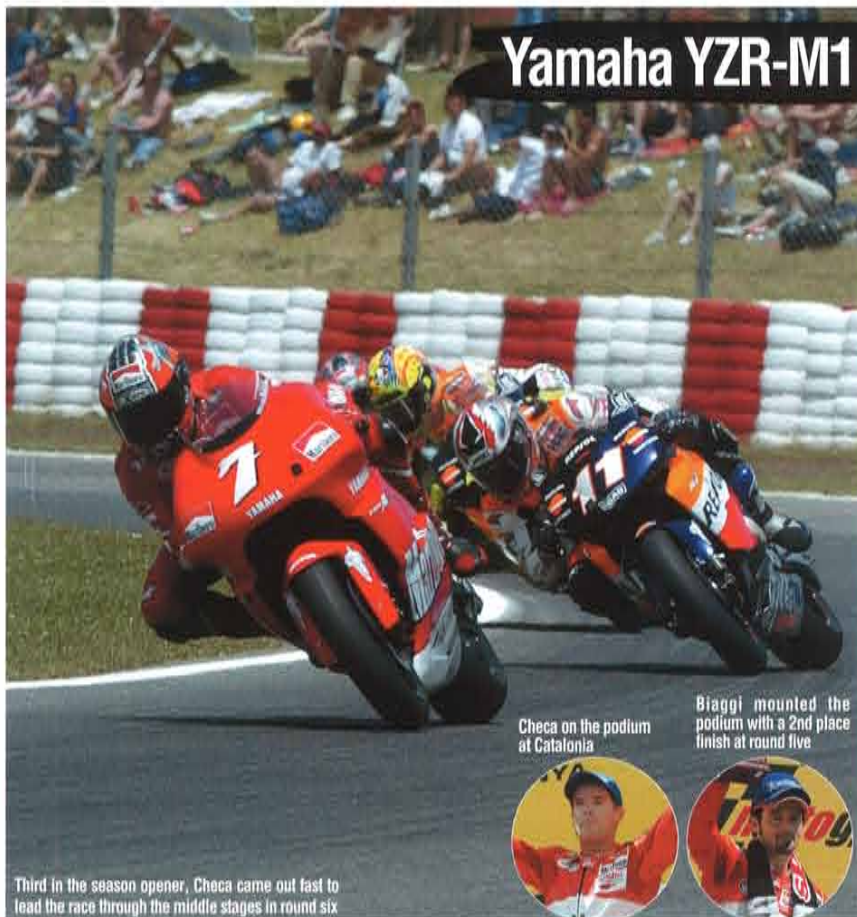
President of the UAE & Ruler of Abu Dhabi:	H.H. Shaikh Zayed Bin Sultan Al Nahayyan
Vice President & Prime Minister of the UAE &	
Ruler of Dubai:	H.H. Shaikh Maktoum Bin Rashid Al Maktoum
Boat race champion	Khalfan Hareb
Rally driver	Mohammed Bin Sulayem

Photos: 1 You can enjoy various marine sports at the country's beaches 2 The beautiful Dubai Creek Golf and Yacht Club 3 The abra boats on Dubai Creek have long been an important means of transportation 4 Dubai has many modern hotels

Information source and some photos: Courtesy of the Department of Tourism and Commerce Marketing



Yamaha YZR-M1, a Rising Force



Checa on the podium at Catalonia

Biaggi mounted the podium with a 2nd place finish at round five



Third in the season opener, Checa came out fast to lead the race through the middle stages in round six

(Photo: At the Catalonia GP on June 16, 2002)

As of this year, the world's premier road race competition has 2-stroke and 4-stroke machines competing against each other. The 2002 MotoGP that opened this year with the Japan GP at the Suzuka Circuit in April has finished its 6th round with the Catalonia GP in June, and the 4-strokes have clearly dominated. The man to beat has been V. Rossi, who has ridden to five victories on his 5-cylinder Honda 4-stroke machine. But, the YZR-M1 is a fast-rising force that has emerged as the machine to challenge him in the hands of Max Biaggi and Carlos Checa of the Marlboro Yamaha Team. Beginning with round five at Mugello, the Marlboro Yamaha duo rode the latest specification M1 with a new chassis. At that race Biaggi finished 2nd for the first time this season. Then at round six in Catalonia, Checa dashed into the lead on the new M1 and stayed there in front of Honda rider Rossi and Ukawa through the middle stages of the race. Although he eventually finished 3rd, with Biaggi in 4th, it was proof that the M1 had closed the gap. With six rounds of the series completed, Biaggi and Checa have both been on the podium twice and are tied for 4th in the point ranking. And, with the M1 on the rise, the second half of the season should be an exciting contest racing fans won't want to miss.

New Corporate Brand Strategy Launched

Brand Strategy

Yamaha Motor's unchanging goal as a company is to create passion.

In a word, what we want to create for our customers is "excitement."

From now on, all our products and services must be a source of excitement for the customers.

This is what the Yamaha brand promises, and it is newly expressed in the following "Brand Message."

Brand Message

"Yamaha Motor creates a world of excitement through its Humachine Technology*, giving you one-of-a-kind weekends in the great outdoors."

*Humachine Technology: This is the harmonious union between human and machine; a careful blend of ergonomics, engineering and environmental sensitivity.

The wording of this message is for the Japanese market, but we ask that its meaning, especially in the first half of the message be taken to heart by everyone in the worldwide Yamaha group and applied to all the products and services you supply.

Brand Slogan and Visual Identity

The mark and symbol of the Yamaha Motor group is the combination of the 3D tuning fork mark and YAMAHA logo in red.

Use it in your corporate activities in strict adherence to YMC's Visual Identity (VI) rules.



YAMAHA

Touching Your Heart

Brand Slogan

The slogan that will be used to unify and promote the Yamaha brand strategy is "Touching Your Heart." This slogan will be used on printed matter and the like in a form that fits the local needs and conditions.

Direct inquiries about the brand strategy to: Corporate Brand Management Div., YMC

E-mail: brand@yamaha-motor.co.jp

WORLD TOPICS

We always welcome your contributions.
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The May 8 Indonesian launch event was a big success. YMC's President Hasegawa was among the guest speakers

Indonesia/Malaysia

NOUVO embodies new brand image for ASEAN market

Large-scale press introductions attracted big media and industry attention in Malaysia on April 24 and Indonesia on May 8, as Yamaha unveil the revolutionary "NOUVO," its first model conceived and built for the entire

ASEAN market. What makes the NOUVO such an epoch-making model for this market is not only the fact that it is the first ASEAN market moped-type model to feature an automatic transmission but also the fact that everything from its hard-working, clean-running new 115cc 4-stroke engine to its spacious helmet storage space and sleek styling were designed specifically to make this model the next big thing in personal transportation in the ASEAN region.

From its reviews so far, it is clear that the press agrees, and it is getting the message out through the TV, newspaper and magazine media in both Malaysia and Indonesia. At the press event in Malaysia, the country's Minister of International Trade & Industry, Ms. Yang Berhormat Dato' Seri Rafidah Aziz also expressed her big expectations for the



Minister of International Trade & Industry Yang Berhormat Dato' Seri Rafidah Aziz was also on hand to express her big expectations for the NOUVO



The NOUVO was unveiled in an impressive display of staging at the Malaysian press conference



The country's No.1 pop singer, Kriss Dayantee, also showed up to brighten the occasion

NOUVO, commenting in her speech that she hopes the NOUVO will contribute greatly to the growth of domestic industry and the Hong Leong Group, Malaysia's Yamaha distributor and manufacturing base.

Meanwhile, in Indonesia the NOUVO was unveiled at a press event held in conjunction with a "3S Meeting" attended by YIMM and YMKI employees and all the first echelon Yamaha dealers from across the country. On

hand to liven the event was Indonesia's No.1 pop vocalist, Kriss Dayantee.

For Yamaha, the NOUVO is more than just another new model. It is the centerpiece of a comprehensive push to build a new brand image for Yamaha in the region. To help achieve this, a big regional TV commercial campaign has been launched featuring English football's young star player Michael Owen. At the end of June the NOUVO will be introduced in Thailand as well.

Japan

Foreign Dignitaries Visit OMDO Exhibition

Yamaha Motor's Overseas Market Development Operations (OMDO) put together an informative exhibition titled "Discovering Kando 137," referring to the 137 developing or remote countries where OMDO helps supply Yamaha products, at the Communication Plaza of YMC's headquarters in Iwata. At the invitation of OMDO, foreign dignitaries from three related countries visited the OMDO Exhibition during its run in March and April.

On March 20, the Ambassador Extraordinary and Plenipotentiary to Japan from Burkina Faso, H.E. Raymond Edouard Ouedraogo, visited the exhibit and then toured



YMC's Chairman Takehiko Hasegawa greets the Egyptian Ambassador (third from left) at the Communication Plaza

the 1st Iwata Factory accompanied by his wife and embassy associates. Burkina Faso is one of Africa's largest motorcycle markets and Yamaha enjoys a very large share, thanks in part to the Yamaha "V80" which is manufactured locally in a government-financed factory.

On April 10, the Egyptian Ambassador Extraordinary and Plenipotentiary to Japan, H.E. Dr. Mahmoud Karem, visited YMC with two embassy officials. After a tour of the Communication Plaza guided by YMC Chairman Takehiko Hasegawa and a luncheon, the Ambassador viewed the OMDO exhibition and production lines at the 1st



The Burkina Faso Ambassador (2nd from left) to Japan at the OMDO Exhibition



Turkey's Commercial Counselor, Ms. Canan Gürhan with the Beldeyama moped "Galaxy"

Iwata Factory and heard explanations of OMDO's 3S program with great interest. Over the years, Yamaha has enjoyed close relations with the Egyptian government, largely through its numerous purchases of Yamaha police bikes, and that relationship is sure to continue to develop in the future.

Finally, on April 18, the Commercial Counselor to Japan of the Republic of Turkey, Ms. Canan Gürhan paid a visit to YMC at the invitation of OMDO to see the exhibition and learn in detail about OMDO's business relations with Yamaha Motor's Turkish distributor and manufacturer Beldeyama. For several years now, OMDO has been exporting Beldeyama-built mopeds to the African market. Ms. Gürhan also showed particular interest in seeing production work at the 1st Iwata Factory and hearing about OMDO's market activities and new model plans.

From Kazuomi Hanabusa, Area Marketing Div., OMDO, YMC

China

Jianshe Yamaha Celebrates 10th Anniversary

On March 26, Jianshe Yamaha Motor (JYM), YMC's oldest motorcycle joint venture in China, celebrated the 10th anniversary of the company's founding at the company headquarters in Chongqing. Addressing an audience including such dignitaries as Mr. Lai JinLie, a Member of the Standing Committee of the National People's Congress and the Vice Mayor of Chongqing, YMC's President Hasegawa said he hopes to see JYM become No. 1 in Customer Satisfaction in the Chinese market based on

the high quality of manufacturing it has achieved with aggressive TPM activities. He also said that he hopes to see JYM become an exporting base for Yamaha brand motorcycles, and he presented the company with a Certificate recognizing the status as a Yamaha-approved export base.

At the celebration, recognition was also given for the company's extensive corporate philanthropy contributions in Chongqing. At the end of the ceremonies, a tape-cutting has held to celebrate the production of the 350,000th unit of the company's mainstay "SRV-1" bringing the event to a successful conclusion. The events of the day were well covered in both the motorcycle and general press, indicating the heightened attention the motorcycle industry is receiving in what is now the world's largest motorcycle manufacturing country.

From Akira Sameshima, China Business Div., Motorcycle Operations, YMC



YMC's President Hasegawa joins in the commemorative tape cut for the 350,000th motorcycle line-off

Japan

3-year Service Instructor Training Program Kicks Off

YMC's Overseas Market Development Operations (OMDO) has recently assumed responsibility for business operations involving the full range of Yamaha Motor products in the Russian Federation and is rapidly putting in place a comprehensive program of market development activities. An important part of OMDO's agenda in this market is the training of service instructors who will in turn train mechanics throughout Russia in Yamaha product-specific service techniques. From March 4 to 9, the newly renovated training center at the YMC headquarters in Iwata, Japan, was the site of the first in a series of training seminars for the service instructors who will be a key link to customer satisfaction and the reputation of Yamaha products in the Russian market. The seminar series is based on a comprehensive curriculum that will cover the major Yamaha product lines over a three-year period. Eleven Russian instructor trainees attended this first seminar, which covered basic service technology for Yamaha outdoor motors.



Instructor trainees work at the renewed Iwata training room

From Shinobu Koyano, Service Div., OMDO, YMC

Colombia

Winning Trust, Touching Hearts

Incolmos's RX100 set for a comeback



The police bike delivery ceremony in Bogotá's Plaza Bolívar

Once retired, the long-time best selling motorcycle in the Colombian market, the Yamaha RX100, is making a comeback. In a market where people value motorcycles as a hard-working means of transportation and partner in all kinds of jobs, the RX100 helped make Yamaha the leading brand in Colombia. And now, based on extensive market research, Industria Colombiana De Motocicletas Yamaha S.A. (Incolmos Yamaha) has decided that what the Colombian consumers want most is the RX100 with its solid reputation and right combination of features. In April, Incolmos Yamaha kicked off a nationwide advertising campaign for the

re-released RX100 based on the theme "Reach out for your dreams."

The city of Bogotá, Colombia's capital, has also shown that it places its trust in Yamaha brand motorcycles. After winning a contract for the supply of police bikes to the city late last year, Incolmos Yamaha recently made delivery of 73 units of the Yamaha XT600 in police-bike specification at a grand ceremony in Bogotá's Plaza Bolívar.

Incolmos Yamaha also has another heart-warming story to share with the worldwide Yamaha family. For several years now YMC in Japan has been soliciting overseas submissions to its annual Children's Waterside Paint-

ing Contest. Last year 49 children of Incolmos Yamaha employees submitted paintings to the contest and one of them, Jhon Jairo Lopez Gonzalez won an Honorable Mention award in the upper elementary school category. Jhon Jairo's mother is an employee at the company's assembly plant.

From Claudia Ruiz D., Communication Department, Incolmos Yamaha S.A., Colombia

Jhon receives his award



Syria

YB100 Production Resumes in Syrian Arab Republic

On December 19, 2001, Yamaha Motor signed a technical assistance agreement with Mohammed Kheir Ghandour for production of the Yamaha YB100 motorcycle in Syrian Arab Republic.

Mohammed Kheir Ghandour previously manufactured the YB100 until 1992 when overseas trading restrictions and drastic foreign exchange depreciation caused production to cease. Now, with the easing of restrictions, motorcycle demand has reached approximately 10,000 units per year, but competition is fierce in this new climate. Some of the factors making competition tough are the prevalence in recent years of motorcycles made in China, and the ban on motorcycle riding in major cities as an anti-terrorism measure,

but Mohammed Kheir Ghandour plans to seize every opportunity in order to acquire a market share.

From Yasushi Inoue, West Asia Business Division, YMC



Sealing the agreement for YB100 production with a handshake is Senior Managing Director, Mr. Kajikawa (left) and President of Mohammed Kheir Ghandour, Mr. Ghandour

Brazil/Peru

6,500 km up the Amazon on a WaveRunner

Japanese marine adventurer Mitsuya Takano, who has already accomplished such amazing journeys as "3,000 km on the East Australian coast," "6,000 km on the Five Great Lakes of North America," and "6,300 km through the Japanese Archipelago" on a PWC (Personal Watercraft), has completed his latest challenge, a trip upstream to the source of the Amazon river on a specially modified Yamaha WaveRunner.

His journey began in Belem at the mouth of the river, and took him past the central city of Manaus to Iquitos, up the Solimoes through Peru, and continued up the Amazonas river. Then he made his way up the Ucayali and Urubamba rivers to Machu Pichu. From there, he continued on steadily up the Amazon headwaters to his final destination of lake

Titicaca.

Through this grueling and remarkable journey which covered 6,500 km and an elevation difference of 4,200 m, Takano says he was inspired by the magnificent natural surroundings and deeply moved by his interactions with the people who live along the Amazon river.

Yamaha is proud to support Takano's efforts, including sponsoring the PWC, a WaveRunner GP800R which was specially modified for the Amazon.

Mr. Takano with his GP800R specially modified for the Amazon



USA

Mr. Yamaha Enters Motorcycle Hall of Fame

In March of 2002, the National Motorcycle Museum in Anamosa, Iowa, USA, inducted Mr. Ed Burke, a 35-year Yamaha Motor Corp., USA employee, to their National Motorcycle Hall of Fame. The museum, nationally acclaimed for its vintage motorcycle collection, annually recognizes contributions to the motorcycle industry in the USA with Hall of Fame nominations. Mr. Burke, inducted during Daytona Bike Week in Daytona Beach, Florida, was nominated for over 35 years in the industry and involvement in developing, with YMC, many products influencing the motorcycle markets.

Ed joined Yamaha as a Dealer in 1963, and later Yamaha International Corporation in 1967 as a District Manager. He enjoyed building and tuning Class C road race bikes, including the winning bike at the 1969 Daytona 100-mile Amateur Big Bike Race, a 350cc Yamaha.

He then joined Yamaha Motor USA and turned his attention to making motorcyclers' dreams come true. At Yamaha, Ed has been involved in such great models as the XT/TT/SR 500's, the Specials in 1978, the Maxims, Viragos, Ventures and the Vmax in the early 80's, as well as the Royal Stars and Road Stars in the 90's to name a few.

Ed's passion for motorcycles has inspired many and helped make Yamaha the brand that true motorcycle fans come to. We congratulate Ed Burke on joining this select group, and wish him many years of motorcycle fun.

From Derek Brooks, Product Manager, YMUS



Ed speaks at the Hall of Fame induction ceremony

New Zealand

Yamaha and King Steal the Show

New Zealand motocross champion Darryll King has won another national title by winning the New Zealand supercross title in February, which he's won on three previous occasions in '90, '91 and '96. This adds to the four titles he has won in the past few months, and caps off a glittering season since returning from Europe at the end of 2000.

Although his Yamaha YZ426F was not really designed for the tight confines of a Supercross track, King flew to a record 2-2-1 finishes at the Supercross series final at Taupiri, north of Hamilton, ahead of his younger brother Shayne, the former world motocross champion and current 500cc world No. 7.

The week before, Darryll King had an impressive win at the New Zealand Motocross Grand Prix at Woodville.

As he prepared to defend his titles in Australia, King was looking forward to the challenge. "The new YZ426F will be even better than last year's bike, with even more power, to gain some holeshots against the factory KTM bikes of Shayne and Craig Anderson," he said.

From Perry Francis and Gary Sanders, YMNZ, New Zealand



Motocross rider Darryll King with the Boost Mobile sponsored Team CDR Yamaha YZ426F

The Netherlands

Home at Last with a World of Images

The last time we reported on the world-touring adventures of the Dutch couple Rob and Dafne de Jong was when they visited the Japan headquarters of YMC in the spring of 2001. At that point, they had been on the road with their faithful side-car-fitted Yamaha XJ900 for more than four years and were about to cross into Siberia for the final leg of their world tour through Russia and Eastern Europe.

We recently received word from Rob and Dafne that their five-year journey through 63 countries is over and their XJ900 is still running fine, with 225,000 kilometers on its odometer. Their journey also included work with children in the countries they visited, helping to encourage world understanding by having children from different countries exchange drawings. And now Rob and Dafne tell us that they

are writing a book about their experiences and preparing a slide show as part of the ongoing work of their "World on Children's Drawings."

They also extend their heartfelt thanks to the people at Yamaha in Japan and all the countries they visited who helped keep their XJ900 in top running condition. They add that Yamaha people always made them feel a part of the big Yamaha family.

IOTOPORT ENGBEI



Ron and Dafne and their trusted XJ900 with sidecar

Colombia

Yamaha and Posada Cull Top Honors in Motocross



Incolmotos' Team Yamaha Motocross dominates on the Colombian motocross scene

Colombian distributor Industria Colombiana De Motocicletas Yamaha S.A. (Incolmotos Yamaha) is proud to announce that Yamaha motocross machines and the star rider of their motocross team, Juan David Posada, have been named the best in their sport by the Colombian Motorcycling Federation.

Riding YZ machines, Juan

David captured the fifth of national motocross championships in both the 125cc and 250cc classes in 2001. For this, he was awarded the Colombian Motorcycling Federation's "Fedemoto Golden Cross Medal" in recognition of his status as the best motocross rider in Colombia. At the same time, the Federation named Yamaha the "Motocross National Champion Motorcycle" for 2001. Now 23 and the father of a 2-year-old son, Juan David has been racing motorcycles since he was 15. And, besides running his own motorcycle service shop and teaching a riding course at a local college. We wish Juan David and the Incolmotos Yamaha racing team more success in the future.

From Claudia Ruiz D., Communication Department, Incolmotos Yamaha S.A., Colombia

Taiwan

QS9000, One More Key to a Stronger Company

The Yamaha group maker of electrical parts for motorcycles, Taiwan Moric Co., LTD. (Taiwan Moric) became the proud recipient of QS9000 certification for manufacturing quality on February 18. The final certification was granted by third-party inspection company SGS Taiwan Ltd., following thorough inspection of all aspects of Taiwan Moric's corporate activities from product development and manufacturing to sales and distribution.

The QS9000 is a standard developed by the US's Big Three automobile manufacturers. It takes as its base the standards of ISO9001 and adds to them a number of auto industry-specific categories of quality control. Due to the

comprehensive industry-specific nature of the QS9000 standard, an increasing number of automotive manufacturers today are demanding that their suppliers be QS9000 certified.

Taiwan Moric is determined to take the opportunity of their QS9000 certification to turn their attention to new ways of building an even stronger corporate structure and cultivating new customers.

From Toru Kawasumi, Taiwan Moric, Taiwan



Taiwan Moric's President, Atsumi Hisayuki and colleagues with the QS9000 certificate

Japan

YMC to End Sexivalent Chrome Use

As part of a company-wide program to end the use of all toxic materials, YMC has announced a self-imposed schedule for voluntarily phasing out the use of sexivalent chrome in its motorcycles and manufacturing processes.

Thanks to its outstanding resistance to rust and corrosion, chrome has long been used as a plating material for a wide range of manufactured products, and the beauty of the finish it provides has traditionally made chrome-plated parts a symbol of quality in motorcycles. On the other hand, chrome is also a toxic heavy metal that can be harmful to the human body. For this reason YMC has decided to phase out use of sexivalent chrome on its motorcycles to 20% of the company's 2000 level by 2005 and then completely by 2008. Presently, YMC annually uses about 190 kg of sexivalent chrome for products and 1,700 kg in the various manufacturing processes, which will also be phased out by 2010. This will gradually be replaced by more environment-friendly triad chrome and new processing methods. To effectively achieve these goals YMC is also working closely with its many suppliers under our "Green Procurement" program, offering them information and technical assistance in eliminating toxic materials from the parts they supply.



New Zealand

Fresh Applause for New Yamaha Sports Tourer



Yamaha's award-winning FZ1, one of the most popular new releases since the Yamaha YZF-R1

Yamaha's innovative new FZ1 sports tourer has earned a fresh round of applause in three countries.

In New Zealand, the FZ1 was named "Bike of the Year" by motorcycle journalist Paul Owen. Writing in his weekly column that is syndicated to newspapers all over the country, Owen said the FZ1 is "the most innovative new motorcycle of 2001, and a worthy Bike of the Year." Also, in the January 2002 issue of *Kiwi Rider* magazine, editor Jonathan Bentman said that the FZ1 was "the best 'roadster-style' machine he had ridden in the past year."

Across the Tasman in Australia, the verdict has been the same. In its annual "Motorcycle of the Year" review, *Australian Motorcycle News* magazine wrote: "The FZ1 has undeniable street credibility due to its R1 roots, and a high standard of finish," and

named it the best "Naked" bike released last year.

In the United Kingdom, the FZ1 was named "All-Rounder of the Year" by *Motorcycle News*, a weekly motorcycle newspaper.

The FZ1 was not the only new Yamaha to taste victory in the various "Bike of the Year" rounds. Both the UK *Motorcycle News* and *Australian Motorcycle News* awarded "Best Touring Bike" accolades to Yamaha's other road bike new in 2001 – the FJR1300.

From Perry Francis and Gary Sanders, YMNZ, New Zealand

New Zealand

Smooth Yamaha Power for Kilwell

Yamaha's F200A 4-stroke outboard has been chosen to power the new boat of New Zealand company Kilwell Sports, one of the country's largest manufacturers and distributors of fishing tackle and firearms. Marketing Manager Steve Corfield is raving about the engine for a number of reasons, including its outstanding fuel economy, great power and easy maintenance.

Kilwell Sports launched its Ramco 6.8m Sportfisher "Team Kilwell" last December. Sporting a bright yellow paint job, the boat is already being noticed at fishing competitions across the North Island, and Steve Corfield says there's been huge public interest in the new Yamaha engine. "Many of

our clients, sponsors and other boaties have asked about the engine's performance and we've definitely given it our endorsement. We thought the engine would perform well, but it's exceeded our expectations."

The F200A 4-stroke engine features the same advanced performance standards of the bigger F225A engine. Steve says its many attributes contribute to fantastic boating. "The engine's easy to start and there's great pick-up and power. The fuel gauge lets you monitor exactly how many litres have been used and the fuel economy is outstanding. I reckon it's about 40 to 45% more economical than other similar outboards," he says. The quietness of the F200A has become a discussion point among Team Kilwell's passengers, with some disobeying Steve's boat rules and throwing their lines over before the engine has stopped. Steve says, "They look confused and say 'But it's off, isn't it?' That's the sign of a very quiet engine!"

From Greg Fenwick, YMNZ, New Zealand



Kilwell Sports Marketing Manager, Steve Corfield is impressed with the performance of the Yamaha F200A

"Yamaha World Technician GP 2002" points the way in drive for worldwide unity in service quality

In early April, the "Yamaha World Technician GP 2002" was held at Yamaha Motor's headquarters in Iwata. This is the world finals competition for the contest in which Yamaha motorcycle service people from distributors and dealerships around the world put their service skills to the test. The 17 finalists from 11 countries were the winners of their respective regional competitions that drew a total of some 1,500 service mechanics from 15 countries.

Yamaha Motor is presently promoting a global service ideal of "One-to-One Service - Creating a good relationship with each customer" as part of our efforts to supply the same high level of quality service to people all over the world in every aspect of Yamaha business. This Technician GP is a program of the Yamaha Technical Academy (YTA) service system that was founded in 2000 as part of the company's "Global Service Education" program. As the first international scale contest for mechanics, this event has drawn the attention of dealers and the press internationally and its success is sure to lead to heightened consciousness among service people and further development of the program in the future. Mr. K. Ito, the man in charge of YMC's service education program, had this to say: "For our first attempt at a worldwide contest, I



Contestants competed in the four areas of 1) a written exam 2) a practical technical skills test, 3) a measurement skills test and 4) a customer reception

skills test. The winner is decided on the basis of total points from the four tests

think we can call it pretty successful. Because of the difference in model lineups that are handled in each country, we knew that choosing problems that gave all the contestants a fair chance would be one of the keys to a successful contest. Working closely with the service managers at our overseas distributors and here at YMC we were careful to select subjects that would put everyone on equal footing. Although there were inevitably some differences that emerged based on things like the approach to service and the customs of the different countries, as a competition I think it was quite successful. From now on we plan to work even harder to remove any unfairness resulting from the choice of subject matter as we spread the program to more countries."

After the conclusion of this year's Technician GP, there was a lot of positive response from the service managers in each country. People commented that creating a contest where everyone had a chance to compete and win was great motivation of service people, and that the positive pressure of competition was both a good motivating factor and a fine way



The final contestants this time came from the 11 countries of Australia, Belgium, Canada, Colombia, France, Indonesia, Japan, the Netherlands, Taiwan, Thailand and Switzerland

to give concrete form to the "One-to-One Service" concept. Others noted that making it a competition where anyone had a fair chance to win will surely lead to the competition's ongoing development.

From here on, YMC plans to hold this competition every other year. The world finals will be competed by about 20 service people who have been top finishers in the national (27 countries) and regional (8 regions) competitions. The eight regional divisions include Europe, North America, Oceania, Central and South America, Southeast Asia, West Asia, China/Taiwan and Japan.

Comments from the Top Finishers

Grand Prix winner, Mr. Beat Burkhalter (Burkhalter Motos, Switzerland)

"This is a great honor for me. I want to thank everyone who made it possible. I guess I owe this victory to the way this contest motivated me to study not only improving my technical skills to give better service but also creating better relationships with my customers and increasing their satisfaction. This has all given me added strength for my work in the future. When I get home I am going to display this trophy in my shop for my customers to see."



2nd place winner, Mr. Takuya Takahashi (YSP Fussa Higashi, Tokyo)

"I am very happy for the opportunity to participate in a contest like this and proud to be fortunate enough to have received this 2nd place prize. I had no idea about how service people work in other countries, so I just concentrated on working like I always do."

3rd place winner, Mr. Mark Sullivan (Bike Biz, Australia)

"This prize shows me that I must have been doing something right up until now and it gives me confidence

for my work in the future. I want to thank everyone for this great opportunity and I hope we will meet sometime again."

3rd place winner, Mr. Geu-Hon Lin (LI Auto Co., Ltd., Taiwan)

"I'm really surprised I think I owe my success here to the experience I have gained competing in several service contests organized by Yamaha Motor Taiwan until now. From now on I will continue to work to provide service and sales that put customer satisfaction first."

In Remembrance of Genichi Kawakami Yamaha Motor's Founder Passes Away at Age 90

On May 25, Yamaha Motor's founder and first President, Genichi Kawakami, passed away. He was 90 years old and still held the position of top advisor to YMC at the time of his death. He will long be remembered with fondness and respect by members of the worldwide Yamaha family. We dedicate this to his memory.

Genichi Kawakami was born in January of 1912 as the first son of Kaichi Kawakami, the third-generation president of Nippon Gakki (present Yamaha Corporation). After entering Nippon Gakki in 1937, he quickly rose to positions of Manager of the company's Tenryu Factory and then Senior General Manager, before assuming the position of fourth-generation President in 1950 at the young age of 38.

At the time, the company had idle machinery that had been used prior to the Second World

War in the manufacture of military aircraft propellers. After studying several possible uses for the machinery, President Kawakami decided to use it to enter Japan's budding motorcycle industry. Less than ten months later, in August of 1954, the company's engineers had built the first Yamaha motorcycle prototype, the 125cc "YA-1." In July of 1955, the new-born motorcycle department was separated from Nippon Gakki and established as the new company Yamaha Motor Co., Ltd., with Genichi Kawakami as its President.

Later, in 1960, Yamaha Motor ambitiously expanded its activities into the manufacture of FRP (Fiberglass Reinforced Plastics) boats and outboard motors. In 1966, the company's first overseas joint venture, Siam Yamaha Co., Ltd., was formed in Thailand. The company's progress toward the global

group it is today took another big step in 1968 with the founding of Yamaha Motor Europe N.V. in the Netherlands. When Kawakami moved from the position of President to Chairman of YMC in 1974, the "spirit of challenge" he had instilled in the company and its employees continued, fueling an unending string of new business challenges in such wide-ranging fields as generators, racing karts, pools and golf cars, all of which bring people a richer, more fulfilling life. In this sense, the spirit of Genichi Kawakami is still very much alive today throughout the Yamaha Motor group.



YZ450F debuts with show-stopping looks, and features

One of the big trends in the U.S. motorcycle market today is the rapid growth in demand for 4-stroke motocrossers and enduro machines in the 125cc and 250cc classes, where the ratio of 2-strokes to 4-strokes is already about 6 to 4. Little wonder, then, that the new bike that stole the spotlight at this year's U.S. dealer show in June was the model built to fuel demand in this growing segment, Yamaha's new 4-stroke motocross flagship, the YZ450F.

The new styling caught everyone's eye right away, but what really fed the buzz was the machine's impressive list of new features and technologies that heighten the inherent advantages of a 4-stroke. Besides its beefed up 450cc of displacement, the YZ450F boasts an all-new chassis and layout designed for optimum inertial mass, a new 4-speed transmission, titanium exhaust system parts for reduced weight and a smaller fuel tank to take advantage of the 4-stroke's better fuel economy. The head assembly has also been redesigned around titanium valves, and a compact decompression system, a new lubrication

system and direct ignition are newly adopted.

Perhaps the biggest element that defines the performance of the YZ450F, however, is the newly developed steel frame. Using the extreme high-tensile steel YSC980Y in critical parts, this lightweight frame achieves outstanding balance that helps make the YZ450F the strongest next-generation 4-stroke motocrosser, a machine capable of out-performing the 250cc 2-strokes.

Looking closer, you will find unique design touches throughout. Take for example the way Yamaha's engineers have linked improved engine cooling performance, achieved by means of innovative wedge-shaped radiator vents, with an improved riding position.

This wedge shape also extends to the larger

form of the shroud, the fuel tank surface and the seat in a way that makes for smoother body movement during riding. Within this overall design, the shroud has been carefully shaped to improved cooling effect. Although air flow during motocross riding cannot be utilized for cooling effect to the degree that it is in road racing machines, this attention to detail enabled Yamaha's engineers to achieve a significant 5% cooling improvement and a better riding position at the same time.

What has made Yamaha bikes constant leaders in offroad competition is the ongoing quest of our engineers for a type to total machine performance that is more than just the sum of its performance specs. The distinctive "wedge" form of the YZ450F is just one more example of that innovative engineering approach that is deeply engrained in the Yamaha DNA.

