

Yamaha News

No. 3

BIMONTHLY

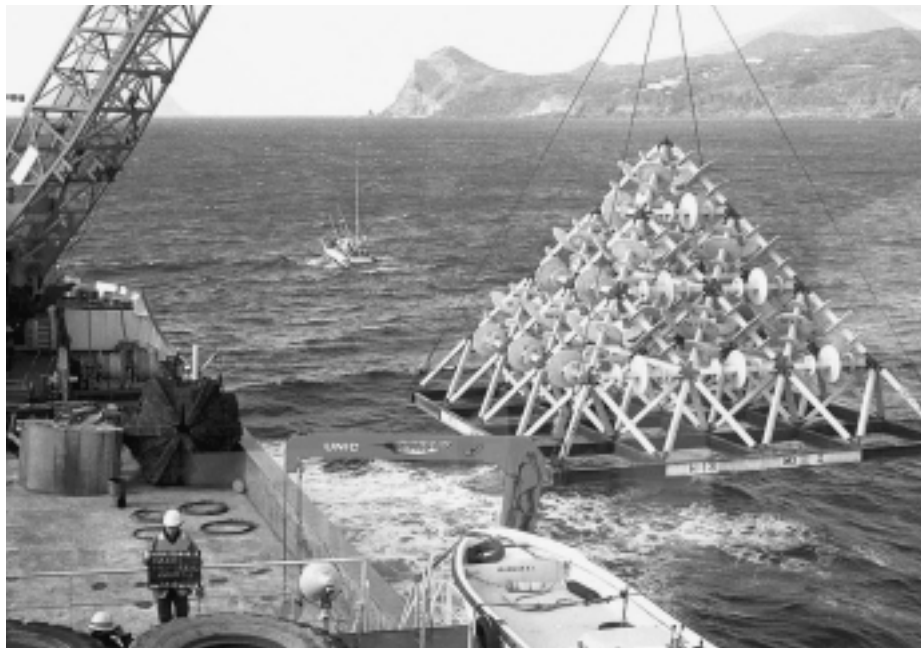
Sunken Treasure!

Around the world, Yamaha Truss Reefs are being placed on the sea floor as fish-propagation reefs to help restore the abundance of the sea and replenish depleted fishery resources



Restoring the abundance of the resources – Yamaha artificial

Yamaha builds and markets a wide variety of products for the land, the water and the skies. But, no matter how good those products are, they are meaningless if there isn't a field where they can be put to use to bring people better, more fulfilling lives. That is why Yamaha works not only to build great products but also to create and maintain the environments where they will be used. In this issue of *Yamaha News* we look at a good example of these efforts: an artificial reef structure called the Truss Reef that is designed to help restore the productivity of the sea in places where over-fishing has depleted fishery resources. Proven in Japan's seas, these reefs are now being sent to waters around the world.



Birth of the Yamaha Truss Reef

Besides our main motorcycle and marine businesses, there are divisions of Yamaha Motor creating products for many different fields. One of these is our Aqua Environment Business Division. As the Aqua name implies, this division is involved in businesses related to "water," beginning with Yamaha water purifying systems and including circulation/filtration systems and automatic fish feeders for fish farming (aquaculture) facilities.

Another product the Aqua Environment Business Division handles is the Truss Reef, a product that falls in the category usually referred to as artificial reefs. Artificial reefs are constructed in sea areas where fishery resources have become depleted with the aim of encouraging the propagation of fishes by giving them a suitable habitat and feeding grounds. The ecosystem created in this way helps restore depleted fishery resources. The Truss Reef takes its name from its unique structure that combines long, thin "truss" beams fitted together in vertical, horizontal and diagonal configurations. The word reef of

course refers to underwater reefs like coral reefs that fish inhabit.

The idea for the Truss Reef came about in a rather unusual way. Back in 1988, the idea to build a wave-absorbing seawall was brought to Yamaha. Unlike the breakwaters that protect harbors and the like by shutting our waves, or the "tetrapot" concrete block walls that are built along coasts to prevent erosion, a wave-absorbing seawall is designed to cause sea waves to break before they reach the shore and thus "absorb" their power. Because these are underwater structures that do not stop the flow of the sea waters, they don't interrupt the coastal ecosystem or blemish the seascape view.

Japan's Shizuoka prefecture, where Yamaha Motor's headquarters are located, has about 120 km of beautiful white sand beaches known as the Enshunada coast. This is an area where strong winds push big waves up against the coast year-round. For this reason, it has never been used as a recreational beach for swimming and sunbathing. The idea arose, however, that if a

wave-absorbing seawall could be built off-shore to break the waves without destroying the natural beauty of this coast, it could be enjoyed as recreational beaches and an area for a variety of marine sports. This is the concept that led Yamaha to begin work on a project to build an underwater wave-absorbing seawall. Eventually the project had to be shelved in 2000 because of the sheer size of the investment involved for such a large project, as well as the technical difficulties of laying a seawall on the off-shore sea floor and the limitations of how much Yamaha Motor could actually get involved in this as a public-works project.

Still, Yamaha's engineers began to wonder if there wasn't some other type of use for the know-how they had gained and the technologies they had developed in their seawall project. And, in fact, they had already been at work since 1992 with advice from Japan's Ministry of Construction on a research and development project for an underwater artificial fish reef. This became the Yamaha Truss Reef.

sea and fishery fish reefs at work

Like the wave-absorbing seawall structure, the Truss Reef has disc-shaped brims placed along structural bars, which gives it a large surface area that also makes it suitable as a fish reef, because the disc surfaces then become places where seaweeds and algae that fish feed on can attach. With further development of the Truss Reef structure, Yamaha's engineers were also able to solve the main problems of conventional block-shaped artificial fish reef structures, which tended to get buried in sand with time or topple over when stacked up as walls. Unlike these block-type units, Yamaha's Truss Reef is constructed in a pyramid shape with a large base area that prevents it from getting buried in sand. Also, it will not lose its shape over time because of its sturdy single-unit structure.

This Yamaha Truss Reef was marketed in 1994. And, since then, some 808 units have been sold and put in place on the sea bottom in 150 locations around Japan. These sales have brought Yamaha up to number ten in market share among nearly 100 makers in the industry.

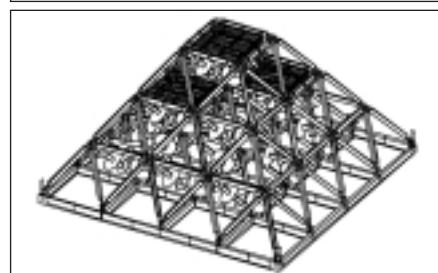
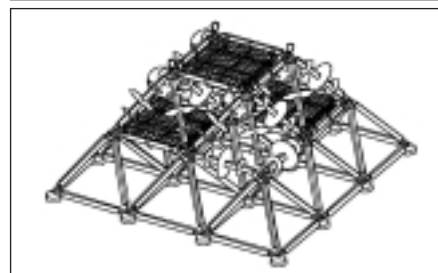
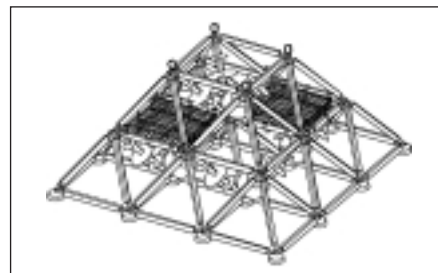
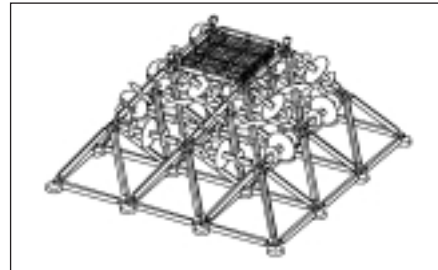
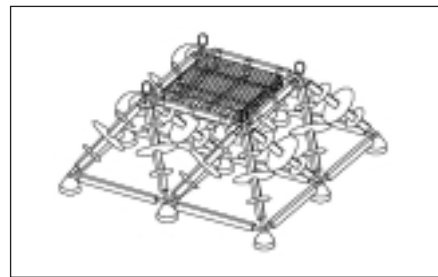
From fish-gathering reef to propagation type fish reef

At the same time that Yamaha's Truss Reef business began to take off, the Japanese fishing industry was faced with a serious problem. A lack of control and planning in coastal fishery had led to a dramatic decrease in fishery resources and reduced catch. And as a maker of outboard motors and fishing boats as well as its

Truss Reefs, Yamaha realized that it shared part of the responsibility for this situation.

"We realized that our marine products sold because of the abundance of the sea, and if that abundance were lost we would inevitably see a decrease in our number of customers enjoying the marine environment and making their living as fishermen," says Mr. Yasuhiro Sonokawa of the Truss Reef development group at the Aqua Environment Business Division, which has been handling the Truss Reef product since 1994. "No matter how good our products might be, they are worthless if there is no one to buy and use them. We realized that we had been looking in the wrong direction. We had been thinking of fish reefs as devices for gathering fish to be caught, instead of as devices to encourage the propagation of fish and the ecosystem that supports them, and thus restore fishery resources," adds Mr. Sonokawa.

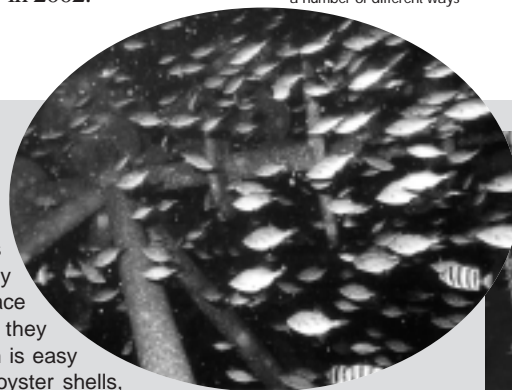
This sense of regret about their failure to take a more environment-conscious viewpoint earlier on, despite being a maker dedicated to "offering *Kando* and a more fulfilling life to people" in the marine field, led Mr. Sonokawa's group to begin thinking about making a big change the orientation of their Truss Reef, to make it a device that can help restore Japan's marine resources. In cooperation with national agencies involved, they succeeded in changing the designation of the Truss Reef from a "fish-gathering reef" to a "propagation type fish reef" in 2002.



A Truss Reef with wire baskets that turn the conventional fish-gathering reef into a reef with fish propagation function. The baskets come in a number of different types that can be attached to the reef unit in a number of different ways

Changing to propagation type fish reef

In recent years the role that Truss Reefs are expected to play is changing. In the past they were only expected to have a fish gathering function, but today these reefs are expected to function as reefs that encourage the propagation of fishes as well. Besides serving as a place where fish can hide and rest and fatten as they feed, the Yamaha Truss Reef can also be made to function as a place where fishes and crustaceans lay eggs and infants can feed as they grow. This is done by attaching baskets made of steel wire, which is easy for seaweeds to grow on, and filling the baskets with scallop or oyster shells, stones and the like.



Steel wire basket



else. According to specialists of Japan's semi-governmental agency, the Japan International Cooperation Agency (JICA), the drop in fishery resources was the result of over-fishing in the coastal waters by fishing boats financed by big investors and using the trawl fishing method.

In the past, Yamaha had published a periodical titled *Fishery Journal* aimed at introducing the advanced fishing methods of Japan's fishing industry in areas like Africa, Asia and Central & South America where Yamaha's Overseas Market Development Operations (OMDO) was active. The philosophy was that Yamaha should not simply sell outboards but also provide expertise to help local

outboard motor demand was OMDO's Mr. Osamu Kobayashi, in charge of outboard marketing in the Caribbean and Central and South American regions. The field research he was involved in revealed the over-fishing problem. He learned that fishermen in some areas were creating their own makeshift fish reefs by tying anchors to tree stumps with the root systems attached that had been covered with cement and sinking them offshore to try to compensate for the diminishing fishery resources. Also, other fishermen were having to go out a hundred miles from shore and catch sharks in order to continue making a living as fishermen.

This prompted Mr. Kobayashi to begin lobbying to get Truss Reefs installed along the El Salvador coast. Through the Japanese Embassy he approached the ODA (overseas government aid program) and the Fisheries Department of the El Salvador Ministry of Agriculture and the environmental bureau to try to convince them of the benefits of the Truss Reef and the need to replenish the diminishing fisheries resources.

"We have seen results showing that setting up just one Truss Reef on the sea floor has an effect on an underwater area of 12 hectares. It may sound like an exaggeration, but the effect is like you have made an Everest underwater. If you install the Truss Reefs and gather fish and make the area around it a no-fishing zone, you can create a scuba diving spot that will attract tourism. And the fish that escape from the reef area will have enough of a positive effect to contribute to local fishery, too. But, since we can't actually show any tangible results and

Yamaha Truss Reef; from Japan to the world's seas

Looking beyond Japan, we saw that there are areas all over the world faced with the same problem of diminishing fishery resources. The first such overseas region that our attention was drawn to was Central and South America. In the seven Central American countries, total outboard motor demand dropped in half, from about 10,000 units in 1998 to just 5,000 in 2001. While decreasing fishery resources were not the only cause, it was clear that demand was dropping in almost all the areas of the region. El Salvador was a particularly dramatic case, where demand fell from 1,000 units to 100 units in three years, or just 1/10th what it had been.

The local analysis of the situation was that the El Nino phenomenon and natural disasters like earthquakes and a series of large hurricanes had caused a sudden drop in fishery resources, and subsequently the number of fishermen buying outboards had also decreased. But, in fact the cause was something

fishery develop in ways that improved the lives of people in the fishing communities. And if that in turn led to more outboard sales, all the better. And, in fact, *Fishery Journal* became a highly acclaimed educational resource that was used to contribute greatly to coastal fishery in many countries.

Yamaha eventually realized that these efforts were not enough, however. And, the depletion of fishery resources and decrease in number of fishermen that has occurred in Central and South America is symbolic of this fact.

One of the first Yamaha people to become aware of the drop in fishery-use



there are no statistics from large-scale studies, we were not able to convince people,” says Mr. Kobayashi.

Still, he continued to search for ways to get his proposal accepted, and finally permission was granted by the El Salvador government of have Yamaha Truss Reef units install in a project that began this April with financing from YMC and the local Yamaha distributor.

“Corporations have a central obligation to generate profit because of their nature as enterprises. But even if you have good fishing methods and high-performance outboard motors, you can’t generate profit if you don’t have customers. And in order to create customers you have to have waters rich in fishery resources. I believe that it is Yamaha’s job to help replenish those resources. To do this, we have to stop thinking only about making a profit from the Yamaha Truss Reefs and concentrate on the task of rebuilding the abundance of the sea.

Only when that is accomplished will the number of fishermen increase, and with them the demand for outboards. From now on our mission will be to gather conclusive data about the results of present reef use in El Salvador and use that information to show people in other regions the benefits of this concept,” concludes Mr. Kobayashi.

Meanwhile, Mr. Sonokawa talks about other examples of overseas programs in the works.

“We know for a fact now that increased fishing pressure in Thailand and Malaysia is also causing drastic decreases in fishery resources. This situation led to a direct offer to us from the Malaysian government to go down and make a presentation concerning our Truss Reef. In the case of our Truss Reef business, what attracted the Malaysian government to Yamaha was not so much the sheer competitiveness of the product itself as Yamaha’s total reputation as a maker of outboards and

Features of the Truss Reef structure

Despite its complex appearance, the Truss Reef actually has only three basic types of parts and is very simple and easy to assemble. The structure consists of the bars, the brims that are attached to the bars and joint balls that are used to assemble the bars into the pyramid-shaped structures. What’s more, these parts are easy to make by simply pouring concrete into a mold and letting it set. This means the Truss Reef parts can be made anywhere, as long as you have concrete and the molds. The parts don’t even need to be made in a factory.

About the simple structure, Mr. Sonokawa says: “In the future we expect to see these Truss Reefs used all over the world, so we developed them in a way that anyone can make and assemble them locally in a simple process. I think these reefs will be meaningful not because we at Yamaha make and export them but because they can be made by local people themselves, wherever fishermen are faced with a crisis of diminishing fishery resources. Also, because these are man-made devices that are being set out on the sea floor to help restore the natural ecosystem, it is best if they are made of materials that will eventually return to nature. So, we have designed them so that we can guarantee a functional life of 30 years, but after that the materials they are made of decompose and return to nature.”



Balls



Brims



Bars



(From left) Mr. Carlos Hipolito Murillo of SESCOM S.A in El Salvador, OMDO’s Mr. Kobayashi and Mr. Sonokawa of the Aqua Environment Business Division

fish-farming systems and equipment and as a company that cares for and maintains its markets with after-service.

And, of course, since we are a maker that wants to encourage development of all aspects of the marine environment, we also included in our presentation not only the fishery benefits but also the idea of using the Truss Reefs to create diving spots that have attraction in the tourism sector and the possibility of collaboration with resort hotels. The Malaysian government officials were pleased with this concept too. The project has now advanced to the stage where Malaysian officials will be coming to observe actual Truss Reef installations in Japan’s waters. I hope the day

will come soon when Yamaha Truss Reefs are contributing to the creation of a richer marine environment and a healthier marine market not only in Central and South America but in the ASEAN region as well,” concludes Mr. Sonokawa.

If the Yamaha Truss Reef business continues to grow and produce results, this will be the success of something that goes far beyond what can be recognized simply in terms of corporate revenue. It is a much bigger story of Yamaha’s ideal of building markets and protecting and nurturing them as they grow.

INTERNATIONAL FOCUS

SERIAL 49

Yamaha Motor De México, S.A. DE C.V

Location: Estado de México, México

President: Shigeto Mori

Employees: 104



President of YMMEX,
Shigeto Mori



Our reporter:
Magdalena Flores, Yamaha
Motor De México, S.A. DE C.V.

A history of success

Although Yamaha motorcycles have been sold in Mexico since 1988, it was not until the 3rd of May, 1991 that Yamaha Motor De México, S.A. DE C.V. (YMMEX) was established officially. At that time the company began operations marketing 18 different models with a staff of only five employees from a small office of 32 m².

From 1991 to 1994, YMMEX grew constantly and consolidated a wide distribution network through which we reached record sales of 11,000 units annually. But, when a big economic crisis struck Mexico toward the end of 1994, the motorcycle industry also suffered and YMMEX sales plunged suddenly to just 2,000 units. In those difficult times everyone worked together with a spirit of comradeship to continue to assemble and ship the motorcycles with the help of all our affiliated dealers.

Over the next two years, the Mexican motorcycle market lost 70% of its sales. However, YMMEX showed its strength by putting into practice all possible marketing strategies to overcome the tough business conditions.

In 1997, a new era began for YMMEX as we started to achieve constant growth and development. In September 2002, the most important investment in YMMEX's history took place, resulting in the replacement of our small SKD (semi-knock-down) assembly line with a CKD (complete knock-down) assembly line with the capacity to produce 30,000 units per year. The main aim of this move is to reduce production costs and maintain an adequate level of product in stock to supply to the market at far more competitive prices.

The new facility was built in one of the most promising industrial regions of Mexico on land of more than 38,000 m². Thanks to this investment, our company now stands on solid footing with a bright future.

YMMEX has grown its sales network from about 30 sales outlets in the 1990s to more than 120 dealerships nationwide, which are now marketing more than 40 different Yamaha motorcycle and ATV models, of which six are proudly assembled in Mexico. And we are going to continue to expand our business!

A market of enormous potential

Due to the needs of commuting and transport in our big cities and to the demand for vehicles that make people's work easier and offer riding fun as well, Mexico is a market of enormous potential for motorcycles and ATVs.

Despite the increasing importation of motorcycles by Chinese makers, which grew enormously between 2000 and 2003, Yamaha continues to be one of the top brands in Mexico with a market share of 24%, thanks to proactive measures we have taken in the areas of promotional activities and credit financing for our customers.

At YMMEX an emotional



The YMMEX Junior Racing Team is a big presence on the race scene

In the many small and picturesque villages of the Mexican provinces, visitors are sure to be impressed by the large numbers of motorcycles on the roads. To reach these provincial markets, YMMEX launched its ¡TU MOTO YA! (Your motorcycle right now!) program for credit financing at the end of 2004. Through this program we are surely creating bigger market participation by making credit financing available to more and more people.

Marketing and events

At Yamaha Motor De México our philosophy is that we don't sell motorcycles, we sell emotions to touch the hearts of people. That is why we give a lot of importance to events through which our present and future clients can share the emotional joys,

Yamaha means quality products and experience

excitement and satisfaction of owning a Yamaha motorcycle. And that is why our marketing strategy involves organizing a variety of events, from test rides and exhibitions to our already famous X-Touring excursions, which gave us some important results by enabling our ATV owners to have an opportunity to tour and enjoy the most amazing natural scenes Mexico provides. This shows the users that ATVs are more than just utility vehicles built to labor in the countryside.

In the sphere of sports as well, we have made Yamaha a pioneer in our country in supporting and nurturing young talents in road racing and motocross. We also have a program granting incentives and promotions in the Mexican media. Thanks to these programs, our Junior Racing Team won national championship titles in 2004.



The YMMEX X-Touring program is popular among ATV owners



No.1 in ATVs

Thanks to various factors, including the development of the ATV market through the X-Touring trips, we recorded year-on-year growth of 40% in sales in 2004, and we forecast a growth of another 40% for 2005. Thanks to our integrated plan of marketing and other commercial activities, Yamaha is now the undisputed leader with a 52% market share for ATVs in Mexico. Moreover, we give safe riding manuals in video and leaflet form to ATV riders as part of our integrated concept of helping our customers get the most out of their Yamaha in terms of recreation, utility and safety.

As we look to the future, YMMEX is determined to keep building on our proud record of over 45% year-on-year growth since 2000, achieved despite growing competition. To do this we will keep working not only to provide quality product at affordable prices but also to communicate to customers the emotional joys and satisfaction of owning a Yamaha.

México

Official name: Estados Unidos Mexicanos
(United Mexican States)
Capital city: Ciudad de México (Mexico City)
Area: 1,972,547 Km²
Estimated population: 105,146,900
Language: Spanish
Currency: peso

Tourist sites: There are many sites ready to be explored by domestic and foreign tourists. The Aztec or Mayan ruins are popular as mystical sites of great cultures of the past. Mexico also has many picturesque villages, colonial cities and important international tourist resorts like Cancún, Cozumel, Acapulco and Los Cabos.

Typical foods: The chili hot pepper is a characteristic ingredient of many Mexican dishes, while the main staple is corn, which is made into tortillas. Enchiladas are one of the most typical Mexican dishes and they can be prepared in a variety of ways. Basically they are made of tortillas stuffed with chicken bathed in mole (spicy hot sauce) and sliced onion, fresh cheese and cream. And they are simply delicious!

Natural beauties: Mexico is a country blessed with great natural beauty and having all types of ecosystems and climates, from conifer woodlands and tropical jungles to beaches, deserts and high mountains. One important fact is that 80% of the world's biodiversity is found here in Mexico.

People: Unlike European countries, 50% of the Mexican population is under 17 years of age, which represents a big promise for development in the future. Mexicans are famous for their hospitality and joyous outlook. Mexicans have a strong work ethic and our principal value is in the family. The family means everything to Mexicans.



Cancún resort



An Aztec pyramid



Enchiladas are a typical Mexican dish

Rossi and YZR-M1 win MotoGP season with sights set on second straight crown for



2005 Road race
World Championships
MotoGP

A year has passed since Valentino Rossi won his first race on the Yamaha YZR-M1 in the opening round of the 2004 MotoGP season. At that time Yamaha was the challenger, but now it is the champion that the other makers are out to defeat and the fans are watching with big expectations.

Throughout the final official test sessions at the Jerez circuit in Spain from March 25 to 27, Rossi was eating the dust of the Honda machines. And even on the last day his best time still stood in fourth place, 0.55 seconds behind the leader, Honda's Nicky Hayden. Was it the pressure, or was he just holding back? Going into race week of the opening round, no one knew.

When the qualifying rounds began on April 9, Rossi left the competition behind and claimed the pole position with a record lap time of 1 min. 39.419 sec.

At the start of the final race the next day, 21 riders dashed into the first corner to begin the race for the 2005 season title. At the end of the first lap Honda's Sete Gibernau was in the lead, followed by Hayden and Rossi in third. By lap five Rossi had moved into second and continued to chase Gibernau through the middle stages of the race at a gap of 0.1 to 0.4 seconds. Finally Rossi took the lead with three laps remaining. But a thrilling last lap lay ahead.

Half way through the final lap Rossi made a braking mistake that shook his machine and let Gibernau reclaim the lead. Rossi re-passed him on the inside and the two continued to trade the lead until the last corner. Rossi tried to slip through on the inside again and the two machines brushed each other, sending Gibernau wide. Rossi took the checkered first and the Yamaha pit and the stands erupted in



"That was an amazing race! ... Gibernau set a fast pace and I just tried to stay with him and attack at the end. We passed each other in the fast rights but I got the better exit and there was enough space for me to pass him in the final corner," said Rossi



Colin Edwards started in 15th position and managed to work up to a 9th place finish. "The setting for the bike that we found in the tests and during the qualifying didn't seem to work in today's conditions. It was a hard race for me but we learned a lot as a team. Now we have to move on and put this lesson to good use at Estoril," he said

applause for the champ.

This race showed that Rossi and the YZR-M1 are fast again this season, but it is still going to be a long hard battle to the title and nothing is certain. The only certainty is that Yamaha will be in there all the way.

All photos are from Round one, Jerez, April 10, 2005

opener Yamaha



In his first MotoGP race Toni Elias finished 12th to score his first points



Ruben Xaus took a fall on lap one but still managed to finish 18th

2005 Motocross World Championships MX1 class



Everts said, "I felt strong in the first heat and I was able to control my race even after a bad start... This was probably the reason why I lacked the energy and power to push in the second race... hopefully I can still improve on my condition as the season goes on."

Staying on top as a true champion - Everts wins season opener!

The 2005 series of the Motocross World Championships got off to a roaring start on April 3 in Belgium. This was a big race for Stefan Everts as he launched his campaign to win his fifth straight world title since coming to Yamaha and his ninth overall. And lined up on the starting line with no other aim than to unseat this great champion were a tough slate of rivals including Honda's M. Pichon, Suzuki's J. Smets and KTM's S. Ramon.

In the first heat of the final, Everts fell back slightly at the start and took until lap four to move into 3rd position. On lap seven he moved past B. Townley into 2nd place. Finally, in the middle stages of the race he overtook Pichon and ran on to the win unchallenged. In heat two Everts finished 3rd to win the round, while recording his 80th victory in the World Championship.

In this season opener, Everts once again outran the competition and started the season like a true champion. But his rivals Pichon in 2nd and Smets in 3rd also won big points. What's more, there will be one extra round in this year's season compared to last year, with 17 in all. And that means a tougher season for everyone. But, Everts and his constantly maturing YZ450FM machine are sure to continue showing us great racing, because they are true champions.



Everts' teammate Brian Jorgensen had machine trouble and was only able to finish 12th in this first round



In the MX2, Cedric Melotte on his YZ250FM was able to apply his MX1 experience and finish 2nd in both heats and 2nd on the day

All photos are from Round one, Belgium, April 3, 2005

RACING

EXPRESS

WORLD TOPICS

We always welcome your contributions.
Write to Chief Editor Rika Niwa of the Corporate Communication Dept., Yamaha Motor Co., Ltd.
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Outside at the customer retail display

Canada



Dealer meeting unveils 11 new snowmobile models for 2006

Yamaha amazed an appreciative gathering of over 350 dealer representatives with a dynamic introduction of 11 new Yamaha 2006 snowmobile models in beautiful Quebec City from February 6 to 8, 2005. Statements of "Unreal....Unreal....I knew Yamaha could do it"....were repeated as the all-new 4-stroke "Apex series," "Attak," "Nytro" and "VK Professional" were introduced to a cheering audience. An all-day outdoor consumer display accompanied the dealer introduction event. The big smiles and flashing cameras of enthusiastic consumers showed once again that Yamaha is the 4-stroke snowmobile innovation leader. Mr. Roy Kojima, Yamaha Motor Canada Ltd. (YMCA) President, acknowledged the dealers for their commitment to a strong 4% market share gain for the 2005 model year, and 2006 is expected to bring the same outstanding gains.

From Peter Swanton, YMCA, Canada

Dealers with the new 2006 Apex Mountain

China

Nationwide generator dealer meeting plots course for sales growth

On February 25 and 26, representatives from 25 of the largest Yamaha generator dealerships from across China gathered at Fuzhou city in Fujian province for the "2nd Designated Generator Dealer Meeting." The first day was devoted to a presentation of the 2005 sales policies for generators and multipurpose engines and awards for outstanding service shops. The second day included a tour of the Jiaxin-Soqi generator factory. This meeting corresponded with the start of spring in China and will surely mark the start of a strong sales season for Yamaha generators.

From Takahumi Toda, Power Products Operations, YMC



The participants in the generator dealers meeting

France

MT-01 VIP launch creates special images for the Yamaha Brand

On 17th February at the famous Paris restaurant Quai Ouest, Yamaha Motor France S.A. (YMF) held a special VIP launch of the hot new Yamaha MT-01. Among the VIPs attending were France's famous movie star Gérard Depardieu, former F1 drivers



Famous movie star, Gérard Depardieu was delighted to be presented a MT-01 by YMF President J. C. Olivier

Jacky Ickx and Jacques Laffitte, actors and actress, TV casters, and guests from dealerships and loyal customers (CRM), for a total of 400 people. Each of the main celebrities got up on stage to start the engine of the MT-01 with its impressive "Kodo" (soul beat) sound in front of the press and TV cameras. Thanks to this show, the launch was reported on TV and in many top magazines, linking the MT-01 image strongly with the famous VIPs and boosting the Yamaha brand image overall.

From Marketing Communications Div., YMF, France

Germany

MOTORRAD readers choose "Bike of the Year 2005" winners

On the evening of March 16, the prize-giving ceremony for the prestigious MOTORRAD magazine "Bike of the Year" awards took place at the famous Friedrichsbau theatre in Stuttgart. In these annual awards since 1999, readers have voted for the best bikes in seven categories: Scooters, 125cc models, All-rounders, Enduro/Supermoto, Chopper/Cruiser, Tourer/Sport-tourer and Sport. The 42,907 readers chose the new Yamaha MT-01 as No.1 in the All-rounder category. They also voted the FJR1300A No. 1 in the Touring/Sport-touring category for the fifth time!

From Karlheinz Vetter, YMG, Germany



Mr. Manfred Weihe, Vice President of Yamaha Motor Deutschland GmbH, receives the prize for the MT-01 from Mr. Michael Pfeiffer, chief editor of MOTORRAD



Yoshihiko Takeuchi (Engine designer FJR, Yamaha Motor Co., Ltd.) receives the prize for the FJR1300A

YMF celebrates 40 years of Yamaha in the French market

As the Yamaha Motor group celebrates YMC's 50th anniversary this year, Yamaha Motor France S.A. (YMF) is in double celebration mode, as 2005 represents the 40th anniversary of the start of Yamaha business in the French market. Since January, YMF has launched a number of special commemorative events and promotions involving the Yamaha dealers, YMF staff and of course the customers. Things began with a special grand-scale holding of the 2005 PTW (Powered Two-wheelers) and ATV Dealer Meeting from 22-28th January, which gathered as many as 500 people at Val-Thorens in the French Alps. In addition to presentations of the 2005 sales strategies and model lineup introductions, the world-famous YMF race champions of the past and present including Jacky Vimond, Christian Sarron, Serge Bacou, Stéphane Peterhansel, David Fretigné and YMF President Mr. J. C. Olivier, all made special guest appearances before the delighted dealers in an emotional moment that brought to mind the company's great achievements and proud history.

February saw the launch of an original YMF Web Site for the 50th anniversary as well. The site will be updated weekly with historic documents and photos throughout 2005, after which the entries will be put together in the form of a commemorative book for YMF's customers, dealers and staff. Check out the site at: http://www2.yamaha-motor.fr/actu/rubrique.php3?id_rubrique=28 (in French)

From Marketing Communications Div., YMF, France



Jacky Vimond, Christian Sarron, Serge Bacou, J. C. Olivier, Stéphane Peterhansel and David Fretigné (from left) appeared one by one on stage where their historic models were displayed

Mexico

Omar Isaak and his YZF-R1 crowned Mexican Superbike champions



Omar Isaak #1 won the Mexican Open Superbike title on the new YZF-R1

Riding for Yamaha Motor De Mexico, S.A. De C.V. (YMMEX) Team Factory Yamaha on the new YZF-R1, Omar Isaak out-raced official riders from the three other Japanese makers to win the Open Superbike class of the Mexican national championship.

"I am very happy with this important victory in the fastest class in the country. This is my 5th title in this class since I started to ride this fantastic YZF-R1 in 1998. I'd like to take this opportunity to thank Yamaha and all our co-sponsors for the support we have received. This year we are going to strive to reach further so as to celebrate the 50th anniversary of YMC in an extraordinary way."

YMMEX and Omar Isaak also celebrated a victory in the new Supermoto FMM Championship in 2004 on the versatile Yamaha YZ450F.

From Team Factory Yamaha, YMMEX, Mexico

Indonesia

Sights set on motorcycle sales of 1.2 million units in 2005!

Over the two days of Feb. 22 and 23, P.T. Yamaha Motor Kencana Indonesia (YMKI) organized a "CCS National Team Meeting" at a hotel in the capital city, Jakarta. In 2004, YMKI launched its "Phase II" marketing strategy that takes CCS (Customer and Community Satisfaction) as its core concept. This year the company's CCS team will be working to carry this strategy into specific regional programs for the different parts of the country. Indonesia is one of the world's largest and fastest growing motorcycle markets and the aim of YMKI's marketing programs is to reach sales of 1.2 million units in 2005.

From Yoshiyuki Takagi, CV Marketing, YMC



Top dealers received awards and met with CCS staff from each base to discuss 2005 policy

India

YMI dealer meeting gathers 100 top dealerships



Some of the top dealers made presentations at the meeting

On March 5, Yamaha Motor India Private Ltd. (YMI) held a Dealer Meeting for representatives from 100 of India's top Yamaha motorcycle dealerships nationwide in the southern city of



Dealers take a close look at the new features of the 2005 models

Cochin in Kerala state. After an address by YMI's President Yanagi, presentations were made on this year's business policies and sales goals, followed by reports on quality improvements and service. Then the new 2005 versions of the "Libero LX" and "Crux S" were introduced with changes like a user-friendly fuel gauge and sharper exterior design to boost model competitiveness. The meeting stressed the importance of sharing information and working with YMI toward bigger sales volume and there was active discussion throughout the agenda.

From Noriyuki Iwamoto, CV Business Operations, YMC

France

Perfect win for Yamaha at 30th Le Touquet sand race

The first big event on France's 2005 race calendar was the world famous Le Touquet Sand Race run on 8-9th February. Celebrating its 30th running this year, the annual Le Touquet race draws as many 300,000 spectators. This year, those fans saw Yamaha riders dominate the competition, finishing 1, 2, 3 in the ATV category, and winning the main motorcycle category with "sand man" Arnaud Demeester as the official Yamaha Motor France S.A. (YMF) rider on the WR450F. In this race, where as many as 1,000 riders start together into the first corner, Demeester scored a perfect win that was his 5th success at Le Touquet. These victories got YMF off to a good start in Yamaha's 50th Anniversary season.



"Sand man" Arnaud Demeester outraced 1,000 competitors to win the 30th Le Touquet

From Marketing Communication Div., YMF, France

Mexico

A production model YFM450 Kodiak conquers 1,500 km in six days

From November 28 to December 3, 2004, Yamaha Motor De Mexico, S.A. De C.V. (YMMEX) decided to put our powerful YFM450 Kodiak to the test in one of the toughest off-road events worldwide: the "Coast to coast" race organized by Red Bull. Over six days and 1,500 km of adrenaline-powered riding, more than 30 veteran enduro riders crossed from Puerto de Veracruz on the Gulf of Mexico to Puerto Escondido on the Pacific Ocean, traversing the full, challenging spectrum of the great Mexican outdoors, across deserts, woodlands, 3,000-meter mountains, dirt tracks and beaches.



The YFM450 Kodiak ATV broke records for running distance and time in Mexican enduro competition

Through it all the Yamaha Kodiak ran marvellously without any problems, requiring only oil and tire changes.

From Magdalena Flores, YMMEX, Mexico

Round-the-world eco tour on the electric scooter Passol

The Yamaha News editorial desk just received a message from the Japanese couple Hiroko and Kanichi Fujiwara who are presently on a tour around the world with the Yamaha electric scooter Passol.

"Hello from Australia! After crossing the USA, we came and crossed Australia. When we suddenly showed up covered with dust from the road at the Yamaha Motor Australia offices in Sydney on March 29, we were still welcomed kindly by the company's President Kato and Mr. Nakayama. All the people we met on our Australian crossing were amazed that we were going around the world with such a little bike, and even more surprised when they discovered that it was a quiet-running electric bike. And when they got on the Passol and rode it themselves they invariably smiled like children at play. Next we are off to Europe, and we can't wait to see what kinds of reactions we get there.

Best wishes from Hiroko and Kanichi Fujiwara"



The Fujiwaras took four months to cross the Australian continent from Perth on the west coast to Sydney on the east



Carrying spare batteries on a Yamaha Majesty between charging stops, the Fujiwaras were able to cross the 1,200 km of the Nullarbor Plain in 12 days

Russia

2006 snowmobile lineup introduced with dealer/press test rides



Many dealers and journalists were happy to get the chance to test ride the 2006 snowmobile lineup



Participants in the test rides were also given safety instruction

In March, OMDO's (YMC's Overseas Market Development Operations) Moscow Representative Office organized a 2006 Yamaha snowmobile lineup introduction and test ride event for dealers and the press at the Trinity Sports Center in Krocus

city on the outskirts of Moscow. Held over a period of one week, the event gave dealers and the press a chance to try out the new 2006 model "VK Professional" and the much talked about "RX Warrior" and RS series models. Also introduced was the "Rhino" Side by Side 4 Wheeled Vehicle. The test rides were a popular part of the event as well.

From Kanichi Tsunamoto, Russia and Middle East Div., OMDO

Peru

Yamaha on highest boat-able lake in the world

March 25, 2005 saw the 3rd running of the Nautical Encounter Titicaca at Puno City, Peru. At an elevation of 3,827 meters above sea level, Lake Titicaca is known as the highest navigable lake in the world. This event was organized to promote tourism for Puno and hopefully make Titicaca a popular stop on the PWC competition circuit. In cooperation with its local dealer Dolphin Runner, Yamaha Motor del Peru S.A. (YMDP) entered

a GP1300R WaveRunner ridden by six-time IJSBA world champion Nicolas Rius.

YMDP will continue with events like this and others that bring the Yamaha brand closer to our customers.

From Javier Callegari, YMDP, Peru



Nicolas Rius, Javier Callegari (Commercial Manager, YMDP) and Eduardo Pereyra (Manager of Dolphin Runner)



Mr. Pereyra of Dolphin Runner takes a native resident from the famous floating community of Uros for a ride on the Yamaha GP1300R

France

New record for outboard motor sales!

For the fourth time in 20 years, Yamaha Motor France S.A. (YMF) sold more than 10,000 outboard motor units in a one-year period. The 10,000-unit mark was topped during the Paris trade show held from the 3rd to the 13th of December, 2004, and YMF celebrated by preparing special T-shirts for five staff to show off their five-digit sales achievement. By the end of the year they also topped the company's previous annual sales record of 10,228 units of Yamaha outboards in 1990 by eight units to set a new all-time record.

From Geraldine Billot, YMF, France



YMF staff at the Paris trade show commemorated their annual outboards motor sales record in a big way

China

We can help make Yamaha No. 1 in the world!



At the test ride venue dealers rode the 2005 models YBR125 "Tianjian" and ZY125 "Li Ying" and also saw displays of imported CBU models



A large crowd of guests and media were on hand at the CJYM factory for the line-off of the first export units of the YBR125 destined for Europe

On February 28, Yamaha Jianshe Motor Shanghai Marketing Co., Ltd. organized a grand-scale dealer meeting in the central Chinese industrial city of Chongqing, drawing representatives from some 500 dealerships nationwide. The next day, a ceremony held at the factory of Chongqing Jianshe-Yamaha Motor Co., Ltd. (CJYM) celebrated the line-off of the first export units of the YBR125 destined for Europe. Both of these events attracted motorcycle magazine journalists and TV crews from ten media companies as proof of the amount of attention focused on the Yamaha brand today in the growing Chinese market.

The dealer meeting agenda included reports of 2004 business results, 2005 model intros and announcement of sales goals, as well as presentations on improving shop design and service programs to build customer satisfaction and sales promotions designed to build on the effect of the first Shanghai GP scheduled this year. At the following test-ride event the models were praised for their improved functions, performance and styling as well as environmental friendliness and features like anti-theft devices in combinations that only Yamaha can offer. More praise was directed at Yamaha's dealer support programs and the rapid pace of product development to meet changing market needs. Many representatives agreed that they are now in a position to boost the Yamaha reputation in China in ways that can help make it the world's No. 1 brand!

From Hidenori Miyake, Advertising and CRM Dept., YMC

To have your topic included in Yamaha News World Topics:

- 1) Send us your text or an outline of the contents, making sure to specify who, what, when, where, why and how details.
- 2) Also send 1 or 2 high-resolution photos with explanations.
- 3) Submissions received in Japan by the 20th of odd-numbered months will be considered for the next issue.

Notice of when your article will appear in YN will be made after the editing process. Send your articles to me by the e-mail, (Ms.) Rika Niwa, at the address below.
E-mail: yamahaneeds@yamaha-motor.co.jp

“Snowmobile Attack Team” runs the length of Lake

Snowmobile Attack Team

Kazuyoshi Okabe, Teruko Miyasaka, Takahiro Miyasaka, Edward Kim
RX-1, RX Warrior, VK540



Lake Baikal in the central region of the Russian Federation near the border of Mongolia is famous not only as the deepest freshwater lake in the world at 1,500 meters but also for the pristine clarity of its waters. In some regions of this vast lake the water temperature may only reach 10 degrees C. in summer, while in winter the outdoor temperatures of -20 to -40 degrees C. cover the lake with a thick layer of ice and make this one of the coldest environments you would ever wish to find. But that didn't stop Japanese and Russian riders of a “Snowmobile Attack Team” from taking on the challenge of traversing the full frozen length of this magnificent lake this February on Yamaha snowmobiles.

The team included Kazuyoshi Okabe and Teruko Miyasaka who had been part of a previous expedition that ran the length of Russia's Amur River in 1997 and crossing Canada on snowmobiles in 1999, where they were joined by Teruko's son, Takahiro Miyasaka. This time they were joined by a Russian teammate, Edward Kim. Once again the team chose Yamaha snowmobiles, but for the first time they were the 4-

stroke models: an “RX-1,” two “RX Warrior” and a “VK540.”

The team had come prepared to deal with the harsh climate, but what they didn't expect was the problem of running about a third of the 1,740 km course on bare ice. Without the cooling effect of snow there was a constant fear of their engines overheating. And any momentary lapse in machine control might result in an overturn causing machine damage and possible rider injury that could prove disastrous in such a harsh and remote environment. But, there would be no such disasters, as the valiant team completed the five-day run without mishap and the names of the Snowmobile Attack Team and their Yamaha machines were broadcast throughout the region via Russian television and radio.

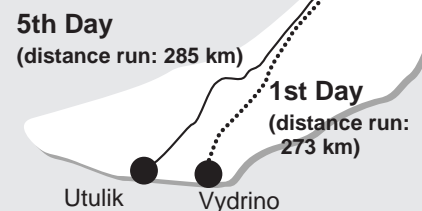
The key to long-distance runs: machine reliability

There are many snowmobile teams around the world that specialized in conquering hilly cross-country or mountainous terrain. But there are few like the Snowmobile Attack Team whose goal is to cover long distances over days

and days of continuous running. What is it that makes them take the great risks involved in expeditions like this in such harsh environments for days on end?

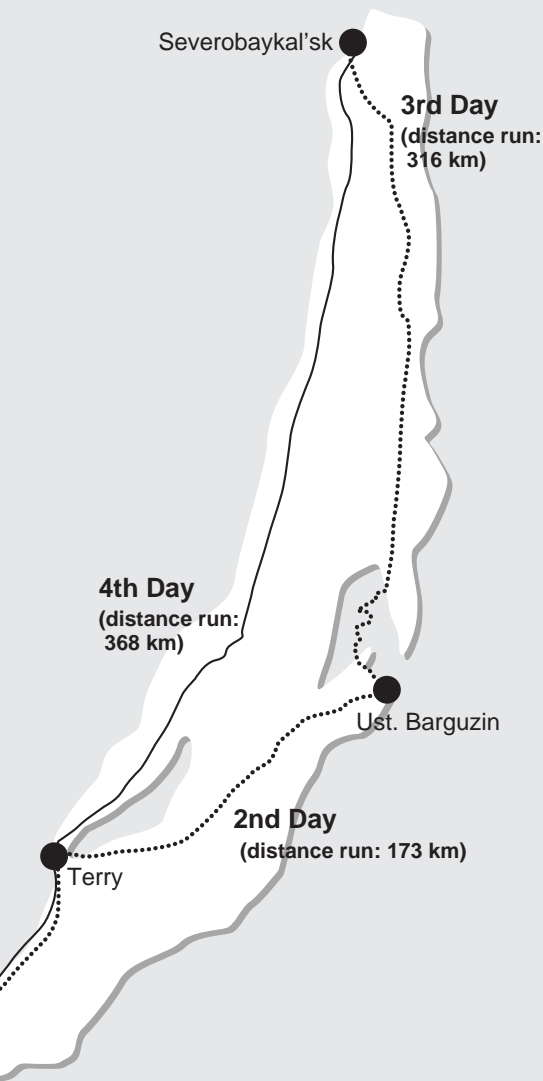
The team's leader, Mr. Okabe, explains it this way: “The reason is simple. We all love winter, snow and snowmobiles. And we love doing something that no one has ever done before. But to run distances like this you have to have a respect for the forces of nature and how frightening they can be. Because we run without a support team, an accident that stops us out there can be a matter of life or death. So the most important thing is having snowmobiles we can rely on. That is why we chose Yamahas.”

Mr. Okabe goes on to say: “I have ridden not only Yamahas but all the brands, and I know their strengths and weaknesses. If you are talking about performance, the Yamahas are top-level machines, but what really sets them apart from the rest is their reliability. Of course, if you run long and hard enough, any maker's machine is going to have some trouble. But with Yamahas you



The Lake Baikal Expedition
Total distance: 1,740 km

Baikal!



Teruko, Edward, Takahiro and Okabe (from right to left behind Yamaha flag). Besides being skilled riders, all had the technical specialization to overhaul engines



The thickness of the ice on the lake was one meter, with ice walls thrusting up at many points, which became obstacles in the team's path



The group rested at a hot spring spa at the turn-around point. "We were lucky for this chance to take a bath just in mid-trip on the third day," said Okabe



Over looking frozen Lake Baikal under beautiful skies

don't have the kind of serious breakdowns that will leave you stranded out there. For people like us who run long distances, that is the deciding factor that makes us choose Yamaha machines. In fact, there was a local team that said they wanted to join us, but they were riding machines of another maker and after a while two of their three machines broke down."

When we asked Teruko about what snowmobiling means to her, this is what she said: "When you are out there riding over long distances, nature will show you her many faces. Some are

frightening and some are surprising and that is what makes the journey rewarding. And at the end of the day there is always a sense of deep satisfaction. For me this is something I only experience on a snowmobile. I am 61 now and my snowmobile is one of the greatest motivations in my life."

When we asked the team about their next challenge they said "crossing the Bering Strait." That would truly be an exciting crossing, from the Seward

Peninsula at the westernmost point on the North American continent to the Chukotskii Peninsula on the easternmost point of Asia. And it will be a dangerous one, too.

"When we attempt the Bering crossing we will be depending on Yamaha snowmobiles again. Because we will need even greater reliability than ever before," says Takahiro. If they are successful the *Kando* will surely be greater than ever, too.

MAXAM 250 debuts as “Best Tandem Urban Cruiser”



The first thing everyone notices about the new “MAXAM 250” is its impressive “low & long” body design with its horizontal lines that speak of dynamic motion. In front, the bonnet portion is extra wide and long, while in back there is an added stretch of overhang. And, you’ll find that there are Yamaha ideals in all the features of the machine’s styling.

The 250cc scooter MAXAM released in Japan this spring is designed for full enjoyment of tandem riding. Its prime design aim was “creating a comfortable space that the tandem passenger can feel relaxed in.” And the current trend toward increased tandem riding in Japan’s cities

led the Yamaha development team to choose the key words “Best Tandem Urban Cruiser” when they started work on this model.

The quest for maximum comfort in tandem riding included designing a new seat that eliminates the “step” between the main and tandem portions of the seat as much as possible. This turned out to be a design touch that passengers really appreciate. At the introductory test ride events for dealers, there was unanimous praise for the MAXAM’s design as one that is sure to be great for tandem riding. Among the reasons are the choice of seat cushioning material with comfort on longer rides in mind, the standard-equipment back rest

that helps maintain an easy riding position and a rear foot rest that enables greater freedom of riding position to prevent the tandem passenger’s legs from touching the rider.

The horizontally mounted engine and the body’s low center of gravity give this model outstanding stability and ease of leg reach to the ground, while also achieving a light handling feeling. For people not used to riding a big scooter, the lower line of sight will surely be reassuring as well.

“The great look says it all!” That was the overwhelming reaction of the people at the test ride events. Riders young and older were equally impressed by the “low & long” body design. It was clear that the new MAXAM 250 is going to be the new sensation of the Japanese big scooter market.

