

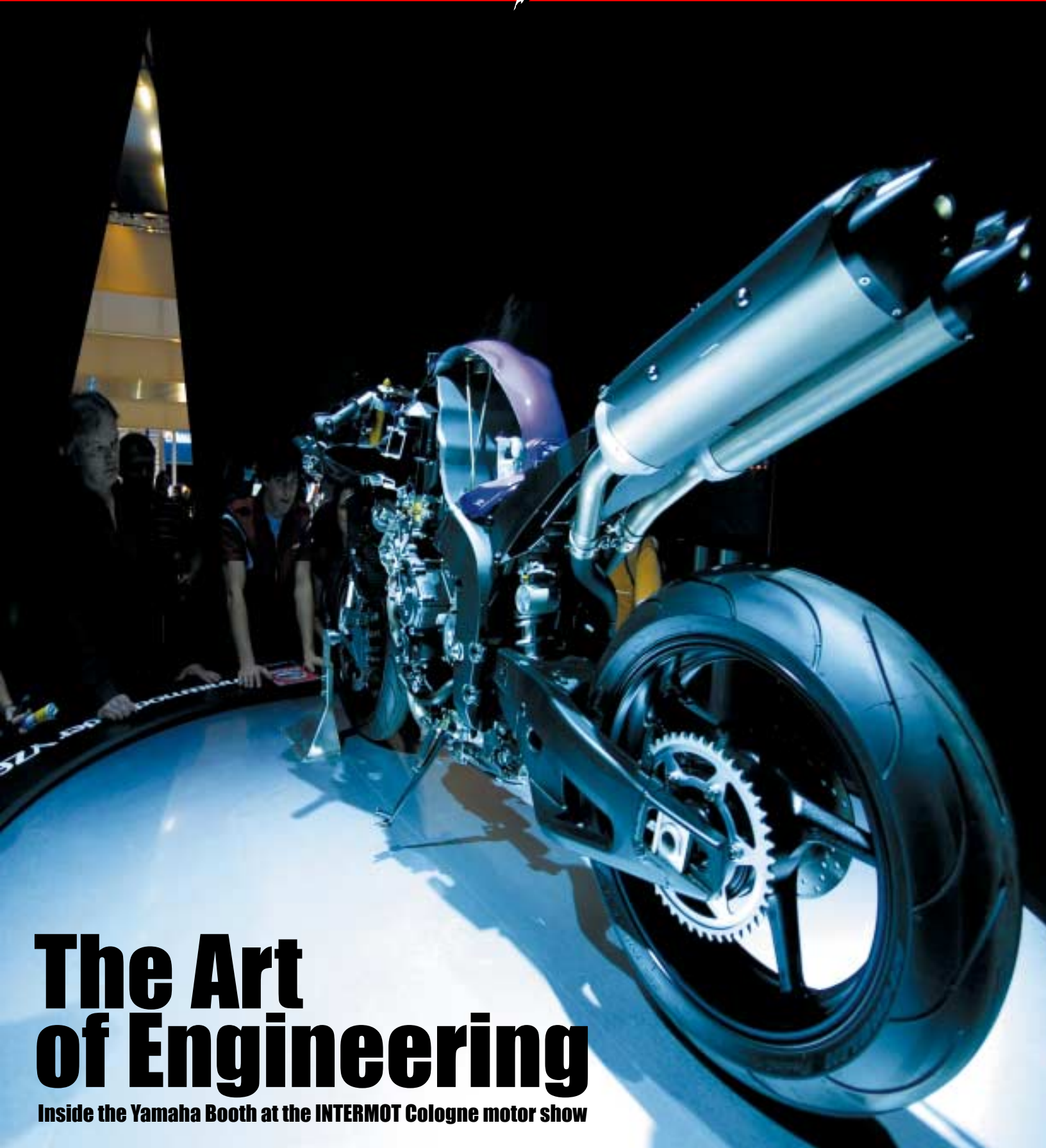
YAMAHA MOTOR CO., LTD.

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# Yamaha News

No. 5

BIMONTHLY



## The Art of Engineering

Inside the Yamaha Booth at the INTERMOT Cologne motor show

# The Art of Engineering

**INTERMOT Show in Cologne, Germany, Oct. 11-15, 2006**



The new YZF-R1 was the centerpiece of the Yamaha models on display. As the “face” of the Yamaha booth it attracted large crowds of visitors

The booth was a total Yamaha experience with not only motorcycles but snowmobiles, side-by-side vehicles and ATVs on display



**For Yamaha, “art” is not limited to the things you see in an art gallery or museum.**

**If the word art is used to describe “things that achieve to excellence” or “achieving new forms of expression” or “the finest creations of human hands” or “the skills of great masters,” then it is something that anyone can strive for. Ever since the company’s founding, Yamaha Motor has sought to achieve “art” in its product creation. The products of those efforts were on full view at the INTERMOT show in Cologne, Germany, this autumn where the theme of the Yamaha booth was “The Art of Engineering.” In this issue of *Yamaha News* we look at the INTERMOT show and the products that drew the attention of motorcycle fans from throughout Europe and the world.**

## The world looks to the Cologne show

From October 11-15, 2006, one of the world’s largest motor shows for 2-wheelers, the “INTERMOT Cologne” - 5th International Motorcycle and Scooter Fair, attracted attention from throughout Europe and the world on the city of Cologne, Germany. Among the highlights of the Yamaha booth were the new YZF-R1 featuring the revolutionary YCC-I (Yamaha Chip Controlled Intake), the new “FZ6 (Fazer) spec 2” with a new ride and a refined new look, the remake of the air-cooled naked model XJR1300, now outfitted with fuel injection. Together, these models and others showed the latest evolutions in Yamaha’s “Art of Engineering.” The official attendance for the show’s five days was 187,000 people from 120 countries. At the Yamaha booth, visitors saw not only the popular Yamaha motorcycles but also ATVs and snowmobiles. And, every Yamaha model was displayed to show the art in their sculptured form, their technological excellence, their overall product quality and the unity of rider and machine they are designed to bring. The



Visitors of all ages were drawn to the Yamaha booth to see, touch and straddle the various display models



The show venue was the Cologne Messe near the Rhine River. This 5th INTERMOT show was held in Cologne for the first time

booth was truly a showcase for Yamaha’s unique type of product creation that doesn’t rely only on spec numbers and speed.



At the press conference Yamaha riders rode the new models onto the stage, creating an exciting feeling of intimacy with machines and the brand

## Press Conference — bringing Yamaha's voice to the world

On October 10, the day before the public opening of the INTERMOT Cologne show, a press conference was held at the Yamaha booth for an eager gathering of journalists and media from around the world. The flood of camera flashes that greeted each new model appearing in front of the press was a clear expression of the intensity of interest surrounding the new Yamaha releases.

Amidst the excitement, however, it was also clear that an especially large amount of interest was focused on the new YZF-R1. On stage, the R1's development Project Leader Toyoshi Nishida was clearly full of confidence as he explained the concepts that his team had worked from in engineering this 5th-generation R1. And from the response of the gathered journalists it was evident that his message was getting across.



### YZF-R1 Project Leader Nishida answers questions at the press conference

**Q:** How long a period was spent on the new R1's development project?

**A:** It is hard to draw a line exactly, but roughly speaking it was more than a 2-year project. We spent more time on this model's development than we have for models in the past. That is why there are so many new technologies built into it.

**Q:** What were the main goals you set for this model?

**A:** First of all, our goal was to bring the handling performance to a new level, especially the performance when going into a turn. And then, we worked to get perfect throttle control when exiting a turn.

**Q:** What do you personally like about this model?

**A:** Personally ... well, of course I like the huge power this machine delivers, but what I really like most of all is its fusion of the technology that gives it its power and handling performance and the beauty of its styling. It is that great balance and integration of the two that really speaks of Yamaha's unique Art of Engineering.



Press and media from around the world crowded the venue. Their words and images will now be sent all over the globe



**A gallery for the Art of Engineering**

The phrase “The Art of Engineering” that was taken as the theme of the Yamaha booth in Cologne this time stands for the unique Yamaha ideal of not relying simply on speed or specs but concentrating on emotional performance in all aspects of the motorcycle, from the quality of its ride to the design of its form.

To express this Art of Engineering concept with optimum clarity, a special display space was prepared. To contrast the bright lighting of the surrounding booth areas, a “black box” was constructed at the center of the Yamaha booth to create a quieter, stiller space. There in the box, three separate stages were built to display the new YZF-R1, a cut model of the YZF-

R1 and the FJR1300AS. The staging and the lighting gave these inanimate machines an almost organic glow, accenting their expressive faces and dynamic form, like an animal about to spring into action. Like the lighting of an art gallery, everything was focused on bringing out the full artistic beauty of these Yamaha motorcycles.





### **G.E.N.I.C.H. — another face of the Art of Engineering**

The booth's black box also had a display of state-of-the-art technologies born of Yamaha's G.E.N.I.C.H. engineering ideal that applies the latest electronic control technologies to achieve ever higher levels of rider-machine communication and unity, such as the YCC-I (Yamaha Chip

Controlled Intake) and the YCC-T (Yamaha Chip Controlled Throttle). This exhibit gave visitors a vivid visual introduction to these revolutionary technologies and the G.E.N.I.C.H. ideal of using electronic control technologies to bring rider and machine into closer harmony than ever before.



# Yamaha pumps support agri



Using large volumes of well water for agriculture brings the danger of wells drying up, but the Yamaha pump and tube system using Yamaha pumps ranging from the YP20G to the YP30G provides the most efficient agricultural use of the limited water resources

The water pumped from the well flows into tubes with small holes that bring the life-giving water directly to the roots of each plant. This system has also been used in the Middle East

## The voices of farmers who depend on Yamaha pumps

If you visit the rural town of Gabar, some 40 km south of the old Senegal capital of St-Louis in western Africa, you will hear the quiet purr of a Yamaha YP20G pump as it pumps up well water under the hot mid-day sun to nourish the crops in the fields of this

arid region. The water fills a network of long tubes stretching across the fields and drips from small holes in the tubes to bring life-giving water to the crops.

At one of these farms, the owner, Mr. Gora N'diaye, stops his weeding to talk to us. "In this region we have a rainy season from July to September, but the rest of the year is one long dry season. During the dry season we use well water to irrigate our crops. In the past we relied on manual labor for this irrigation but now I use this Yamaha pump. It is a real blessing for us." In this area

with its year-round temperature range of 20 to 35 degrees C., crops like peanuts have been grown from the colonial period. Now, with government support, the farmers are able to grow a wider range of crops. Although there are other regions of the world where well water is used for irrigation, this is



Checking the Yamaha pump are the farm owner, Mr. N'diaye (right), Mr. Diop of the agricultural aid organization MECZOP (center) and a local employee of the Yamaha distributor CFAO Senegal

# culture in arid regions of Africa



The vibrant voices of healthy children drown out the purr of the Yamaha pump

a region where it is absolutely essential. And that has not been easy to do. "Irrigating the fields manually with well water using buckets is very hard work. We used to start at 4:00 in the morning and carry water to the fields constantly until about 2:00 in the afternoon. Then we would take a rest and start carrying the buckets again at 5:00 in the evening. My farm covers about 7,000 sq.m. of carrot, onion, cabbage and green pepper fields, so irrigation in that way was very demanding. We had to bring in workers from other villages to help with the work, and since there is no public transportation we had to provide them with lodging and meals as well. That was a big expense," he says.

That all changed when Mr. N'diaye introduced a Yamaha pump and drip-irrigation system. With this system, water is pumped up to feed a system of tubes laid out across the fields. The tubes are laid in parallel at about 60-70 cm intervals across the field and small holes are opened in the tubes at 50-70 cm intervals to supply water directly to the roots of each plant. "Thanks to this system we are freed from the hard work of manual irrigation under the hot sun," says Mr. N'diaye. What's more, we can now adjust the amount of water to meet the needs

of the plants at the different stages of their growth to get more stable production.

There have also been other unexpected benefits. "When we relied on manual watering, there was always irregularity in the amount of water each plant received and therefore in their growth rate. For crops like onions, there would be a considerable difference in the size of the onions when harvested. But with this new system the difference in size has been eliminated, so we get a better price for the harvest and that price has also become more stable." Thus, the pump irrigation system has not only improved production but also stabilized the selling price.

Mr. N'diaye squints into the bright sunlight as he returns to his weeding. Now that he is freed from the work of manual irrigation, he has time to weed and increase the efficiency of the farm even more.

## Delivery ceremony for new Yamaha YP30G water pump systems



Besides Mr. N'diaye, several other farmers in his area have introduced Yamaha pump systems with equal success beginning about two years ago. This has been made possible by the local aid organization MECZOP. Since it began operations in 1999 with support from the Belgium-based NGO named AQUADEV, the organization has provided education and funding for fishery, agriculture and dairy farming projects in about 30 towns and villages. Operators who register under the organization's programs receive assistance in acquiring equipment and loans as well as instruction for developing their industries.

"Agriculture in this region is dependent on well water. Until recently we had a hard time finding partners to supply us with equipment, but since we started using

Yamaha pumps two years ago we have had no mechanical problems and the farmers have come to trust the products. The Yamahas are easy to service and there is a solid supply system for spare parts and service. That is why we plan to provide local farmers with 15 more Yamaha systems this year. Today we are celebrating the delivery of six of those systems to new farmers in the area," explains Mr. Moustapha Diop, the MECZOP representative. The delivery ceremony held at the MECZOP office this day gathered local farmer recipients and agricultural officials from the local government. The farmers also received instruction in the use of the Yamaha pumps from representatives of the Yamaha distributor CFAO Senegal. Afterward, the farmers loaded their new pumps on horse carts to return home.

Road Racing World Championship - MotoGP

# 2006 MotoGP Review

## Rossi and the YZR-M1 take 2nd in the season ranking



**Rd.1, Spanish GP:** In the important opening race of the 2006 season with Rossi looking to win his sixth consecutive title, he took a fall on the opening lap and finished 14th



**Rd.2, Qatar GP:** Rossi scored his first win of the season



**Rd.3, Turkey GP:** Rossi finished 4th despite a mistake in the second lap that left him far back in the pack



**Rd.4, China GP:** Edwards got a podium finish for the first time in the season. Rossi retired from the race with machine trouble



**Rd.5, French GP:** Edwards was the top Yamaha finisher in 6th place. Rossi was forced to drop out again.



**Rd.6, Italian GP:** Rossi outran Hayden and Capirossi to win his second race of the season and begin chasing the title again



**Rd.7, Catalunya GP:** Rossi grabbed his 3rd win of the season



**Rd.8, Dutch TT:** After taking a fall in the qualifying and hurting his right wrist and left leg, Rossi started the race from the back row. He finished 8th



**Rd.9, British GP:** Rossi got 2nd place despite the fact that his injuries from the Dutch TT had not yet healed

On October 29, 2006, the 17th and final round of the 2006 MotoGP season, the Valencia GP, took place in Spain. After round 16 of the series, the Portugal GP, defending champ Valentino Rossi stood atop the season ranking with an 8-point lead over 2nd-place Nicky Hayden (Honda). After winning pole position in the qualifying, it looked as if Rossi was in good position to ride his late-season comeback to yet another championship title. But, as has happened time and again this season, the unexpected lay in

wait here at Valencia to foil those plans and the hopes of Rossi's fans. On lap five Rossi took a fall, and although he was able to restart, he could only finish the race in 13th position. That gave the season title to Hayden, who finished 3rd on the day, and left Rossi just five points behind in 2nd place for the series. The 2006 MotoGP season started off ominously for champ Rossi when he crashed in the opening round. In round two at Qatar, however, Rossi came back to score his first

win of the season. Everyone thought that the champ was back to his winning ways until bad luck in round four in China and round five in France caused him to no-point two races in a row and fall 43 points behind Hayden in the season ranking. Rossi was down but not out, and from round six his comeback began. Beginning with his home race, the Italian GP, Rossi charged to three wins and one 2nd place by round 10, the German GP. This hot streak brought him up to 2nd place in the season ranking, just 26





**Rd.10, German GP:** Rossi moved into 2nd in the season ranking with his win in this race



**Rd.11, U.S. GP:** Carlos Checa finished 7th, which was the best result among the Yamaha riders. Rossi had to retire from the race, which dropped his season ranking to 4th



**Rd.12, Czech GP:** Rossi mounted the podium in 2nd and was ready to chase the leaders in the season ranking again

**Rd.14, Australian GP:** Rossi placed 3rd to mount the podium for the third consecutive round



**Rd.13, Malaysian GP:** Rossi scored a dramatic 5th win of the season by grabbing the lead on the final lap



**Rd.15, Japan GP:** Rossi took 2nd place and closed the gap on Hayden to 12 points

**Rd.16, Portugal GP:** Rossi's 2nd-place finish gave him top position in the season ranking when Hayden's took a fall



**Rd.17, Valencia GP:** Rossi took a fall while running in 7th on lap five. He restarted, and finished 13th, which dropped him to 2nd in the season ranking

points behind the leader. Then misfortune struck once again at round 11, the U.S. GP, where he was forced to drop out of the race with just one lap remaining. This widened the gap in the season ranking to 51 points, the biggest advantage yet.

This 51-point deficit looked too large to overcome, even for Rossi. But, he and the team pledged that they would not give up until it was over. In round 12 Rossi finished 2nd and in the next round, the Malaysian GP, he scored his fifth win of the season. In round

15, the Japan GP, Rossi finished 2nd and closed the gap on Hayden to 12 points. Then at round 16 in Portugal Rossi finally stood atop the ranking for the first time. It had been a long road back from his early-season troubles and the disaster at the U.S. GP, but now he stood poised to bring Yamaha its third consecutive MotoGP title. This brought Rossi to the last round and the fateful fall that made him lose the title by the slimmest of margins. Still, his never-give-up attitude and brilliant riding continued to thrill so many fans and

bring real *Kando*\*, right down to the final lap of the season.

The 2006 MotoGP season is over now and the coming 2007 season will bring a new regulation that reduces machine displacement to 800cc. Since its start in 2002, Yamaha has won the MotoGP title twice. And, as in 2006, Yamaha will compete in the MotoGP in 2007 with Valentino Rossi and Colin Edwards as its works riders and a new 800cc machine. Next year the Yamaha challenge will go on.

\*Kando is a Japanese word for the simultaneous feeling of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value



## U.S.A.

### Introducing The Drive by Yamaha!

On October 20, 2006, Yamaha Golf-Car Company introduced its new golf car, a vehicle that is revolutionizing the golf industry. The new car is manufactured on an entirely new assembly line built specifically for this new car located at Yamaha Motor Manufacturing Corporation's assembly plant in Newnan, Georgia.

The new car is called quite simply, The Drive. "We feel this name embodies what our new golf car is about" said Will Scoggins, Marketing Manager of Yamaha Golf-Car Company. Scoggins goes on to say that the name lends a distinctive personality to the car.

The unveiling occurred at Yamaha Golf Car's 2007 National Business Meeting held at the famous La Costa Resort & Spa in Carlsbad California. In attendance were several members of the press and an anticipating audience of over 300 golf car distributors and dealers. The car was revealed following keynote speeches by Mr. Akira Sano, President of Yamaha Motor Corporation, USA and Mr. Rocky Atarashi, President of Yamaha Golf-Car Company. "You could literally feel the energy when the car was unveiled" said Stan Miser, Division Manager of Yamaha Golf-Car Company. "Since The Drive is the company's first all new golf car since 1995, everyone was very excited to see it." Miser adds that Yamaha expects this vehicle to be one of the key elements that takes the company to the next level.

The idea behind the new vehicle was to build a fleet golf car for today's market. Miser explains: "Golf cars represent more to a course than just a member or guest convenience. In many cases they are a major capital or lease expense and most often the first or second largest revenue producer for a course. We feel that The Drive satisfies the legitimate needs of today's golf course operations while being a vehicle that is also fun to drive." To support The Drive from a marketing perspective a multi-tiered advertising campaign and new collateral have been produced. To effectively communicate what sets The Drive apart from the competition, a grass roots marketing approach focusing on the top 57 reasons the vehicle is superior was implemented. "We know we have a strong product" says Scoggins "This approach allows us to provide the customer with The Drive's superior feature and benefit information, allowing them to make an educated purchasing decision".



Another benefit of The Drive is its low cost of ownership. "We have the lowest maintenance requirements in the industry" says Joel Cheek, National Service Manager. "We have even eliminated all the grease fittings on our car, resulting in a significant labor savings for the course". Cheek adds that The Drive has better fuel mileage and reduced electrical power consumption than the competition. "Our testing shows that our competitor's electric cars consume as much as 10% more electrical power and our competitors use as much as 38% more fuel per round than The Drive gas. That has a huge impact on the bottom line." "We know what a great product we have. The true test will be how it is received by the market" says

Rocky Atarashi. "We are anxiously watching to see what impact the release of The Drive will have on the market." Atarashi adds "We are very confident about this new model. Our engineering, manufacturing, and marketing divisions formed a united front in the concurrent development of not only The Drive, but also the accessories. With this new model, we now have an opportunistic environment that will help us succeed in the electric golf car market and make our traditionally strong position in the gas golf car market even stronger. To learn more about the 57 reasons The Drive is the best golf car ever made visit the website at [www.discoverthedrive.com](http://www.discoverthedrive.com).  
From Robert Kirby, Yamaha Golf-Car Company



## Mexico

All the technicians gathered for a photo in front of the new Global Parts Center



The 15 dealer technicians focused on acquiring new service skills

## Newly accredited Silver technicians visit Japan

From September 19 to 25, a group of 15 dealer technicians accredited in Mexico's first Yamaha Technical Academy (YTA) Silver Class training course visited Japan on a study tour and incentive package trip. With tours of the Yamaha factories and new Global Parts Center, technical training seminars and a chance to see a MotoGP race, the visiting dealer technicians had a very meaningful trip. We want to thank everyone involved in making this trip a success.

From Usuda, YMMEX

## Virgin Islands (U.S.)

## Yamaha Service Managers Gather on St. Thomas



The Caribbean region Service Managers on St. Thomas island

On September 7 and 8, a service managers meeting was convened on the island of St. Thomas in the U.S. Virgin Islands, gathering 17 representatives from 12 distributorships in the

Caribbean. After presentations on the Yamaha service policies and lectures on specific service operations, the managers made a tour of the St. Thomas marine market and the local distributorship, OFFSHORE MARINE SERVICES INC., which boasts top-level service staff and facilities and was certainly informative for the managers. Everyone came away with a renewed consciousness of Yamaha's "customer first" approach to service and dedication to efforts to further strengthen the service organization and operating methods in the Caribbean region.

From Minoru Fukuda, OMDO, YMC

## Malaysia

## Asia, Middle East distributor meeting encourages PWC events

On September 20 and 21, a Yamaha personal watercraft (PWC) distributor meeting was held near Kuala Lumpur, Malaysia, for representatives from 20 distributorships in Asia and the Middle East. In addition to introductions for the 2007 models, order taking and explanations of business policies



The Asia-Middle East distributor meeting offered seminars on how to hold successful PWC events

for the coming year, the distributors also attended well organized seminars on how to hold successful PWC events. Everyone pledged to help promote the worldwide spread of PWC owner events with the eventual aim of boosting sales in the coming season.

From Itakura, ME Company, YMC

## Vietnam

## Grand Opening Ceremony for YPMV

On October 24, a grand opening ceremony was held for the new Yamaha Motor group company Yamaha Motor Parts Manufacturing Vietnam (YPMV). After receiving approval for establishment of the new company in January of 2005, the new company, with



The tape cutting at the opening ceremony

full support from YMC and the other group companies, began shipments of its first aluminum parts in March of 2006 and steel parts in July of 2006. Now in full operation, the company held its grand opening ceremony with attending dignitaries including YMC's President Kajikawa, Japanese Ambassador to Vietnam, Mr. Hatori and representatives from the Vietnamese government. With the cooperation of staff from Yamaha Motor Vietnam the ceremony was a big success.

From Koichi Matsunaga, YPMV



YMC's President Kajikawa addressing the gathered guests

## India

## Chairman Hasegawa honored with the Priyadarshni Global Award

On September 19, Priyadarshni Academy, a non-profit, socio-cultural and educational organization headquartered in Mumbai, India, held The Priyadarshni Global Award ceremony at the Hilton Hotel in Mumbai. YMC Chairman Toru Hasegawa was honored as one of the award's 12 recipients for his contribution in promoting CSR activities through business. The recipients are selected among those who have made outstanding contributions to humanity and the global community in 12 areas including education, culture, science, the environment, human rights, and global collaboration.

In his recipient speech, Chairman Hasegawa talked about YMC's history, profile and vision for the future as well as the company's CCS (Customer and Community Satisfaction) program and the medium-term management plan "Next 50 - Phase II."



Chairman Hasegawa receiving the trophy at the ceremony also attended by India's Minister of Commerce and Industry, Mr. Kamal Nath, (second from left)

**Japan**

## International training course for marine service instructors



There was active Q&A exchange in the technical training sessions. Some of the participants will be initiating YTA programs in their countries before year's end

Over the five days of October 23-27, YMC's ME (Marine Engine) Company held an intensive training session for 16 marine service representatives from 12 Yamaha distributorships in 12 Middle East, Asian and South American countries. Called Train The Trainers (TTT), this program supports the tiered Yamaha Technical Academy (YTA) technician certification system, which aims to ensure ever higher levels of Yamaha service throughout the world.

Said Mr. Supangan of Philippine distributor ALS MARINE, "YTA not only helps service people acquire technical skills but also stresses the important business aspects of the serviceperson's job. We want to use it to increase all-around customer satisfaction." For participants intending to establish the YTA program in their countries, this was a very fruitful five days.

**From Sugimoto, Service Div., ME Company**

**Taiwan**

## "The Two Yamahas" meet in Taipei showroom

With 1.71 motorcycles per household, Taiwan is one of the biggest commuter motorcycle markets in the world. On October 28, a collaborative event between the Yamaha Motor brand and the Yamaha music brand called the "2006 Yamaha Band Contest" was held. The venue for the event was the Yamaha Motor Town facility in the capital, Taipei, which opened two years ago as a model showroom and information center for the Yamaha Motor brand in Taiwan. The contest was the final play-off for 22 young bands that had qualified in regional contests organized by Yamaha Corporation's Taiwan company Yamaha KHS Music and its regional dealers, like the Taipei instrument dealer Shin li sheng Musical Instrument Co., Ltd. that arranged this collaboration with Yamaha Motor Town. Looking at the large young audience gathered for the event, Manager of Yamaha Motor Taiwan's PR Div., Mr. Max Chen, said,

"Events like this are meaningful for both of us and should be continued in the future as a way to provide trendy new events for the youth in Shi men ding."

**From Max Chen, PR Div., YMT, Taiwan**



The crowd of music and bike fans who gathered for the "2006 Yamaha Band Contest" spilled out into the street in front of the Yamaha Motor Town showroom



The contest venue was decorated with displays of instruments and bikes like the newly released "CUXI" scooter

**Australia**

## Marine Technician Grand Prix Raises the Bar



Marine Tech GP participants are surrounded by Yamaha marine service staff, YMA Director Mr. Toshizumi Kato (bottom right) and special guest, YMC Service Manager, Mr Komori (bottom left)



Perseverance pays off for Tech GP winner Bob Thompson who made the finals of the inaugural event in 2002

Yamaha Motor Australia (YMA) has successfully conducted its third Yamaha Technical Academy (YTA) Marine Technician Grand Prix, and the event has been hailed as the best ever. The 2006 Marine Tech GP held at YMA headquarters in Sydney is the culmination of two years of YTA training activities aimed at raising the proficiency of all Yamaha technicians in the Oceania market and ensuring that customers receive outstanding after-sales service. The event involved a computerised theory examination and 11 practical tasks that covered subjects such as fault diagnosis, product knowledge and customer service undertaken by 11 technicians selected from over 200 applicants working in Yamaha dealerships across Australia and New Zealand. Following the examinations, the technicians were treated this year to a "Yamaha Experience" where they sampled the products they have spend so much time working with.

**From Komori, Service Div., ME Company**

**Vietnam**

## A mechanic contest benefits participants and spectators alike

On October 4, the Vietnamese capital of Hanoi was the site of the country's first mechanic contest with the holding of a Yamaha Technical Academy Contest (YTAC). Yamaha Motor Vietnam (YMVN) selected service mechanics from 14 dealerships (28 mechanics) from around the country to participate in the contest, where they competed in the four categories of a written service test, a measurement test, practical service skills and customer service skills.

Already everyone is looking forward to next year's contest, which will have improvements in each category and items involving CS (customer satisfaction) knowledge and skills.

**From Akira Nakatsuka, YMVN**



The contestants taking the written test

## Dealer meeting sets positive mood for 2007 season

On October 13 and 14, Yamaha Motor Mexico (YMMEX) hosted its 16th dealer convention in Riviera Maya, located near the famous resort city of Cancun on the Gulf of Mexico. The convention was rescheduled here after last year's had to be moved to another site due to a hurricane. Blessed by good weather this year, the event attracted 120 participants from 38 dealerships, including guests and staff. Among the guests were Mr. Nagashima, vice president of YMUS, Mr. Uekawa, manager of YMC's Commuter Vehicle Operations and Mr. Sawayanagi, manager of Parts Operations.

With a theme of "It is Yamaha that makes the difference," the convention



Dealers and guests pose for a photo in front of YMMEX

agenda featured projected results of 2006 business and plans for 2007, which were introduced with a message of "Let's create attractive shops and service that exceed customer's expectations in order to differentiate Yamaha from the low-priced Chinese products (currently representing 70% of market) as well as the other Japanese brands." The dealers said they appreciated this clear policy goal. Among the new model introductions, the 2007 YZF-R1 won high

acclaim. At the test rides, dealers lined up for a chance to try out the XTZ250 and later expressed their solid satisfaction.

From Paula Ospina, YMMEX

## Japan

### 1,200 fans delight to vintage Yamaha bikes

On November 4, YMC hosted a vintage Yamaha motorcycle demo and exhibition at the company's Fukuroi test course in Shizuoka Pref. not far from the YMC headquarters. This year marked the 8th holding of this annual event aimed at keeping a group of the historic Yamaha models in running condition while also helping to pass on the tradition of Yamaha product creation and craftsmanship.

At this event, some 1,200 Yamaha bike fans were thrilled to see an array of 20 historic production models ranging from Yamaha's very first model, the YA-1 (1955) to the company's first 4-stroke model, the XS-1 (1970) run the track along with race models including the 1983 GP factory racer YZR500 (OW70) and the 2005 YZR-M1 MotoGP racer.



In front of a large crowd of Yamaha fans the vintage models toured by in force, led by the first Yamaha model YA-1

Several-time All-Japan GP champ and World GP rider, Tadahiko Taira, put the 1983 YZR500 through its paces on the test course

## Senegal

### First YRA course for ATVs in West Africa



The YRA participant police and the Yamaha ATVs they use to patrol the coasts for illegal entrants

Over the two days of November 9 and 10, the distributor in Senegal, CFAO Senegal, held the regional first Yamaha Riding Academy (YRA) course for ATVs on the outskirts of the Senegal capital, Dakar. This first course was held for the local police who recently acquired an initial order of thirty Yamaha

ATVs to patrol the coastal areas against illegal immigrants. The 32 participating officers made rapid progress and gained confidence in using the ATVs over sandy terrain. The day after this course concluded, CFAO Senegal held an off-road riding session for general owners and dealers of Yamaha ATVs. In all, 30 participants gathered to receive one-point lessons and then join an ATV touring event at a nearby lake.

From Hideo Ishibashi, OMDO



Off-road riding event participants at Lake Rose, the goal of the famed Dakar Rally

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- 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 us by e-mail, the editorial staff, at the address below.  
E-mail: yamahaneews@yamaha-motor.co.jp

# Taking a 4-stroke Challenge to World's Top Snowmobile Competition

Yamaha Motor Co., Ltd. (YMC) has launched a program that will take on the new challenge of full participation with a 4-stroke race machine in the world's premier snowmobile race competition, the 2006-2007 WPSA Power Sports Snowmobile Tour. At the same time Yamaha will also continue its participation in Japan's leading competition, the 2007 MFJ All-Japan Snowmobile Championship series.

Yamaha's 4-stroke snowmobile race program began in the 2005 All-Japan Snowmobile Championship under the slogan “挑 4” (4-stroke Challenge). The following year, 2006, a new “YAMAHA RACING TEAM” was established with the goals of winning the title and focusing technical development of the 4-stroke machine. During that season Yamaha's ace rider, Yuji Nakazawa, raced his 4-stroke RSVector SP to complete dominance over the 2-stroke competitors and won the first season title for a 4-stroke machine in All-Japan Snowmobile Championship history. After that, there was no doubt in anyone's mind about the great potential of the Yamaha 4-strokes.

Now, while continuing its race activities



Photo from the 2006 All-Japan Snowmobile Championships

in Japan, Yamaha looks for its next big challenge in the world's most competitive snowmobile race arena, the 2007 WPSA series competed in the USA and Canada. The aims of this effort are clear: top level technological development that will eventually be fed back to Yamaha's production models, while taking the first step toward winning the world's most prestigious snowmobile race title and thus raising awareness of Yamaha's 4-stroke models in the world's largest snowmobile market, North America.

The name of the team that will spearhead this challenge is the “YAMAHA BOSS SNOCROSS RACING TEAM.” The team riders are WPSA Pro Open Class and Pro Stock Class double champion in the 2005/2006



Robbie Malinoski



Yuji Nakazawa

season, Robbie Malinoski, and the defending MFJ All-Japan series champion in the Super Class, Yuji Nakazawa. The machine that they will ride in their attempt to win the WPSA Pro Open Class title in the world's pinnacle Snocross competition is the new 4-stroke engine powered Yamaha “RSNytro.”

This new race program represents yet another Yamaha challenge to win and create *Kando*\* with 4-stroke machines at the very highest level of international motor sports.



At the Yamaha domestic 2006-07 racing team press introduction event

## 2006-2007 WPSA Snocross race schedule

Round 1	Nov. 26	Minnesota / Duluth Nationals
Round 2	Dec. 17	Michigan / Michigan Nationals
Round 3	Jan. 14	Minnesota / Air Force Canterbury Snocross
Round 4	Jan. 28	Colorado / Winter X-Games 11
Round 5	Feb. 11	New York / Eastern National
Round 6	Feb. 18	Quebec, Canada / Grand Prix de Valcourt
Round 7	Feb. 25	Wisconsin / Eagle River Snowcross National
Round 8	Mar. 11	Montana / West Yellowstone Snocross
Round 9	Mar. 18	Wisconsin / Neilson Enterprises Grand Final

\**Kando* is a Japanese word for the simultaneous feeling of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value

# The Power of the Future

Yamaha Motor Co., Ltd. (YMC) has succeeded in the development of a fuel cell motorcycle named the “FC-AQEL” with a system that runs on hydrogen gas fuel supplied from high-pressure tanks. This model has been introduced as a special exhibition model at the 22nd International Battery, Hybrid and Fuel Cell Electric Vehicle Symposium & Exposition held in Japan.

Yamaha Motor believes that the spread of compact personal vehicles contributes to the reduction of the overall environmental impact of today’s society, and based on this policy, we have developed and brought to the market electric commuter vehicles like the Passol and EC-02 that run solely on electricity.

Meanwhile, Yamaha has also been involved in fuel cell research for more than 20 years, which led to the introduction of the our exclusive “Yamaha Direct Methanol Fuel Cell System” in 2003. And in 2005, we succeeded in the development of the fuel cell motorcycle “FC-me” (50cc-



FC-AQEL: FC stands for Fuel Cell and AQEL is a combination of the Italian for water, Acqua, and Electric

class performance), which is now being used on a lease basis by the prefectural government offices of Shizuoka Pref. where YMC’s headquarters are located.

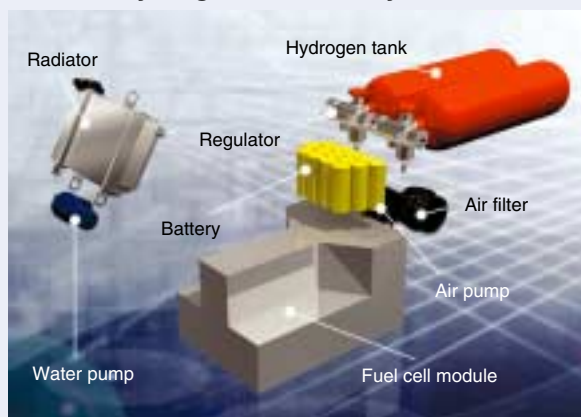
The recently unveiled FC-AQEL prototype is a fuel cell motorcycle with 125cc class performance that has been developed exclusively by Yamaha Motor utilizing our store of electric-drive technologies, control technologies and environment-friendly technologies and mounting our original

“Yamaha Hydrogen Fuel Cell System.” Presently, YMC is continuing its fuel cell motorcycle research and development efforts in the fields of both hydrogen and methanol fuel cell systems in order to make optimum use of the merits of each system in unique personal vehicles that achieve ever higher levels of environmental friendliness and eventually lead to the pioneering of new motorcycle markets.



The FC-AQEL was exhibited at the 22nd International Battery, Hybrid and Fuel Cell Electric Vehicle Symposium & Exposition (EVS22) held from Oct. 23 to 28

## Yamaha Hydrogen Fuel Cell System



Yamaha’s hydrogen fuel cell system adopts a hybrid system employing a secondary battery to achieve highly efficient power output. It also adopts metal separators in the fuel cells to achieve a more compact, lightweight design. Mounting two high-pressure (35Mpa) fuel tanks, the FC-AQEL boasts plenty of running distance between refueling. The drive unit adopts technologies from the ultra-thin Yamaha Integrated Power Unit (YIPU) developed for Yamaha’s electric commuter models. And, this unit is integrated into the rear arm to help achieve drive performance and compactness that doesn’t compromise on the inherent ease of use you expect from a motorcycle.

# Breathing new life into the market with a “Neo-Fashion Automatic”

“MIO FINO” (Thai market name),  
“MIO Classico” (Vietnam market name)



The photo shows “MIO FINO”

The ASEAN region countries of Indonesia, Malaysia, the Philippines, Thailand and Vietnam represent one of the most dynamic motorcycle markets in the world today, with a combined annual demand of over nine million units. In this giant market, one of the best-selling Yamaha models is the automatic transmission commuter bike “MIO” that was released in 2004. In this market where mopeds had long been the popular form of motorcycle, the MIO quickly won a strong following primarily among younger first-time customers thanks to its easy-to-handle size, the ease of ride and operation with its automatic transmission and its stylish design. All of these traits made the Mio popular among active, trend-conscious young people,

especially those entering the motorcycle market for the first time. And the result was that once again Yamaha found itself the leader of a popular new category of its own making: the automatic commuter motorcycle.

However, Yamaha did not stop long to enjoy this new success. No sooner had the MIO and this new category become popular than customers in the marketplace began to ask for more automatic commuter models with new value and product qualities.

To answer this new call from the market, Yamaha created a new MIO with an even

more fashionable look, and even milder, more pleasurable ride and a classical motor scooter appeal. This new model was given the name “MIO FINO” in the important Thai market and “MIO Classico” in the rapidly growing Vietnam market.

The basic performance is a more mature development of the MIO, while the biggest difference is all-new body lines. These are body lines that blend together a “contemporary sense” and a “classical image” and integrate all the parts into a unified body design with a warm appeal to its form that has not been seen in automatic models until now.

In the ASEAN region’s automatic commuter market dominated by models with “sporty” or “casual” design concepts, the MIO FINO and MIO Classico have arrived like a breath of fresh air. And they are sure to consolidate Yamaha’s position as the leading maker in the growing automatic commuter market.

