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The YRA Connection

YRA gives you a meaningful way to reach out and connect with your customers and the community, fostering better riders, a safer traffic environment and the true joys of riding.



YRA and its mission

There is a whole range of traffic safety activities, product promotions and racing courses being conducted by Yamaha Motor Co., Ltd. today under the Yamaha Riding Academy (YRA) program. The key word in this YRA program is “fostering.” It is a broad-ranging program that fosters good riders, fosters traffic safety, fosters a growing network of YRA instructors and, in the end, aims to foster long-term fans of the Yamaha brand.



Communication between the instructor and the participants is essential to the YRA goal



Beyond “teaching” to longer-term “fostering”

Yamaha has long been offering its customers and the general public programs that promote safe riding, including the Yamaha Riding School (YRS) program in Japan and Learn to Ride (LTR) in overseas markets. In 2004, the Service Division of YMC’s Motorcycle Headquarters took a decisive step to consolidate such efforts under one comprehensive program with a more scientifically based curriculum. And, to reflect this more academic approach, it was named the Yamaha Riding Academy (YRA). Speaking about YRA, the Service Division’s Tatsuo Nomoto says, “YRA is a program that not only teaches customers

the know-how they need to operate and ride their Yamaha products properly but, in doing so, it also contributes to traffic safety for the society at large, while helping the owners get more enjoyment and *Kando** out of their Yamahas.” He goes on to say that, “YRA doesn’t only “teach” riding techniques and safety points, it seeks to “foster” the development of good riders in the long run and to “build” a network of instructors who will carry on that work.”

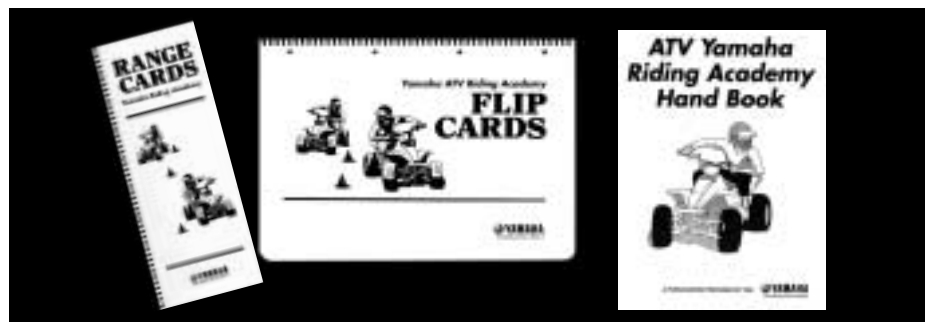
YRA is a program born with the aim of fostering a better relationship between the customers and Yamaha and between Yamaha and the society at large through the three pillars of traffic safety, promotions and racing.

People are the key expanding the program

Today, YRA activities are being conducted primarily in the nations of the ASEAN region, Central and South America, the Middle East, Russia and Africa. Until now, the actual YRA events have been organized using the curriculum and instructors provided by the Service Division as a package to each region. From now on, the program will take a new direction, which will involve increased efforts to train local instructors capable of holding YRA courses by themselves, using the event menu and curriculums provided by the Service Division.

In the words of Ichiro Amano of the

**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.



Yamaha has prepared both participant and instructor guidebooks for YRA courses for each riding category (Photo shows an ATV guidebook)



This motocross race organized as a promotion in Angola in 2004 was an extremely popular event

Service Division, “As the markets grow in regions where YRA activities are being conducted, differentiating Yamaha from the other brands will be increasingly important. There is a need to give the customers a deeper understanding of the true value of Yamaha. We believe that one of the ways to do that is through YRA programs. If we foster a network of instructors who are based in the local communities, they can use the program strategically at times when it is needed, using Yamaha’s YRA curriculum.”

Building stronger ties with society

“We are now in the process of educating instructors and to do that we have to first of all educate a corps of chief instructors who can teach local instructors in each region and develop a system for evaluating and verifying the skill levels of the instructors,” says Mr. Nomoto.

He goes on to say that, “As the economies continue to grow in regions where we are now seeing growth in motorcycle sales, there will be increasing competition with the other makers and also with the automobile industry. In order to survive in these markets we need not only to supply quality products but also to get people in the society to understand that when used properly and safely Yamaha products are sound and very enjoyable products. That is why we want Yamaha people everywhere to make use of the YRA program in their area. Using it in conjunction with your sales activities definitely takes a lot of energy and organizational effort, but that is why we are here to support you with the curriculum and organizational expertise. We want everyone to remember that we are here for you.”

YMC wants Yamaha people in all areas of the world to make active use of YRA to build bonds with your customers and your communities.



Tatsuo Nomoto (left) and Ichiro Amano of YMC’s Service Division

YRA Outline

YRA

Safety Academy

Motorcycles/Underbone
ATVs
Snowmobiles
Police
Company clients
Students
Instructor training

Product promotions (MC/UB)

Test rides
Touring
Return riders
Tandem riding
Gymkana
Trykana

Racing Academy

Road racing
Motocross
Trial
Snowmobiling

YRA Program Example



YSRS courses like this are held around the ASEAN region



At the ASEAN CUP championship races in 2006, 46 qualifying riders from five countries competed

Promoting YRA in the ASEAN countries

Motorcycle sales have been booming in the ASEAN countries in recent years. In these markets Yamaha is conducting a variety of promotional activities to build demand in this region, and YRA is one of these.

Riding for fun or as a leisure pastime is still not common in the ASEAN motorcycle market. That is why Yamaha is using the YRA program to teach customers how to enjoy their motorcycles in a variety of ways and help make recreational riding a part of the ASEAN region’s motorcycle culture.

The first thing done was to produce films showing people in all parts of the world enjoying on- and off-road touring. These were distributed to the Yamaha group companies and distributors around the region to be used as a medium for giving their customers a visual experience of recreational riding. Next, the Yamaha Riding Challenge Program was introduced. This is a program that uses video films to show people a variety of riding exercises like single-plank bridge runs and slalom runs and then gives them the opportunity to try mastering these techniques on their motorcycles. Another thing we did was to support

production model races in each country. These efforts are leading to the establishment of motorcycle racing culture with national Yamaha one-make race series and a regional ASEAN CUP championship for national qualifiers.

Furthermore, a Yamaha Safety Riding Science (YSRS) program was started for young people. This is a classroom course that teaches young people about the physical aspects of collisions, friction and energy from a scientific perspective as they relate to motorcycles and safety. These courses are taught in classes at high schools and universities with the aim of instilling a greater understanding and consciousness of traffic safety. In 2006, approximately 27,200 students were taught this course. And these classes will continue to be taught as one of the pillars of the YRA program. Says Mr. Amano, “We are succeeding in raising people’s consciousness of safety through these programs while also promoting recreational riding. We now want to spread these programs to other regions and make YRA a worldwide program that Yamaha can be proud of.”

Contributing to society like Yamaha Motor Vietnam Co., Ltd.



School supply donation program

A pillar for building the Yamaha brand Yamaha Motor Vietnam Co., Ltd. (YMVN) was established as a company in 1999. At the time, the Vietnamese motorcycle market was dominated almost completely by another brand. That fact made it essential that a unique Yamaha brand image be created to set the brand apart and give it a value all its own.

To achieve that kind of critical brand differentiation, YMVN launched automatic transmission models that offered a different riding experience from the manual transmission models previously dominating the market. It also launched the first of a line of “Yamaha Town” showrooms and direct-sales outlets (2000) to clearly set Yamaha apart from the competition both in terms of products and sales strategy and thus establish a unique Yamaha brand presence in Vietnam.

At the same time, YMVN knew that programs that contribute to society were another important pillar for establishing the Yamaha brand with a clear corporate stance that people could identify with. The concept behind these programs was “Contributing to society like only Yamaha can.” Based on this concept the YMVN staff began to implement a variety of social-contribution programs that have now become an important cornerstone of the company’s efforts to establish and promote the Yamaha brand.

Activities reaching every part of the country
YMVN’s Masahiro Imada talks about the company’s social contribution activities policy: “Our programs fall under two categories, nationwide programs and regional programs. Our nationwide programs include aid for disaster victims, a traffic safety program targeting college students nationwide and a program that donates school supplies to elementary school students. As for our regional programs, we conduct grassroots activities such as holding community parties for children or senior citizens in different localities. By providing both large-scale activities and close-to-home smaller scale events, we are able to answer the real needs of many more people.”

In the nationwide programs, YMVN takes the leading role, but for the regional activities it is the seven directly-run “Yamaha Town” facilities now established in five major cities around the country (as of the end of 2006) that take the leading role in conducting the events. “Because the Yamaha Towns are local community-oriented operations, they have the best grasp of the kinds of programs their respective localities need most and they are best able to implement them,” says Imada. In this way, the Yamaha Town becomes a vital point of contact with the customers that is capable of promoting the Yamaha brand most effectively.



The Yamaha Safety Riding Science



Yamaha volunteers participating actively at the Moon festival

Continuing and expanding meaningful programs

It is not just products that make the Yamaha brand. YMVN believes that programs contributing to the betterment of society are also an important aspect of what makes Yamaha unique. By actively implementing and continuing programs that benefit society, YMVN is building Yamaha’s brand value as a company that creates *Kando** and satisfaction for the customers as well as for the society at large. Looking forward, YMVN is going to expand a program of holding Yamaha Safety Riding Science courses at driver’s license centers from one city presently to six cities in the near future while also increasing the number of Yamaha Towns. At the same time, the company plans not only to continue existing programs but to raise the quality and expand the regional scope of its programs in ways that further strengthen communication and involvement with the communities on a grassroots level.

The social-contribution programs that began as a means to help establish the Yamaha brand and expand sales have now evolved into a means to help build a better society as well. As this attitude takes stronger root at YMVN it is sure to be a powerful tool for the company in a Vietnam market that promises further growth in motorcycle demand.

**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.

only Yamaha can

Comments from YMVN people involved in programs contributing to society



Tran Ngoc Thang, YSRS administrative director, instructor

"I believe that YSRS is really making a significant contribution to the Yamaha brand. It is a way we can show people that Yamaha is serious about contributing to society and it is also a way to get people to experience Yamaha bikes and, through them, Yamaha the company. For many of the participants in YSRS, a Yamaha becomes the first bike they ever

ride, and that first impression is very important. We work hard to help make those people Yamaha fans. And, here in Vietnam where people can get a license even if they aren't very good riders yet, it is very meaningful to be teaching proper riding technique. We hope these activities will contribute in at least some way to reducing traffic accidents."



Thanh Xuân, YAMAHA TOWN CAN THO staff member

"We held a donation event recently and combined it with a parade. That created an opportunity for a lot of people in town to see Yamaha bikes parading through town. I think this has done great things for the Yamaha image in Can Tho while also making a strong appeal for Yamaha bikes.

And, the fact that the authorities of the Can Tho government have praised our activities has made many more people familiar with the Yamaha brand name. A lot of children have now learned the Yamaha name and will remember it."



Tran Van Nghia, YAMAHA TOWN HANOI staff member

"To tell the truth, I was greatly impressed by the Yamaha objective of strengthening the concept of customer and community satisfaction. It is true that Yamaha has abided by these policies since it entered Vietnam through many social activities such as school stationary donation, university scholarship awards,

flood victim aid sponsorship, football sponsorship and so on. As an aspect of Vietnamese culture, charity brings significant benefits to the society. In other words, doing charity means one more time when we can touch customers' hearts after our product satisfies them, and also creates a deep impression on potential customers."



This donation program helps improve the learning environment and the motivation of the students

Contributing school materials, for the future of Vietnam

Over the two months of September and October 2006, YMVN donated school supplies to some 327,333 students at 613 elementary schools through the local departments of education. This is a program begun by YMVN in 2003 that has contributed a total of 910,000 sets (worth US\$1.9 million) of school materials like notebooks and writing materials.

This has been an important way that Yamaha contributes to society, not only through the manufacture of high-quality products but also by supporting the children who will be the future of Vietnam, and the company will continue this program in the future.



In the classroom portion of the course, participants learn about safe riding through a video as well as simple quizzes and games that are fun and stimulate learning

Holding YSRS events

Yamaha Safety Riding Science (YSRS) is a program that aims to fulfill Yamaha's responsibility as a motorcycle maker.

YSRS programs are held at universities around Vietnam for college students and at the Da Nang License Center for new riders getting their licenses. The courses are taught by Yamaha instructors using a curriculum that includes classroom instruction based on scientific analysis of the knowledge necessary for safe riding and practical training in riding skills using a one-plank balance bridge, a slalom course and braking practice.

In 2006, YMVN held YSRS courses at 38 universities around the country that were attended by a total of approximately 8,000 students. Courses were also held at the Da Nang License Center 37 times for approximately 7,600 participants. In the future YMVN will continue to hold the courses at universities and also expand the number of license centers that courses will be held at in order to make an even bigger contribution to traffic safety.



The children made comments like, "The festival was lots of fun. I hope they will do it again," and "It was good to make friends with everyone."

Holding a Moon festival for visually handicapped children

On October 5, 2006, the Yamaha Fan Club Vietnam held a Moon Festival event for the children of the Nguyen Dinh Chieu School for the Blind. This is one of the Fan Club's activities that provides a truly fun event for handicapped children with attractions like games for the children to play with the volunteers and distributing presents for the children.

The club members are proud of being involved in volunteer activities that contribute to society by helping children and they all agree that they want to actively continue this kind of activity.



This event was reported on very favorably not only by the local media but by many sources around the country

Yamaha scores first 4-stroke win ever in WPSA snocross



Malinoski praised the RSNytro, saying: "The engine has amazing power and the chassis is perfectly designed to control that power"

The 2006-2007 season of the world's most competitive snowmobile race competition, the WPSA Power Sports Snowmobile Tour series, got underway in the USA on November 24-26 last year. This season represents the start of a new challenge for Yamaha as the YAMAHA BOSS SNOCROSS RACING TEAM and its riders Robbie Malinoski and Yuji Nakazawa compete for the championship using the 4-stroke Yamaha RSNytro.

At the opening round in Duluth, Minnesota, the team's season got off to a difficult start with neither rider qualifying for the final.

The second round was postponed due to lack of snow and run along with the third round at Brainerd, Minnesota. Here, Yamaha introduced a version of the RSNytro with a new chassis. With this machine Malinoski finished first in the second qualifying session for the round two race. In the final, he got a good start and was running in 4th position when a crash forced him out of the race.

In the third round race Malinoski outran the 2-stroke rivals to grab the hole shot. After that, the massive torque of his Yamaha's 3-cylin-



Malinoski is getting better results with every race

der engine and its agile handling enabled him to keep his lead on every lap of the highly technical course and go on to score the first victory ever by a 4-stroke machine in WPSA history. This win proved that Yamaha's 4-stroke performance had caught up with the 2-strokes, marking a big step toward the advent of a 4-stroke era in snowmobile racing.

In the fourth round at Verona, New York,

Malinoski proved his Yamaha's performance again by finishing 2nd, 2nd and 1st in the three qualifying rounds, although bad luck caused him to finish 15th in the final.

With four rounds over, the RSNytro is making steady progress and in the remaining five rounds we are sure to see more great performances that reflect Yamaha's spirit of challenge in world-class racing.



Although Nakazawa has failed to pass the qualifying rounds he is making steady progress as a rider



Comment by Takuji Nakano

(Yamaha Snowmobile Race Project Leader)

"Under the "挑-4 (4-stroke challenge) Project" we launched in 2005, we have won the All Japan Championship title in 2006 and 2007, and now we have won our first WPSA victory, all in an

amazingly short time. But, when we look at the North American market, there are only two Yamaha machines in the WPSA Pro Open class, and although Yamaha's market share has topped 10%, we aren't known on the race scene. Our race programs in North America and Japan should increase awareness of Yamaha's 4-stroke snowmobiles. And, we'll also feed back the know-how from these race activities to our 4-stroke production models."

Yamaha announces its 2007 race program

The Yamaha factory teams and supported teams that will be competing for titles in the various categories of road racing and motocross in the 2007 season have been decided.

In the MotoGP with its new 800cc regulation there will be two Yamaha teams entering four riders. As a factory team, the FIAT YAMAHA TEAM will field last season's 2nd ranked Valentino Rossi and Colin Edwards. As a supported team, the Dunlop Tech 3 Yamaha Team will enter the veteran MotoGP racer Makoto Tamada, who has two MotoGP career victories, and Sylvain Guintoli. They will be going for the championship title on the new YZR-M1 with a displacement reduced from 990cc to 800cc in line with the new MotoGP regulation.

In the World Motocross Championship MX1 class the Yamaha Motocross Team has a new roster of riders after the retirement of Stefan Everts. The second ranked rider from the 2005 season, Joshua Coppins and Marc De Reuver, who is moving up from the MX2 class, will be competing for the title on the YZ450FM.

Yamaha riders will also be competing in the World Superbike (WSB) and World Supersport (WSS) championships and the AMA Supercross and Motocross Nationals championships in the USA. We hope everyone will be cheering for them.

MotoGP

machine: YZR-M1

FIAT YAMAHA TEAM



Valentino Rossi



Colin Edwards

Dunlop Tech 3 Yamaha Team



Makoto Tamada



Sylvain Guintoli



World Motocross Championship MX1

machine: YZ450FM

Yamaha Motocross Team



Joshua Coppins



Marc De Reuver

AMA Supercross/Motocross Championships

Yamaha Factory Supercross/Motocross Team

machine: YZ450F



Grant Langston

machine: YZ250F



Broc Hepler



Josh Hill

* Broc Hepler and Josh Hill are competing in the SX Lites and will also compete in MX Lites categories

L&M Racing Supercross Team

machine: YZ450F



Chad Reed



Nathan Ramsey

* The L&M Racing Supercross Team is competing only in AMA Supercross

World Superbike Championship

machine: YZF-R1

Yamaha Motor Italia WSB Team



Noriyuki Haga



Troy Corser

Team YZF Yamaha



Shinichi Nakatomi

World Supersport Championship

machine: YZF-R6

Yamaha World Supersport Team



Kevin Curtain



Broc Parkes

Yamaha Team Italia Lorenzini by Leoni



Massimo Roccoli

We always welcome your contributions. Write to the editorial staff Yamaha Motor Co., Ltd.
2500 Shingai, Iwata, Shizuoka 438-8501 Japan, <yamahaneeds@yamaha-motor.co.jp>

Thailand

CSR leaders meeting Asia

On Dec. 1, 2006, in Bangkok, Thailand, YMC organized an Asian CSR (corporate social responsibility) Leaders Meeting for the first time. A total of 19 CSR leaders representing the six Asian Yamaha Motor group companies of YMAC, TYM, YMAP, YMVN, YIMM, and YMI participated. Presentations were made on the latest analysis and the measures of the '07 action plan for risk management, compliance and human rights & labor standards as the first steps for socially responsible action under the

Yamaha Motor group's CSR policies. The aim of the Yamaha Motor group's CSR activity is to conduct well-balanced, socially responsible actions and social contribution activities at all levels of business as well as outside of business in order to strengthen Yamaha Brand Value. The conference also offered the opportunity for the CSR leaders to work on planning CSR activities hand in hand with their persons in charge of



The representatives from six Asian Yamaha Motor group companies and YMC

corporate planning, administration, HR and finance. This Asian CSR team will be sure to achieve more effective CSR activities in the Asian region.

From Tomoko Kakehi, CSR Planning Division, YMC

Colombia

Incolmotos celebrates 30th anniversary and new factory opening



The new Incolmotos factory will produce higher value-added motorcycles

On November 15, 2006, Colombia's President Álvaro Uribe Vélez, the Ambassadors of Japan and Colombia and YMC Director Tetsuo Uchiyama were among the distinguished guests attending a grand ceremony commemorating the opening of the new factory of the Yamaha Motor group company Incolmotos and the company's 30th anniversary. The completion of this modern manufacturing facility with an overall floor space of 9,000 square meters will enable an increased production capacity to meet the needs of the Colombian motorcycle market, which has grown more than 60% year-on-year. It is also an important component of the company's strategy to produce models with greater added value.

From Shigeki Tachiki, Motorcycle Headquarters, YMC



At the tape-cutting ceremony for the new Incolmotos factory

Kuwait

Motorcycle and ATV service training seminar held

Over the two days of December 4 and 5, 2006, a service training seminar for motorcycle and ATV mechanics from Kuwait as well as the neighboring countries of Qatar and Oman was organized by OMDO (YMC's Overseas Market Development Operations) at the workshop of Yamaha's Kuwait distributor, Kuwait Development & Trading Co. The seminar focused on new mechanisms in the most recent Yamaha motorcycles and ATVs and hands-on practice

in engine overhauling. The participating technicians were anxious to learn all that they could about the newest Yamaha technologies, and Kuwait Development & Trading Co. is equally anxious to share as much of their knowledge as possible, according to the experiences in their territory about how to keep Yamaha customers happy.

From Nobuhiro Tomari, OMDO, YMC



The seminar participants at the distributor Kuwait Development & Trading Co. service department

Canada

The new Grizzly 700FI introduced at Bear Days!

Ever since the Grizzly 660 ATV was first introduced it has had a special place with Canadian customers as the #1 selling ATV in Canada. For the launch of the new 2007 Grizzly 700FI with EPS, Yamaha Motor Canada (YMCA) organized a special VIP customer appreciation "Bear Day's" program to ensure that all the loyal Yamaha customers could try out all the new 2007 models.

Held in 13 locations across the country, over 1500 customers had the opportunity to test the new 2007 Yamaha Grizzly, Kodiak, Bruin, and SSV "Rhino" line-up. It was a unique opportunity with demo rides, poker runs, skills test, obstacle course, kids Yamaha Riding Academy, World of Yamaha displays plus accessory and technical seminars. Programs like this give YMCA the chance to build "One to One" relations with our customers and to grow the Yamaha brand closeness.

From Peter Swanton, YMCA



The Netherlands

YMENV employee completes Dakar 2007



Bryan Zuidinga with the former YMD President Mr. M. Shiomi and YMD staff

From 6th - 21st January 2007, the 29th edition of the Dakar Rally took place, starting in Lisbon and finishing at "Lac Rose" in Dakar. The rally covers 15 stages across 6 countries with a total

of 8,000 km and is so gruelling that out of 245 motorcycles starting, only 132 riders reached the finish in Dakar.

Bryan Zuidinga, a 32-year-old Dutch employee of YMENV saw his childhood dream come true when he managed to enter his first Dakar Rally. Riding a Yamaha WR450F 2-trac bike, he suffered a bad crash early in the race but still managed to continue and finish through sheer determination and mechanical skills. In looking back he says: "It really was a big adventure, I am left with so



Bryan on his WR450F 2-trac – just crossed the finish line in Dakar

many memories and impressions. It was a dream, which I'll never forget. And a big 'thanks' to the Yamaha Holland team: with all six riders finishing the rally, an amazing result!"

From Danielle Duijings, Communications Division, Yamaha Motor Europe NV

Panama

OMDO holds 2006 Central America Service Meeting



The meeting was hosted by Yamaha's local distributor TOCHISA DE PANAMA

Over the two days of November 21 and 22, the OMDO 2006 Central American Service Meeting was held in Panama. Attended by 17 representatives from eight distributorships in seven Central American countries, this was the second such meeting organized by OMDO (YMC's Overseas

Market Development Operations). The agenda included explanations of service policy based on 3S (Sales, Service and Spare parts) and their importance and reports on the distributors' 2006 service activity results and plans for 2007. The participants also shared ideas about strengthening service activities and information about best practices.

From Shoji Motegi, OMDO

Indonesia

Dealer Meeting combines grand 10th anniversary celebration

In January 2007, Yamaha Motor Nuansa Indonesia (YMNI) held a nationwide Yamaha water purifier dealer meeting at the Manhattan Hotel in the capital, Jakarta. The meeting agenda included presentations from the Business, Service, Products and Customer Center division policies and reports on the previous year's business results. Being the company's 10th anniversary, there was also a presentation of the achievements of the past decade. With the slogan "I will do my best for success," the participating dealers all agreed to work together for the further development of their market.

From Satoshi Hoshino, PT Yamaha Motor Nuansa Indonesia



The 10th anniversary celebration featured awards for outstanding dealers and presents for all the participants

Thailand

TYM supports flood recovery

Last year, Thailand was struck by one of the worst floods in recent history. The flood devastation in seven provinces in central Thailand in August left 30 dead and dams in danger of bursting. Thai Yamaha Motor (TYM) is the first motorcycle company to go into the devastated areas and make cash donations to support the victims, sending 260 volunteers including TYM management, employees and Yamaha Club members to join a caravan of recovery support. The volunteers helped renovating damaged schools, temples and victims' residences. For customers, TYM sent 120 technicians from 40 dealerships to provide free service in the area.

All these disaster relief activities are connected to Yamaha Motor group's "Social Contribution Activities Policy" which aims at winning the trust of society and supporting sustainable development.

From Premchit Maneesarachun, Corporate Planning, TYM, Thailand



Volunteers helped renovating schools



TYM management and volunteers launched the flood recovery caravan at its company headquarters

A participant in the new Grizzly 700FI participating in the skills test section, the "feeter totter" at the Bear Days event in Woodstock, Ontario



A Kids Yamaha Riding Academy was also held as a now established event for family enjoyment



France

Five hundred FJR1300s delivered to police



At the delivery of the FJR1300s in November 2006 attended by Mr. Osamu Kobayashi, Marketing Consultant at Yamaha Motor France



A group of FJR1300s in Presidential escort duty

Following the delivery of 500 units of the 2005 model FJR1300 to the French police in 2005, the first of another 500 units were delivered in 2006 as well.

Thirty units of the 2006 model FJR1300 especially prepared in Yamaha Motor France's (YMF) workshops of Bruyères and Saint-Ouen l'Aumône were delivered during November to the French Home Office. These bikes are intended particularly for Presidential escort duties. The total order of the Home Office is 300 units in white coloring. Meanwhile, the French State Police Force ordered 200 units of the same model in blue coloring.

These orders prove the quality of the FJR1300 and a belief in Yamaha's motorcycle technology.

From Communication & Events Dept., YMF, France

Thailand

TYM pioneers in promoting motorcycle riding culture

Thai Yamaha Motor (TYM) is the pioneer in cultivating recreational and leisure-use motorcycle riding culture in Thailand. More than 100 riding activities were organized by TYM and Yamaha dealers in 2006. Hundreds of customers gather with TYM management and staff for these touring events around the country.

On December 8-10, 2006, a Chiangmai Bike Week was held as an annual event organized by a big-bike owner group in the north of Thailand to gather big-bike riders nationwide as well as from other countries. The event included parties, parades and a donation program. TYM organized a 700 km tour from Bangkok to Chiangmai to join the Bike Week. For TYM, it was a good chance to develop a network among big bike owners. During Bike Week, TYM staff also visited several dealers in the area.

From Premchit Maneesarachun, Corporate Planning, TYM, Thailand



TYM staff visited a Yamaha dealership in Chiangmai



The caravan of Yamaha riders touring to Chiangmai Province

U.S.A.

Road Star Wins USA's Top Custom Show

Star Motorcycles reached another milestone in American customizing last fall when Nehme'sis, an outrageous low-slung chopper based on a Road Star, designed and built by Sam Nehme, won the Over 1000cc Super Radical category at the annual Rat's Hole Custom Bike Show in Daytona Beach, Florida. Winning top prize in one of the most important shows in the country means Star cruisers have truly "arrived" as a top choice among custom-bike builders.

In building Nehme'sis, which also won Best of Show at the nearby Boardwalk Classic Bike Show, it appears owner Sam Nehme literally took to heart the Star Motorcycles tagline, "We build it, you make it your own." After sketching out some ideas on paper, Nehme and his team dismantled a brand-new Road Star and developed a new frame using the V-twin as the foundation.

From Bob Starr, Corporate Communications, YMUS



The prize-winning customized Road Star created by Sam Nehme

Canada

Promotions support Easter Seals charity and hockey competitions

The annual "Yamafest" events that Yamaha Motor Canada (YMCA) has been holding since the late '80's have continued to offer customers a unique opportunity to experience the latest Yamaha snowmobiles, while also supporting a good charity in communities across Canada. For 2007, over 60 Yamafest's are planned in conjunction with Yamaha PZ Power Tour snowmobile demos, along with Yamaha sponsorship of select Easter Seals Society, "Snowarama" poker run events to benefit children, and youth with physical disabilities.

Meanwhile, YMCA is also continuing its role as a key corporate sponsor and supplier of SSVs, ATVs and generators for the "Canadian National Pond Hockey Championships", a two-weekend event in January. One of the teams that made it to the quarterfinals was the YMCA-supported "Yamaha Rhino's" hockey team with select YMCA staff participating.

From Peter Swanton, YMCA, Canada



The nationwide PZ Power Tour gives Canadian customers a chance to test ride the latest Yamaha snowmobile models in exciting venues



On the ice, the "Yamaha Rhino's" hockey team was off to a quick 5-0 start before a close loss in the quarterfinals

Guinea

YBR125 gets PR at jazz concert



At the Bambino concert



Sekouba Bambino filming a TV commercial with the YBR125

On December 9, 2006, the annual concert of the Guinea-born and now internationally popular jazz singer Sekouba "Bambino" Diabate was held in the Guinean capital of Conakry. The exclusive Yamaha motorcycle distributor in Guinea, Groupe SCF, sponsored this concert by the immensely popular Bambino as a strategic move to help launch the Yamaha YBR125 on Guinea's "commercial" (private-use) market. Until now, the market for Yamaha motorcycles in Guinea has been limited almost exclusively to the fleets of government agencies, the UN and other GO and NGO organizations. With the launch of the YBR125, Groupe SCF hopes to build demand in the private sector as well. On the day before the concert, Bambino took part in the filming of a YBR125 commercial, explaining the features of the model himself. This will be used on a TV ad campaign along with spots featuring interviews of YBR125 owners.

From Eddy Gyselincq, Regional Manager, YDLO (Liaison Office in Dakar)

Belgium

Yamaha Belgium donates water pumps and school materials to Indian village

Last October D'Ieteren Sport S. A., the Yamaha importer for Belgium and Luxemburg, invited its dealers on an incentive trip to India. Nearly 150 participants visited the legendary sites of Delhi, Ranthambore and Agra to witness the mystical beauty of this country and its people.

In a small village in the Ranthambore region, where people had to walk several miles to get drinkable water, two water pumps were donated and installed, fully funded by D'Ieteren Sport and the Belgian dealers who assisted in this unforgettable journey. A donation of school materials was also made to the local school.

The Belgian visitors really enjoyed their stay in India and left the country with great memories and long-lasting impressions.

From Mr. Thomas Vanoutryve, D'Ieteren Sport S. A., Belgium



General Manager of D'Ieteren Sport S. A., Mr. Serge Henkens (right), and the Mayor of Sherpur village at a donation ceremony

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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.
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YZF-R1, the ultimate fusion of design and function

The 2007 model YZF-R1 that made its stunning debut at the INTERMOT show in Cologne, Germany, in October 2006 has been developed with a design concept of the “Fastest, High-status Supersport” machine. To the famed styling and quality and first-in-class performance on secondary roads and exceptional handling performance that have set the YZF-R1 apart from the rest since its initial debut in 1998, Yamaha has now added next-generation technologies that produce a whole new level of performance in circuit riding and re-defines the supersport category.

As a model engineered to be the leader in the supersport category, attention natu-

rally focuses on the technologies and performance of the engine and chassis, but there is another side to the YZF-R1 that Yamaha also takes great pride in: its artful styling. The R1 has always been known for the beauty of its design. And now features like its distinctive 2-eye, 4-lamp headlights, the newly designed cowl with its sharply defined edges, the compact lines of the tail design and tail cowl, plus the impressive double up-slanted mufflers with their “V” shaped layout, have all been designed in an integrated image of the physical beauty of the musculature of an athlete’s body and a sense of dynamic motion.

But, none of this is simply design for design’s sake. For example, the striking

air intake openings have not simply been made larger but adopt an aerodynamic design that effectively draws in greater volumes of air to better perform their inherent function of increasing engine power output by increasing intake air pressure.

In this way, the performance of a motorcycle is not defined only by the engine and chassis but also by the design of the body. This is especially true of a supersport machine like the YZF-R1, and that is why its design is the product of a high-level fusion of function and styling. In other words, the beauty and dynamic look of the YZF-R1 is actually one more reason why it is the “Fastest, High-status Supersport” machine.



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YAMAHA MOTOR CO., LTD. Corporate Communication Dept.
2500 Shingai, Iwata, Shizuoka, 438-8501 Japan Tel: 81-538-32-1145, Fax: 81-538-37-4250
<http://www.yamaha-motor.co.jp>

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