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BIMONTHLY

Yamaha has raised the bar in the big scooter category with a completely redesigned and re-engineered Majesty 250. New systems based on Yamaha's G.E.N.I.C.H. engineering ideal take performance to the next level and blend with the new styling based on a "seamless" and low look concept to create a unique new Majesty with an air of premium quality.

Street Smart



A Next-generation Majesty 250 is Born

Mounting the fourth major G.E.N.I.C.H. concept feature, YCC-AT

Reaching beyond the Sports Sedan bike category pioneered by Yamaha itself

Everything in the areas of design, drivability, stability and equipment was completely reviewed in order to build the next-generation Majesty 250 and raise the bar to new heights in this category. Here is a look at the engineering and technologies that gave birth to the new Majesty.

In pursuit of a next-generation ride and performance

The first Majesty debuted in 1995. Initially it was developed to target riders in their 30s and 40s, but its outstanding riding comfort and utility as well as its sporty ride and refined good looks soon won it a devoted following among a broad spectrum of users ranging from under-20s to over-60s. And almost overnight it had established a whole new category of bike in Japan known as the big scooters. As the new category grew in popularity and sales, the various makers introduced new

models with value-added features like button-operated manual transmissions to increase product value.

In the face of these trends, Yamaha chose to develop a new Majesty 250 that took all the performance aspects of the big scooters to a completely new level. One of the primary objectives was to improve the machine's drivability. This involved a search for a uniquely Yamaha type of manual transmission with a different feel from those of the other makers.

Says the new Majesty's development Project Leader, Tomoo Taira, "The other

makers that have brought out manual transmission models are makers who initially developed such systems for their automobiles. We, as a motorcycle maker primarily, wanted to come up with something different that was truly motorcycle-specific." He adds, "We returned to the basic fact that a motorcycle is a vehicle that involves more direct, physical human action to ride than a car, and based on that we set a development policy of ease of operation to enable greater concentration on the act of riding."

To realize this aim, Yamaha's answer was



*Majesty 250 is a Japanese market model only



to develop another pair of revolutionary systems based on the G.E.N.I.C.H. design ideal of employing electronic control systems to achieve greater rider-machine unity. The new systems are called the Yamaha Chip Controlled Automatic Transmission (YCC-AT) and the accompanying Intelligent Shift (I-S) mechanism.

YCC-AT is a system that allows the rider to change the functioning characteristics of the CVT automatic transmission based on the riding conditions simply by pressing the mode switch. The rider chooses between three modes, a Drive Mode, an Assist I Mode and an Assist II Mode.

To further bring out the effectiveness of this YCC-AT system, the I-S system is added. This system uses an I-S switch on the left handlebar to enable an “I-Shift Down” function and an “I-Shift Up” function that is activated with a quick action of the throttle when running in the “Assist II Mode.”

Taira explains the aim in developing this system: “On a manual transmission bike, the rider will downshift at times like when passing another vehicle or when coming out of a turn in order to be able to accelerate at will. We wanted to develop a system that could do this as easily and efficiently as possible, as fitting for an automatic transmission model.”

The biggest difference between this I-S system and conventional systems is that there is no concept of shifting between 2nd, 3rd and 4th gears. With I-Shift Down, the rider simply presses the I-S

switch whenever they feel that they want to accelerate and the system automatically downshifts to the most suitable rpm based on the running conditions at that moment.

Another unique characteristic of this system is that the button shifting is only used for the downshifting function. “With conventional systems the up-shift button was seldom used because riders simply found it to be bothersome. In other words, it didn’t fit the sensibilities of an automatic bike rider. So, we decided that a button-shift function would only be used for the down-shift operation, when the will of the rider to accelerate is strong, and the up-shift function would be operated naturally

from the throttle. We felt that fit the sensibilities of the automatic bike rider best.” This how Yamaha’s unique manual system was created.

Initially it was decided what to have the rider do and what to have the machine do in order to achieve the convenience and comfort to enable the rider to concentrate on riding. The YCC-AT and I-S systems were developed as the central functions. Then a variety of other features were worked into the engine and the chassis. The result is a true “next-generation” Majesty 250 that not only offers greater utility but also adds the satisfaction of being able to accelerate at will and really savor the joys of riding.

Explanations of terms

Drive Mode: This mode provides an automatic transmission character that is set for the optimum balance of enjoyment, smoothness and fuel economy. It is designed to accommodate all types of normal riding conditions.

Assist I Mode: In this mode the transmission is set at somewhat lower gear ratios in the low- to mid-speed range and the engine rpm higher so that the rider enjoys a more direct feeling of engine power.

Assist II Mode: While maintaining the same transmission setting as Assist I Mode, this mode has the added function of allowing the rider to up-shift at will by an action of opening the throttle up sharply for an instant. This provides a sportier riding feeling where the rider can enjoy “changing gears” as running speed increases.

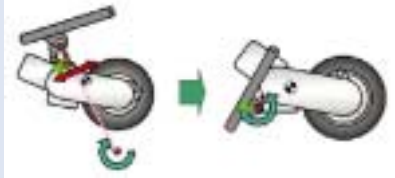


The I-S switch is positioned on the left handlebar and makes it possible to down-shift with a simple touch of the switch



This is the mode switch that enables the new YCC-AT transmission. With this switch on the right handlebar, the rider can choose freely between running modes based on road conditions or rider taste

Explanation of features



The new progressive pivot mount system that enabled a high-level fusion of excellent handling stability, increased storage space and a lower center of gravity



The 250cc liquid-cooled 4-stroke, SOHC, single-cylinder 4-valve engine with fuel injection ensures sporty performance as well as comfortable riding in around-town use

The Majesty 250 challenge, a story of technology and design

The features that have given the new Majesty the enjoyable and smooth ride that sets it apart from any existing model in the big scooter class are more than just the YCC-AT and the I-S system. Features of the newly designed engine and frame such as the new progressive pivot engine mounting system and the newly adopted Monocross suspension also contribute greatly to the quality of the ride. And, at the same time they also make possible new functions and design aspects that further heighten the overall product value of the new Majesty.

Among the numerous improvements, the progressive pivot type engine mounting system is a central feature. This system was made possible by a Yamaha-exclusive anti-vibration concept. Numerous big scooters until now have adopted linked type engine mounts to reduce vibration. Unlike these, however, the new Yamaha system mounts the engine unit directly to the chassis in a position that is close to the center of motion of the machine as a whole, so that engine vibration and machine motion resulting from things like

bumps in the road can be dealt with as a single set of forces in a way that reduces vibration very effectively.

This new mount system also opened up space in the rear assembly that made it possible to adopt a Monocross suspension. This further increases rider comfort by reducing the vibration in the vertical direction that is particularly uncomfortable for the rider and re-directing vibration from the road surface from the vertical to the horizontal direction of forward motion.

These mount system and suspension changes also provided greater design freedom in terms of the overall chassis layout that enabled a more compact body design and a lower center of gravity that also improves leg reach to the ground. It also made possible a generous 60 liters worth of storage compartment space in an easy-to-use configuration. These are just some of the examples of how Yamaha is constantly applying innovative ideas and new technologies to the ongoing challenge of building products that exceed the expectations of our customers.



Revolutionary design

The most distinctive feature of the new Majesty's design is its "seamless" look and low-slung shape. These qualities are achieved by using the same color for the sections extending from the cowling to the front compartment, along the floor tunnel and on through the tail end in a way that gives a seamless impression. It also creates a sense of sculptured volume that gives visual expression to the sportiness and smoothness of the new Majesty's performance.

There is also the "center console" design concept that groups the meters and switches near the machine's center line and adds accent touches of metal-like paint finishes to give a look of both functionality and high quality.

In developing the new Majesty the exterior design was viewed from the beginning as another form of performance that helps achieve higher levels of utility, comfort and sportiness. This combines with the quality of the ride and the environment-friendly performance to add a heightened sense of premium product quality.



To achieve smarter, more efficient operability, the main operative functions are gathered toward the center of the front panel. The 3-in-line meters display running mode information and trip information in easy-to-read form that is not only pleasing in design but also more practical in use



The revolutionary exterior design with its completely new concept of a seamless look and low-slung shape also contributes to greater ease of leg reach to the ground (700 mm), easier mounting and dismounting, increased on-board comfort and more effortless maneuverability



Below the front- and rear-opening seat is a storage space 107 cm in length and with a total volume of 60 liters

Functions that speak of premium quality

One of the notable new functions is the two-way opening main trunk. The front- and rear-opening seat sections give a fuller view of the contents of the storage compartment and make for easier packing and unpacking.

Also adopted is Yamaha's first smart key system. When the owner carrying the smart key on his or her person comes near the machine, the system automatically performs a verification process and then all the owner needs to do is press the main switch to bring the Majesty 250 to life. The lock on the main trunk and the front trunk on the left-hand side can also be unlocked from the key. What's more, by eliminating the need for a key cylinder, the smart key system also enables a cleaner left-right symmetrical design to the front panel that increases the sense of unity and the look of quality finish.



The smart key performs a variety of functions with a single action

The main switch in the center of the console turns the electrical system on and off and the opening switches on the right and left operate the left-hand side front compartment lock, the seat lock and the fuel tank lid lock

MotoGP

The road to reclaiming the title



Over 5.3 billion people are said to watch the MotoGP in the course of a year. On this grand stage, Yamaha shows the world its technological power

The 2007 MotoGP series will be one round longer than last season, and it is being competed under a new regulation with smaller displacement 800cc machines, compared to the 990cc machines used up until last season. This means that the MotoGP has entered a new era. After losing the championship title in the last round of the 2006 season, Yamaha's mission is to reclaim the title in 2007. Four Yamaha riders and the new YZR-M1 are taking on this challenge, the returning riders Valentino Rossi and Colin Edwards of the newly sponsored FIAT Yamaha Team, and the new riders Makoto Tamada and Sylvain Guintoli riding for the Dunlop Tech3 Yamaha Team.

The 2007 series got underway on March 10 with the Qatar GP. Here at the Qatar opener last season, Rossi crashed once and finished in 12th in an inauspicious season start. This

year he managed to finish 2nd. In round two, the Spanish GP, Rossi got his first win of the season and Edwards finished 3rd to put both teammates on the podium for a great season start.

But in racing you never know what is going to happen next. In round three, the Turkish GP, Edwards crashed and couldn't finish the race, while Rossi developed a problem in his rear tire and could only hold on to finish 10th. The team got a good taste of just how tough racing can be.

In round four, the China GP in Shanghai, Rossi rode in 2nd position for most of race behind the leader C. Stoner (Ducati). Using the agility of his YZR-M1 in the turns, Rossi managed to pass the Australian Stoner numerous times, only to be re-passed on the back straight. In the end, Rossi had to settle for 2nd place. This put Rossi 15 points behind Stoner in the championship ranking at the end of four rounds, with Edwards sitting in 7th



In the Spanish GP (round two), Yamaha teammates Rossi and Edwards mounted the podium together

position.

In round five, the French GP, Colin Edwards outran Stoner to take the pole position in the qualifying. But the race was full of upsets as rain began to fall and many riders had to return to the pit to change tires, while others crashed out of the race. The win went to Australian rider C. Vermeulen (Suzuki), with Stoner finishing 4th against Rossi's 6th to expand his series lead to 21 points.

Still, the season has really only just begun and there will be plenty of exciting battles ahead for the Yamaha riders as they make the long run to regain the title.



Dunlop Tech3 Yamaha Team riders Guintoli and Tamada stood 16th and 17th in the ranking at the end of round five

MX1



At the end of round five Josh Coppins has a 43 point lead in the season title race



MX1 rookie Marc de Reuver has yet to score a podium finish but he proved his potential by finishing 2nd to Coppins in heat one of round five

After the retirement last season of perhaps the greatest motocross rider ever, 10-time World Motocross Championship winner Stefan Everts, everyone is anxious to see who will step up to take his place in the MX1 class. Replacing Everts in the rider seats and racing the YZ450FM for the Yamaha Motocross Team are New Zealander Joshu Coppins and Marc de Reuver of the Netherlands.

Coppins missed the first half of the 2006 series but still ended the season ranked 7th. But in the 2005 season he had been one of Everts' top rivals. As for De Reuver, he raced in MX2 last season and is known to be one of the sport's fastest improving young riders. Together, the two riders have only one goal: to keep the title that Yamaha and Everts have held for the past six years.

Coppins running away in series lead!

Yamaha headed toward seventh consecutive championship



Considering the fast improvement shown by a corps of young MX1 riders in recent years, no one knew who would be in the running for the title when this year's season began.

Coppins soon showed everyone the answer, however. After taking the overall win in the opening round of the season, the Benelux GP, Coppins won both heats in round two, the Spain GP. In this way he showed that he was going to be the man to beat for the championship this year.

In the third round in Portugal, Coppins finished 2nd overall, but he came back in

round four, the Italian GP with another perfect two-heat win. Needless to say, this gave him a commanding lead in the point ranking. It looked like he would dominate again in round five in Germany when he won the first heat, but a crash in the second heat cost him the overall win. Still he was able to extend his series lead to a healthy 43 points. With 10 rounds remaining in the series, it is still too early to draw conclusions, but Coppins is certainly well on his way to bringing Yamaha its seventh consecutive championship title in MX1.

MX2

Cairolì sweeps first five rounds!



Cairolì is untouchable with five straight wins since the season opener. He is running straight toward the title

In the MX2 class of the World Motocross Championship that is held together with MX1, another Yamaha rider is dominating the competition. Last season's 2nd ranked Antonio Cairolì has gotten a perfect start toward winning the 2007 title.

The Italian phenomenon Cairolì has won the first five rounds of the season to claim a whopping 66 point lead in the series ranking.

With Yamaha now headed for double titles, in MX1 and MX2, this is developing into a truly exciting season for Yamaha fans.



RACING

EXPRESS

We always welcome your contributions. Write to the editorial staff Yamaha Motor Co., Ltd.
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Latin America

Latin American Distributor Meeting held in Miami

A Yamaha Marine Distributor Meeting was held in Miami, Florida (USA), on February 18 for representatives of nine distributorships in eight Latin American countries. Timed to correspond with the Miami Boat Show, this meeting dealt primarily with measures aimed at working together with the distributors to maintain Yamaha's leading position in the outboard motor market amidst the accelerating shift to 4-stroke models. There were also reports by the distributors about their current business programs and an active exchange of opinions concerning ways to strengthen the respective sales networks. All the participants agreed that it was a fruitful meeting.

From Jin Matsuno, ME Company, YMC



Caribbean and Central America

Marine Distributor Meeting held in Miami



A Caribbean and Central America Marine Meeting was held in Miami, Florida, USA on Feb. 17, coinciding with Miami Boat Show. A total of 44 representatives from 25 Yamaha Marine distributors attended.

The Caribbean and Central America is a region that already has a relatively large ratio of 4-stroke outboard motors in comparison to 2-strokes and the demand for 4-stroke outboard motors is expected to grow in the future. The aim of this meeting was to implement new marketing strategy for the distributors of the region to maintain their top share in this evolving market.

This year's Miami Boat Show was held amidst unseasonably cold weather, but the Marine Meeting was successfully held in a warm at-home atmosphere.

From Kana Shiina, OMDO, YMC

Thailand

TYM enhances competitive advantage with new Parts and Service Center

Thai Yamaha Motor (TYM) marked another step forward by launching a new Parts and Service Center in its premises in the capital, Bangkok, on January 26, 2007. The new Parts and Service Center is to respond to the extensive growth of spare parts and apparel business of Yamaha in Thailand, and to upgrade logistic services for dealers and customers. With investment of 130 mil. baht, the new Parts and Service Center with its complete facility, efficient order system with target productivity rate is one of the best in the Asian Yamaha system and the high capacity of logistic services is deemed to be a significant part of TYM's competitive edge in the motorcycle industry of Thailand.

From Premchit Maneesarachun, TYM, Thailand



New Parts Center



New Service Center (Motorcycle Zone)

USA

We want to share with you a letter from the owner of a Ford Taurus SHO who loves the car's Yamaha engine. Mr. Lagan M. Bubolz of Wisconsin writes:

I am an avid fan of the Ford Taurus SHO. I am a fan of the car due to the "heart" of it, the Yamaha 3.0 l DOHC motor. To me the motor is what makes the car. I have driven the car for one and a half years, and have had no trouble with the Yamaha parts. As a matter of fact, they seem to be the only parts that do not break. ...Quality like this is a challenge to find in vehicles that are sixteen years old. I would like to thank Yamaha for the efforts of your company to build such a quality motor, and for the design of the motor. It is repair-friendly, which is difficult to find in any vehicle. ... We would like to thank you for building such a strong, efficient and heart-touching motor.

From Hazuki Muraishi, YMC

Indonesia

Building a stronger spare parts supply network

Indonesian Yamaha marine distributor KBA has recently developed and implemented a spare parts supply system based on an interface developed by Yamaha Motor Distribution Singapore Pte. Ltd. (YDS) as a general system for distributorships. On April 2 a ceremony was held to celebrate the launch of



the new system and the start of parts shipments from the company's new warehouse that is capable of supplying parts swiftly to all areas of Indonesia at a rate of about 4,000 parts annually. Executive officer, Mr. Noritaka Shibata of YMC's Parts Operations, was in attendance. KBA will use this new supply capacity to promote grassroots area marketing and boost customer satisfaction and sales to even higher levels.

From Yosuke Hayashi, YDS, Singapore

United Arab Emirates

Trainees to become official ATV instructors under YRA program

From March 5 to 8, a Yamaha Riding Academy (YRA) ATV instructor training course was held at the Motorplex race facility in the Umm Al Quiwain Emirate of the UAE. Motorplex is a motor sports facility that opened in 1999 and this was the first time that it was used by Yamaha for a riding safety program. The participants came from Yamaha distributorships in United Arab Emirates (two people), the Kingdom of Saudi Arabia (2), the Kingdom of Bahrain (2), the State of Qatar (1) and Cyprus (1). All eight participants passed the final test on the 8th.



From Michiru Wajima, Yamaha Motor Dubai Office, UAE

Thailand

Thai Yamaha Motor supports social contribution activity under royal patronage



TYM top management presented the two motorcycles to HRH Princess Sirindhorn

As a part of the company's CSR (corporate social responsibility) activities, Thai Yamaha Motor (TYM) continuously contributes to society in cooperation with respectable institutions. One example is TYM's support of a project under the royal patronage of HRH Princess Sirindhorn by donating two Yamaha Nouvo automatic-transmission motorcycles to be developed into three-wheeled vehicles

designed for carrying disabled children who have no arms and legs and their wheelchair. The donated Novos were made into three-wheeled vehicles with cooperation from National Electronics and Computer Technology Center (NECTEC) of Thailand.

From Premchit Maneesarachun, TYM, Thailand

The Netherlands

5th Yamaha European Technician Grand Prix

From the 24th to the 26th of April, Yamaha Motor Europe (YMENV) organized the European Technician Grand Prix contest for Yamaha motorcycle mechanics for the 5th time. The best technicians from seven European countries competed for the title of the best European mechanic!

The technicians competed on the basis of six practical troubleshooting tasks and two written exams and the results produced clear winners. The top three winners received their awards at a ceremony from YMENV's President Tsuchiya. These top three European technicians will represent Europe at the World Technician GP in Japan in October.

From Marc de Graaf, YMENV, The Netherlands



Picture of the awards ceremony (from left), European Champion: Massimiliano Cordeschi (Italy), 2nd place: Stéphane Helbecque (France), YMENV President, Mr. Tsuchiya, Jarno Nikkanen, 3rd place: Tom Lischitzki (Germany), Wim Schollaert, David Ball and Dimitris Meremetsakis

Spain

2007 Yamaha Race Training program helps put national race teams in pole position

From March 28th to the 30th, Yamaha Europe's Racing Division held their 2007 Yamaha Race Training (YRT) course at the Ricardo Tormo circuit in Valencia, Spain. Some 80 riders in 35 Yamaha Supersport, Superbike, Endurance and European Superstock race teams from 13 European countries took part in the three-day course to learn more about how to make the most of



their R-series race bikes. In this course, which is now in its 5th year, Yamaha Racing engineers help teams with their pre-season preparations and raise the knowledge level in terms of the technical set-up and machine tuning. The course features a series of theoretical seminars as well as three days of circuit riding to put the theory into practice. There was also a detailed technical presentation of the 2007 R-Series models and Ohlins suspension and Michelin tyre experts were also there to give advice throughout the three-day program.

From Leon Oosterhof, YMENV, The Netherlands

The Bahamas

Bay Breeze Marina & Storage Ltd. opens new showroom

On February 20th on the island of Great Abaco in the Commonwealth of the Bahamas, the Yamaha distributor Bay Breeze Marina & Storage Ltd. held an opening ceremony for its new showroom. Joining in the celebrations at the opening ceremony were local Yamaha customers, members of the national congress, company staff, Yamaha representatives and even a patrolman on a Yamaha XJ900P police bike. Bay Breeze Marina & Storage Ltd. will use this new facility to provide all customers with even higher quality service, which is sure to lead to another boost in business. We wish them the best of luck!

From Hiroshi Setogawa, OMDO, YMC



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- 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: yamahaneeds@yamaha-motor.co.jp

A New Challenge

Yamaha Motor's Life Science Business

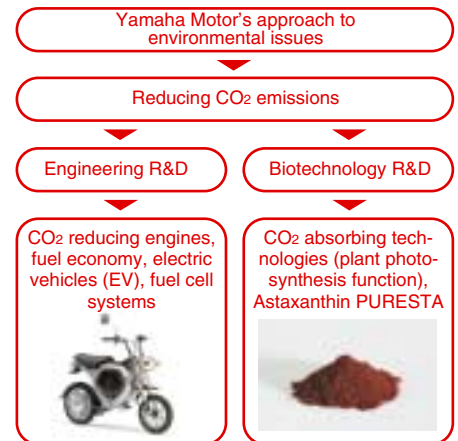
In 2006, Yamaha Motor Co., Ltd. completed construction of an astaxanthin raw material plant, and in April of 2007 the company marketed a commercialized form of astaxanthin as a dietary supplement named "Astivo." Some might ask why a company like Yamaha Motor would enter the biotechnology business.

As a manufacturer and marketer of motorcycles and other vehicles, Yamaha Motor Company (YMC) takes its responsibility seriously to make its products as environment-friendly as possible. These efforts include not only by reducing CO₂ emissions or the vehicles through measures such as developing more fuel-efficient engines, but also reducing CO₂ released in the manufacturing process. In addition, Yamaha has applied great efforts to the development of electric vehicles and fuel cell-powered motorcycles.

Meanwhile, the company also devoted research to other methods of reducing environmental CO₂ through the absorption and fixation of CO₂. In 1997, these efforts led to the start of research into mass cultivation of microalgae with the idea of using their photosynthesis as a means to absorb large volumes of CO₂. This in turn led to the hope of being able to draw another benefit from microalgae cultivation in the form of astaxanthin, which is produced in the photosynthesis process of the freshwater alga haematococcus, and thus develop a means to produce a valuable dietary supplement. Further research enabled the development of an indoor mass-cultivation

method. The device that made this cultivation possible is called the Yamaha High-Efficiency Bioreactor. This system was successfully developed in-house with the use of advanced Yamaha analysis technologies, and the like.

"Actually, it is the very fact that Yamaha is a motorcycle manufacturer that enabled us to develop this Bio-Reactor completely in-house without using any existing outside components. Our strength is that we had all the know-how necessary within the company to do the fundamental research and then build it



The Yamaha High-Efficiency Bioreactor consists of plates stacked about two meters high and measuring about nine meters in length. Its interior is filled with culture medium, on which a mass of Haematococcus algae floats

and take it to the mass production stage,” said Mr. Fujihiko Tomita, a general manager of YMC’s Life Science division who has been involved since it was launched.

YMC announced its full-fledged entry into the biotechnology business industry with this product in 2005, the company’s 50th anniversary year. Now, YMC is supplying astaxanthin as an ingredient to the domestic food industry and also as a dietary supplement for general users. Eventually there are plans to market the products globally. When this happens, YMC’s Life Science business will truly be one more way that the company fulfills its corporate mission of “offering new *Kando** and a more fulfilling life to people all over the world.” And that challenge has already begun.

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



YMC’s Life Science Laboratory was established in 2005. It is the first such laboratory to be created in the company’s history



Since the production process is conducted entirely in domestic “clean room” facilities maintaining stringent hygiene control, a high level of traceability is possible to ensure product safety

Astaxanthin: It is a carotenoid and a natural brownish red pigment. It is found in high concentration in *Haematococcus* algae and also occurs naturally in a variety of organisms including crustaceans and fish. Astaxanthin has drawn much attention as a health product qualities.

Microalgae: These algae are said to be related to the blue-green algae that first appeared on earth some 3.6 billion years ago, and there are believed to be between 20 and 30 thousand varieties for

these algae in the world today. Most range in size from 3 to 100 µm and they are found in both salt-water and freshwater as well as in the air, mist and in the soil.

Yamaha High-Efficiency Bioreactor: This is a system for the mass cultivation of microalgae developed independently by YMC utilizing the company’s water-control technologies, material development know-how and flow dynamics analysis technologies. Trays of incubation fluid containing

large quantities of *Haematococcus* algae are exposed to high CO₂ content air and artificial sunlight to achieve a high rate of photosynthesis while carefully monitoring the conditions of the culture fluid. Most *Haematococcus* algae cultivations systems until now were outdoor types that depended on natural sunlight. The development of this indoor system eliminates the fluctuations in productivity caused by weather and seasonal effects to enable high-productivity, high-concentration cultivation.

Main Products: Astaxanthin PURESTA

Astaxanthin PURESTA is manufactured in the form of *haematococcus* pigment extracted through a number of procedures from the *haematococcus* algae mass-produced by the Yamaha High-Efficiency Bioreactor.



PURESTA Oil 80

This product contains more than 8% astaxanthin dialcohol compared to the 5% products on the market. It is sold to makers of food supplements and cosmetics.



PURESTA W-05

(Water-diluted solution)

This product contains more than 0.5% astaxanthin dialcohol. It converts the inherently oily astaxanthin into a water soluble substance which can be supplied to beverage makers as an active ingredient.



Astaxanthin “ASTIVO”

(Supplement)

ASTIVO is a dietary supplement offered for the general consumer that contains the health food astaxanthin as its active ingredient. It is manufactured using only the Yamaha-made high-quality, high-concentration “PURESTA” astaxanthin extract.

Yamaha's new V-ixion redefines the basic street model



V-IXION
YANG LAIN NGGAK BISA NGIKUTIN

The all-new Yamaha V-ixion debuted in the Indonesian market this spring as the next-generation "sporty commuter" model powered by a 150cc liquid-cooled 4-stroke, SOHC, 4-valve, single-cylinder engine with fuel injection. It becomes the first ASEAN region Yamaha model to be equipped with fuel injection.

In the Indonesian motorcycle market, total demand for primarily underbone moped type and CVT automatic transmission scooter type models is expected to reach about five million units in 2007. But, in recent years the popularity of sportier motorcycle type models is also growing and, amidst the growing concern for environmental issues, there have been increasing calls from the marketplace for environment-friendly 4-stroke models for easy enjoyment of sporty recreational riding. The newly developed V-ixion is

Yamaha's answer to this call.

The fuel injection equipped 4-valve engine adopts such state-of-the-art technologies as a forged aluminum piston and Yamaha's exclusive "DiASil" all-aluminum cylinder. The model also boasts a number of features that heighten its performance as a sporty commuter bike. And, one thing the development team is especially proud of is the styling of the new V-ixion.

The most distinctive feature of the exterior look of this model comes from its Deltabox frame. The Deltabox frame's name comes from the "V" (delta) shape the frame creates when seen from the side, and this structure provides just the right balance of rigidity and flexible "forgiveness" to give a ride that is sporty and comfortable at the same time. The Deltabox frame structure was first introduced by Yamaha in 1983 on its World

Championship GP500 race machine, the YZR500. Since then it has been used on many production sports models and is used today on Yamaha's flagship R series supersport bikes. MotoGP fans can also see that the frame of the YZR-M1 race machine of 5-time champ Valentino Rossi is also designed on the Deltabox concept.

By adopting this signature sports bike frame, the new V-ixion gains an exterior look that expresses the thoroughbred sports performance and strength that Yamaha has built into this model. And, by building around this frame a host of other chassis design elements born of Yamaha design and engineering ideals nurtured over the past quarter century, the product is a genuine sports commuter machine that is sure to open up new ground and build demand in the Indonesian market.

