

Yamaha News

No.3

MotoGP: The M1 at Mid-season

Behind every victory in the MotoGP is a drama of teamwork involving literally hundreds of specialists. Here is an inside look at the machine development efforts behind the new 800cc YZR-M1 told by Yamaha's M1 Project Leader.



Trackin' – the first half of



In round nine of the 2007 MotoGP series, the Dutch GP at Assen on June 30th, Valentino Rossi started from 11th position on the starting grid and raced to a thrilling come-from-behind victory. This important win placed him in 2nd position in the season ranking with a clear shot at the title as the series entered its second half. In the Up Front feature of this edition of *Yamaha News* we go behind the scenes of the MotoGP to talk to Yamaha's MotoGP Group YZR-M1 development Project Leader Koichi Tsuji about the first half of the 2007 season.

* From an interview on July 3, 2007



At the tests the day after the Czech GP in Aug. 2006

The 800cc YZR-M1 debuts in August 2006

It was in June of 2005 that the FIM (International Motorcyclist Federation) announced a major regulation change that would be effective from the 2007 season. The new regulation would reduce the maximum engine displacement from 990cc to 800cc. From that time, Yamaha began development of the new 800cc YZR-M1 in parallel with the season's race activities. The format that the development team chose for the 800cc race engine was an in-line-4.

"We thought about other configurations and numbers of cylinders but we decided on the in-line-4 because the new 800cc spec was going to

mean big changes in the demands for the chassis, engine and tires, so we believed that keeping as many of the proven specs and formats as possible the same would help us adapt more quickly to the new regulation," said Project Leader Tsuji.

The 800cc YZR-M1 made its first appearance on the track on August 21, 2006, in the test sessions held the day after the Czech GP.

"We were not in any position to be either delighted or disappointed with that test," continues Mr. Tsuji. "We were in the midst of a tough campaign to win the 2006 season title and were trailing the leader Hayden (Honda) at that stage by 38 points with just five races remaining in the

the 2007 MotoGP season



Project Leader Tsuji (front left) and Rossi (front right)

season. So, all our team's efforts were focused on developing the 990cc machine. The 800cc machine test amounted to little more than verifying the development progress that had been made up until that point. Still, Rossi commented after the test that although it didn't have as much power as the 990cc machine, the drivability was excellent. So, I definitely recall a sense of relief at knowing that our chassis and engine development directions were apparently not wrong."

Trial and error through the winter tests and the satisfying "BMW Award"

Rossi proved himself again by taking the lead in the 2006 season ranking in the second to the last round, only to lose the title to Hayden due to a fall in the final race and finish the season ranked 2nd. Spurred on by that frustrating result, Yamaha focused all its efforts from that point on the development of the new 800cc YZR-M1. Then, on January 22 of the new year, the various makers brought their new 800cc machines together for the first time

at the official test session at the Sepang Circuit, Malaysia.

"During the winter tests, both Rossi and Edwards were riding well and the machine development was going well. Meanwhile, we were naturally concerned about the lap times of our rivals. We felt that there would be less of a gap between the factory teams this time and the smallest differences might become the margin of victory. So, we were putting all our efforts into an accelerated engine development program. In order to get the same kind of performance from an engine with roughly 20% less displacement than the 990cc engine, it would be natural to think that we would have to increase the engine rpm by 20%. Of course, that is not an easy thing to do, but we continued to work on detail improvements that could raise the rpm, even if it was only 100 rpm at a time. As a result of these efforts, Rossi and Edwards won 1st and 3rd in the "BMW Awards" for progress in engine and chassis setting and tire development for the months of February and March. That gave us confidence that we were ready for the 2007 season opener and could expect good results throughout the season."

The season opener in Qatar and the problems it revealed

Yamaha went into the season opener with confidence and Rossi and Edwards lived up to expectations by taking pole position and 3rd respectively in the qualifying. But the final brought an unexpected result. "Stoner (Ducati) outran Rossi by roughly 2 seconds after a race-long battle. The winning factor was a clear advantage in engine performance," says Tsuji. "There hadn't been a big difference in performance during the pre-season tests, but in the first race I believe there was a 10 to 15 km/hr difference in speed. This really made me and the engineers realize we had a problem. It was a real shock for us, and the confidence we had from the pre-season test results disappeared in an instant. But, on the other hand, the chassis problems that had plagued us during the 2006 season seemed to be solve. So, that left us with one clear focus for our development work, one vector that we could all work on, and I think that was an important thing we gained from that first defeat. From there it was decided that we would work to improve the engine performance, solving one problem at a time."





Defeats at the Turkey and China GPs followed by victory in Italy

Going into round two, the Spain GP, the team had a lot of prior data from pre-race tests and Rossi raced well to get his first win of the season. Edwards also came in 3rd to put the Yamaha teammates on the winners' podium. "The win at Jerez was something we expected, but knowing that the following Turkey and China GPs were both on high-speed circuits brought our focus once again on the speed disadvantage we had seen in round one," recalls Tsuji.

The resulting improved versions of the engine narrowed the speed gap with the top runner, but it wasn't enough to put the Yamaha riders on the victory podium at the Turkey, China and France GPs. "Those three races were really hard for us. But there was no time to look back, and everyone on the team went into the Italian GP with a strong determination to regain what had been lost," Tsuji says. "At the same time there was the extreme pressure of knowing that this was a race we simply could not afford to lose."

The Yamaha team overcame that pressure and won in Italy, and when Rossi finished 2nd at the next round in Catalunya, it was clear that the Yamaha factory team was back in contention for the title. But a failure to get a good wet-condition tire choice at the following British GP made Rossi struggle to finish 4th. This didn't help in lessening the gap in the series point rank-



ing and put pressure on the team once again as they prepared for the next round, Dutch GP.

Yamaha shows its strength at Dutch GP

In the Dutch GP at Assen there was a different atmosphere in the Yamaha camp and Rossi came through to show a brilliant race that demonstrated the true overall strength of the YZR-M1.

"In the rainy qualifying, Rossi was only able to struggle in at 11th place, and I can say honestly that we thought it was going to be a difficult race," recalls Tsuji. "But the team's determination to never give up until its over helped to produce a machine set-up that was perfect for the Assen course. Rossi went out and recovered much of the ground he had lost by having to start in 11th position during the early stages of the race. And by the middle stages he had moved into 2nd position and began chasing Stoner in the lead. Turning in lap times close to his personal best in the 1 min. 37 second range by pressing hard at all the important points, Rossi was finally able to catch and overtake Stoner in the closing stages of the race and take the win."

"In short, this race proved the overall race strength of the YZR-M1 as a good, easy-handling machine with performance that enables the rider to run consistently fast laps throughout the race, even as the tires wear, the fuel gets used up and the rider battles with his rivals. It was truly a victory worthy of the great milestone Rossi brought Yamaha that day in the form of Yamaha's 150th victory in the premier class of World GP road racing. This victory also brought us engineers renewed con-

fidence and symbolized the great cooperative efforts of everyone involved in the team."

Looking back on the first half and on to the highlights of the second half

"When we have top riders like we do on our team, producing winning results is everything. That is because we have literally hundreds of people working behind us, not only the engineers and test staff but also the people at the companies that supply our parts, tires, oil and fuel. And because we are only able to race thanks to their efforts. When we win, I am full of feelings of relief and gratitude that we have been able to repay their efforts. Personally, I am only able to savor the joy of victory for a few seconds after the checkered, because immediately after that I am already thinking about the next race. The work of finding ways to run even faster and win the next race begins right away," he adds.

From August 18th the second half of the MotoGP series begins. At the end of round nine, Rossi stood 2nd in the season ranking, 21 points behind the leader, Stoner. Compared to last year when Rossi stood 35 points behind the leader at the end of the mid-season British GP, there is still a strong chance that Rossi will win the title.

"One of the important points of the second half of the season for us is the Czech GP. This race is on a course that is well suited for examining the machine's performance in all areas, from the chassis and engine to the fuel economy and handling. If we can get the machine to perform well there, we should be in a good position to compete for the win in the remaining rounds. I know I'm going to have to work hard to help bring Yamaha fans the kind of results they are hoping for. Throughout the season, there isn't a moment when my notebook computer isn't within reach, even when I sleep. That season is now only half over," he concludes.



2007 MotoGP Rider Ranking (as of round 10)

		Rd. 1	Rd. 2	Rd. 3	Rd. 4	Rd. 5	Rd. 6	Rd. 7	Rd. 8	Rd. 9	Rd. 10	Total
1st	C. Stoner	1st (25)	5th (11)	1st (25)	1st (25)	3rd (16)	4th (13)	1st (25)	1st (25)	2nd (20)	5th (11)	196
2nd	V. Rossi	2nd (20)	1st (25)	10th (6)	2nd (20)	6th (10)	1st (25)	2nd (20)	4th (13)	1st (25)	No finish	164
3rd	D. Pedrosa	3rd (16)	2nd (20)	No finish	4th (13)	4th (13)	2nd (20)	3rd (16)	8th (8)	4th (13)	1st (25)	144
7th	C. Edwards	6th (10)	3rd (16)	No finish	11th (5)	12th (4)	12th (4)	10th (6)	2nd (20)	6th (10)	4th (13)	88

() shows points won



Koichi Tsuji, MotoGP group / YZR-M1 development Project Leader

Mr. Tsuji joined the company in 1986 and worked initially in engine development in Yamaha's Automotive Operations. In 1989 he joined the Yamaha F1 team as an engineer. In November of 2003 he moved to the MotoGP group to work on engine development. In 2006 he was assigned the post of Project Leader for the YZR-M1 and became involved in MotoGP competition.

Yamaha's 150th victory in the premier class of WGP road racing



A GP500 factory machine



Kenny Roberts won three consecutive GP500 titles in 1978 - '80



Eddie Lawson won 26 GP500 races on the YZR500, the record at the time



Wayne Rainey won Yamaha its 100th victory

The 9th round of the 2007 MotoGP series, the Dutch GP, was won by Valentino Rossi (Italy) of the Fiat Yamaha Team. This victory was the momentous 150th win by Yamaha riders in the premier class of World GP road racing (former GP500 class and current MotoGP). Yamaha entered its first World GP race in 1961. In 1973, Yamaha began competing with factory machines in the premier class, the GP500 class. Since then, numerous riders have won races on Yamaha factory machines, with the largest number going to Rossi at 28 wins, followed by Eddie Lawson (USA) with 26, Wayne Rainey (USA) with 24 and Kenny Roberts (USA) with 22. Yamaha is determined to continue its campaign in the world's premier class toward its 200th win and then its 300th and to continue bringing *Kando** to motorcycle fans everywhere.

* *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.



Rossi won Yamaha's 150th victory and he is expected to win more

MX1

Four rounds left to Yamaha's 7th consecutive title!

When we last reported on the title charge of Yamaha Motocross Team's Josh Coppins, he had compiled a strong lead in the point ranking at the end of round five of the 2007 MX1 series, 43 points ahead of 2nd place K. Stribos (Suzuki).

In an interview before round 6, the Japan GP, Coppins said he was taking the season one race at a time and not thinking about the title, except in trying to expand his point lead as much as possible before the final stages of the title race. And to do that, he was practicing harder than ever.

Since breaking into the top ten in the World Motocross Championships for the first time in 1999, Josh has had several shots at the title but was never able to win it. That is why he is so determined to win the title this year and is training and racing hard to realize the dream that has evaded him for so long.

True to his words, Coppins has worked hard and widened his lead in the middle stages of the season. After a podium finish in 3rd at the Japan GP, Coppins came back to win rounds seven and eight, the France GP and Bulgaria GP, and further expand his season lead.

In round nine, the Sweden GP, he failed to mount the podium for the first time this year with 5th place (4th and 6th in the two heats).



In the post-race press conference he promised that he would come back even stronger than before at the next race. If anything, his determination to win the title is only growing as the season progresses.

As of the end of round 11 Coppins has a 77-

point lead in the season ranking, with just four rounds remaining that should be a comfortable margin. But you can be sure that Josh Coppins will keep racing full speed toward his first World Championship title and the 7th consecutive one for Yamaha.

MX2

There's no stopping the Cairoli express!



It wasn't until round six of the 2007 MX2 series, the Japan GP, that Antonio Cairoli's fantastic string of five straight GP wins since the season opener came to a stop. Even then, he won one of the heats and finished 3rd in the

other to claim 2nd on the day with his trademark "Wide Open" riding style. He thrilled the Japanese fans with another show of his aggressive, crowd-pleasing racing that has put him at the pinnacle of his sport and has made the World Motocross Championships such an exciting arena this year.

Returning to Europe, Cairoli continued to race full throttle, winning both heats start-to-finish and completely dominating the competition at round seven, the France GP. He amazed everyone again at round nine in Sweden when he came back from a fall just after the start to use his full deck of riding lines to pass 28 competitors and finish the race in 2nd. It was a race that gave a new definition to racing "Wide Open."

By the end of round 11, Antonio had won an incredible 17 of the 22 heats competed in the first 11 GPs and stood atop the season ranking with a commanding 122-point lead over 2nd place C. Pourcel (Kawasaki). All eyes are on the amazing Cairoli express to see just how far and how fast he can go.



Yamaha and Cairoli signed a new 3-year contract for 2008 and beyond



In the first 11 rounds of the season, Coppins has had nine podium finishes including five overall wins



After an unfortunate no-finish at the Japan GP and being unable to start at round nine in Sweden, Marc de Reuver stands 14th in the season ranking



WSB Entering the second half with a shot at the top!



Leading the Yamaha riders, Haga is in 3rd position in the ranking, 45 points back from the leader

At the end of the ninth round of the World Superbike series, the Czech Round, the Yamaha Motor Italia WSB team's Noriyuki Haga stands in 3rd position in the season ranking and his teammate Troy Corser is in 5th place, with four races left in the season.

These Yamaha teammates have mounted the podium together twice this season, at round three, the European Round at Donington Park, UK, and at round seven, the British Round at Silverstone. They have also consistently made solo podium finishes to keep Yamaha's presence in the WSB a strong one.

The sixth round in Italy at Monza was a good example. There, Haga scored a perfect victory by winning both races. In race one he was in 6th position after the start but fought his way up to 2nd position and then won the battle with the leader to take the checkered. In the second race he was again behind at the start but passed one competitor after another to move into 2nd position by lap 3 and grab the lead in lap 7 to claim his 2nd win. It was a perfect weekend for Haga as he won the pole position, both races and also scored the fastest lap.

With four races left in the season, Haga will be fighting to win his first WSB title and Corser his second, after his 2005 title.

WSS Parkes moving up



As of round nine, Parkes is in 8th position with 50 points

As of the end of round nine of the 2007 World Supersport series, the two riders of the Yamaha World Supersport Team have had a rough season. Both riders, Kevin Curtain and Broc Parkes suffered broken collar bones at round three, the Europe Round at Donington Park. They both competed in the next round and Parkes managed to finish 5th, but Curtain crashed again and has remained out of the competition through round nine.

Parkes started the season well with a 2nd and 3rd in the first two rounds respectively. In round eight on June 17 he mounted the podium again with another 2nd that bodes well for a strong comeback in the remainder of the season.

WORLD TOPICS

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Japan

Hong Leong Co. Holdings top managers visit YMC

On April 23, Executive Director Kwek Leng Peck and General Manager Hoe Boon Meng of Singapore's Yamaha motorcycle distributor, Hong Leong Corporation Holdings Pte. Ltd., visited the YMC headquarters in Japan and met with YMC's President Takashi Kajikawa. Tours of the 1st Iwata Factory gave the visitors renewed appreciation of the manufacturing excellence and wide range of products YMC produces. In their meeting, President Kajikawa expressed his appreciation of the success of Hong Leong in motorcycle sales during 2006, when Yamaha won top market share in Singapore. **From Masayoshi Ono, YMC**

From right: Hong Leong Co. Holdings Executive Director Kwek, YMC's President Kajikawa and General Manager Hoe

Malaysia

Hong Leong Yamaha Motor celebrates 2,000,000th bike roll-out

Hong Leong Yamaha Motor Sdn. Bhd., Malaysia (HLYM) celebrated a major corporate milestone on 5th June, 2007, with the roll-out of its 2,000,000th unit of locally assembled motorcycles at its Sungai Buloh assembly plant. The roll-out ceremony was officiated by the Minister of International Trade & Industry, Yang Berhormat Dato' Seri Rafidah Aziz with Mr. Takahiko Takeda, Executive Officer/Senior General Manager of Yamaha Motor Co., Ltd., in attendance

The Minister of International Trade & Industry, Yang Berhormat Dato' Seri Rafidah Aziz (3rd from left) participated in the event

together with vendors, dealers and corporate guests. Since the one million mark was passed in 1994, HLYM Malaysia has proved its commitment to manufacturing excellence by achieving triple certifications of ISO9002, TPM Excellent Award 1st Category and ISO14001. With annual motorcycle demand exceeding a level of 450,000 units, popular models like the T135LC and T110 are helping the company expand its market share.

From Masahiko Arika, HLYM, Malaysia

South Africa

Yamaha supports Africa Outside Edge Expedition to fight malaria

On the 19th of April, the legendary National Geographic explorer, Kingsley Holgate visited the offices of distributor McCarthy Limited to thank the company for its contribution of Yamaha outboard motors and generators to support his campaign to fight malaria. Holgate will circumnavigate the African continent over the course of one year distributing mosquito nets and educating local people about preventative measures to fight the major health crisis of malaria in Africa today. In areas not afflicted with the current malaria epidemic, Holgate's expedition will distribute educational materials for school children and reading glasses for people with poor eyesight.

From Hideki Yamanaka, Southern African Group, OMDO, YMC

Kingsley Holgate (2nd from right) with (from left) Alan North, Greg Bennett, and Kelvin Thomas of McCarthy Limited and a Yamaha generator they donated

Germany

Visit of members of the German parliament at YMC

Within the Lower House of the German parliament (Bundestag) there is a motorcycle riding group. The members of this group are politicians and Bundestag staff. For the past eight years, this group has organized an annual four-day touring trip. On this year's trip around 240 people traveling on around 200 bikes started from Berlin on May 17th and ended on May 20th in Düsseldorf. On the final day the group visited the headquarters of Yamaha Motor Deutschland GmbH (YMG), where they were welcomed by YMG's president, Mr. Naoki Hayashi, and the mayor of the city of Neuss. Also, Mr. Minoru Morimoto, vice president of YMG, joined the tour.

The guests were given the chance to test motorcycles and scooters as well as having a passenger ride on a Rhino Side x Side. They also visited the Yamaha World Supersport Team to see the racing workshop and talk to the rider Broc Parkes. **From Karlheinz Vetter, YMG, Germany**



The Bundestag group visited YMG on about 200 bikes



YMG president, Mr. Naoki Hayashi (center in jeans), welcomed the parliamentarians and Bundestag staff

Singapore

2nd CSR Meeting in Asia held in Singapore

On June 5, nineteen CSR leaders from eight Yamaha Motor group companies gathered in Singapore for the 2nd CSR (corporate social responsibility) Meeting in Asia. As the first priority, the Yamaha Motor Group Risk Management & Compliance Policy was introduced and discussed and each representative presented a middle term review of their companies' '07 Risk Management Activities that have been carried out in accordance with aims set at the 1st CSR Meeting in Asia in 2006. These reports were followed by active exchange of opinions concerning best practices for the second half of this year and various issues concerning CSR.

From Tomoko Kakehi, CSR Planning Div., YMC



The 2nd CSR Meeting in Asia brought together 19 CSR leaders from 8 group companies

Chile

9th Latin American Importer Convention held

On May 23 and 24, a total of 51 representatives from 12 Latin American countries and Japan gathered in the Chilean capital, Santiago, for the 9th Latin American Importer Convention. Each importer's delegation made presentations concerning their marketing goals, model dealership programs and midterm goals, and information was shared about plans and best practices. There was virtually unanimous consensus in the reports from all countries about the rapid growth of their markets and the aggressive sales goals they intend to pursue to make the most of the present growth opportunities.

From Toshiyuki Hikawa, YMC



51 delegates from 13 nations attended the 9th Latin American Importer Convention



Japan

Yamaha South Pacific Regional Meeting 2007 in Japan

From May 22 to 25, YMC's Overseas Market Development Operations (OMDO) organized a meeting for distributors from the South Pacific region attended by 20 representatives from 14 countries. With its timely and detailed response to distributor needs and high-



The participants in Yamaha South Pacific Regional Meeting

quality products, Yamaha has won a dominant market position in the South Pacific region. The focus of this meeting was on ways to maintain and build on this position by continuing to achieve customer satisfaction and the sales strategies for the outboard motors that are the main products in the market. All the participants joined in active exchange of information and opinions on these vital issues.

From Akiko Hama, OMDO, YMC

USA

Successful media preview for the 2008 Raptor 250 ATV

Yamaha Motor Corporation, USA (YMUS) made effective use of a sneak preview for the press of Yamaha's newest Sport ATV, the new Raptor 250, in order to maximize press coverage for the model's July 1 launch.

Designed from the wheels up as a sports machine, the Raptor 250 is the first ATV in its segment that is not derived from a utility model. Weighing in at just 313 lbs. (142.3 kg) dry, it is the lightest full-size sport ATV available and has the responsive handling to match. "The Raptor 250 is in a class by itself," said Mike Martinez, General Manager of ATV and SxS operations at YMUS. "We designed this vehicle with the aggressive, entry-level Sport ATV rider in mind. Nothing else in the market compares."

From Bob Starr, YMUS, USA



The Raptor 250 is built from the wheels up as a pure sports model

Indonesia

YMKI nationwide service campaign

Again this year, Yamaha motorcycle distributor PT. Yamaha Motor Kencana Indonesia (YMKI) held a "Yamaha Integrated Campaign" for Yamaha motorcycle owners and customers thinking of buying a Yamaha as their next bike. From April to July, this campaign reached 100 locations around the country and provided free inspections and oil changes for 50,000 motorcycles.

One of the goals of the campaign was to teach customers the importance of regular maintenance and daily checks in order to get the most enjoyment and longer life from their Yamaha. YMKI will continue to conduct these campaigns so that customers will "Buy because it's a Yamaha" and "Buy Yamaha again next time."

From Takashi Harada, YMKI, Indonesia



The YMKI free inspection campaign reached 100 locations nationwide

Taiwan

New campaign to make Yamaha the customers' "Only One" brand

In Taiwan, a market with one of the highest motorcycle ownership rates in the world and strict emissions regulations, Yamaha Motor Taiwan Co., Ltd. (YMT) aims to have all the motorcycles it produces fitted with fuel injection (FI) by the year 2009. To link this eco-friendly stance to the Yamaha image, a new branding campaign was launched on July 10 in the capital, Taipei. Taking the FI of fuel injection, the campaign's new brand slogan is "YAMAHA Future Innovation." Its message is that Yamaha is the brand with advanced technology, social responsibility (CSR) and stylish products. The large contingent of press, dealers and YMT representatives also applauded the unveiling of the company's first FI-fitted "Vino" scooter.



The ceremony was attended by some 60 members of the press and many dealers. Surrounding the new FI-equipped Vino are top management including YMT President Hiroyuki Yoshino, Yamaha Motor R&D Taiwan Co., Ltd. (YMRT) President Kuni-hiko Miwa and the campaign participants

Brazil

First South American CSR meeting held in Brazil

From May 14, Yamaha Motor do Brasil Ltda. (YMDB) hosted the first South American CSR manager meeting, which was attended by 21 representatives in charge of CSR (corporate social responsibility) programs at six Yamaha Motor group companies from the region. The first day's agenda focused on Yamaha Motor group policy in the vital CSR areas of risk management and compliance. From the second day, workshops were held on the individual areas of human rights and labour standards issues, IT and financial accounting practices. The meeting also deepened relations between CSR representatives from the region's group companies.

From Tomoko Kakehi, CSR Planning Div., YMC



Representatives from six South American Yamaha Motor group companies discussed CSR activity

USA

YMMC celebrates 2 million units production milestone

On June 18, Yamaha Motor Manufacturing Corporation (YMMC) held a ceremony to celebrate achieving the two million vehicle production mark. Since its founding in 1986 and start of production in 1988, YMMC has produced over 600,000 units each of



From left, Mr. McMillan (YMMC VP), Mr. Shiraishi (RV Co. President), Mr. Kajikawa (YMC President), Mr. Adachi (YMUS President), Mr. Iio (YMMC President) at the ceremony

Yamaha personal watercraft, Golf Cars and ATVs and over 120,000 units of SSVs (side-by-side 4-wheeled vehicles). Attending the ceremony from Japan were YMC's President Kajikawa and President Shiraishi of YMC's RV Company. Representing YMUS was President Adachi. Everyone praised the efforts of the YMMC employees and the Yamaha people of the past and present who have contributed to this great milestone. Now YMMC will be focusing on ambitious new goals for the future.

From Yoshihiko Ido, YMMC, USA

To have your topic included in Yamaha News World Topics:

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

Notice of when your article will appear in YN will be made after the editing process. Send your articles to us by e-mail, the editorial staff, at the address below.

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

Five groups named winners in Yamaha's 32nd President Awards

On July 2, the awards ceremony for the Yamaha Motor Company President Awards was held at the Communication Plaza of the company's headquarters. The ceremony was a chance for the winners to make presentations of their proud achievements, often overcoming difficult challenges through long years of efforts.



Winners of the 32nd President Awards

e-EG Strategy (next-generation small engine strategy) and product development and implementation

Field: Product, Technology Development

Recipients: Product Planning Division, 1st Body Development Division, Engine Development Division, Product Testing Division, Testing Division and the related SyS Operations, Motorcycle Headquarters

Subject and results

This award recognized the development and deployment of an "e-Engine Strategy" to differentiate Yamaha from the competitors with next-generation liquid-cooled 4-valve engines with high value-added features and state-of-the-art technologies like Yamaha's DiASil Cylinder and forged pistons. Commuter motorcycles have been developed for the ASEAN, European and Brazilian markets and have won high acclaim there. Meanwhile, the cost of these models has been successfully lowered by increasing the percentage of locally produced parts and local assembly in these markets. The great acceptance that these models have achieved in these markets is now contributing to Yamaha's coverall sales.



Realization and spread of motorcycle ETC use

Field: Product, Technology Development

Recipients: Engineering Operations, Homologation Division, Product Development Operations, Component Development Division, Motorcycle Headquarters

Subject and results

There are several technological problems involved in adapting ETC (Electronic toll collection) devices for motorcycle use, such as making them capable of enduring high vibration levels, and this fact has kept them from coming into practical use. To answer the call for early introduction of a motorcycle-specific ETC device, Yamaha Motor cooperated with an ETC development maker, which led to the rapid development of a high-quality device in terms of both technology and safety. This led to the implementation of lower expressway tolls for motorcyclists using ETC, which has had a very significant effect on the Japanese motorcycle market.



Building a mother assembly line embodying theoretical-figure manufacturing

Field: Manufacturing department related

Recipients: Motorcycle Headquarters, 1st Factory

Subject and results

A new manufacturing system was created by working on an austere definition of value-oriented work processes based on the premise that in every main conventional manufacturing process there is some valueless work being done. As a result of a variety of initiatives such as introducing a system where parts are supplied in use-efficient kits (combinations) and the elimination of assembly line-side karts, this project achieved its ambitious goal of improving productivity by 1.5 times. This new manufacturing line system will be designated the Yamaha Motor group mother line and be adopted from now on in our overseas factories, where it is sure to contribute to significant cost reductions throughout the group.



The adoption of the DiASil Cylinder in motorcycle engines due to technological development and transfer to overseas manufacturing bases

Field: Manufacturing department related

Recipients: YMC SB Project Team, PT. Yamaha Indonesia Motor Manufacturing and related divisions

Subject and results

The Yamaha DiASil Cylinder, which was developed in 2002 as the world's first all-aluminum die-cast cylinder for motorcycle engines, was successfully put into practical use in Yamaha production motorcycle models for the Japanese and ASEAN markets before any of the competitors. In Japan, this cylinder was used in the engine of the YP250G, and in the ASEAN region on the T135 engines. A trademark was also registered for this "DiASil" name and expectations are high that its use will continue to spread as a Yamaha-original technology.



Introduction of a 4-stroke PWC model and building the foundation for business profitability by expanding the 4-stroke model line

Field: Contributing to business results

Recipients: Yamaha Marine Co., Ltd., ME Company, Yamaha Motor Corporation, USA, Yamaha Motor Manufacturing Corporation of America, Tennessee Watercraft Inc.

Subject and results

At a time when the PWC market was shrinking, Yamaha introduced the world's first 4-stroke powered PWC in 2002 with the aim of increasing sales and expanding market share. By mounting a marine version of the engine of Yamaha's YZF-R1 supersport motorcycle on a sports type PWC boat and heightening the percentage of local manufacturing in the USA, as the center of the PWC business and development as well as the main market, a base for profitability was quickly created. It is also very significant that this development helped Yamaha recover overall PWC market share.



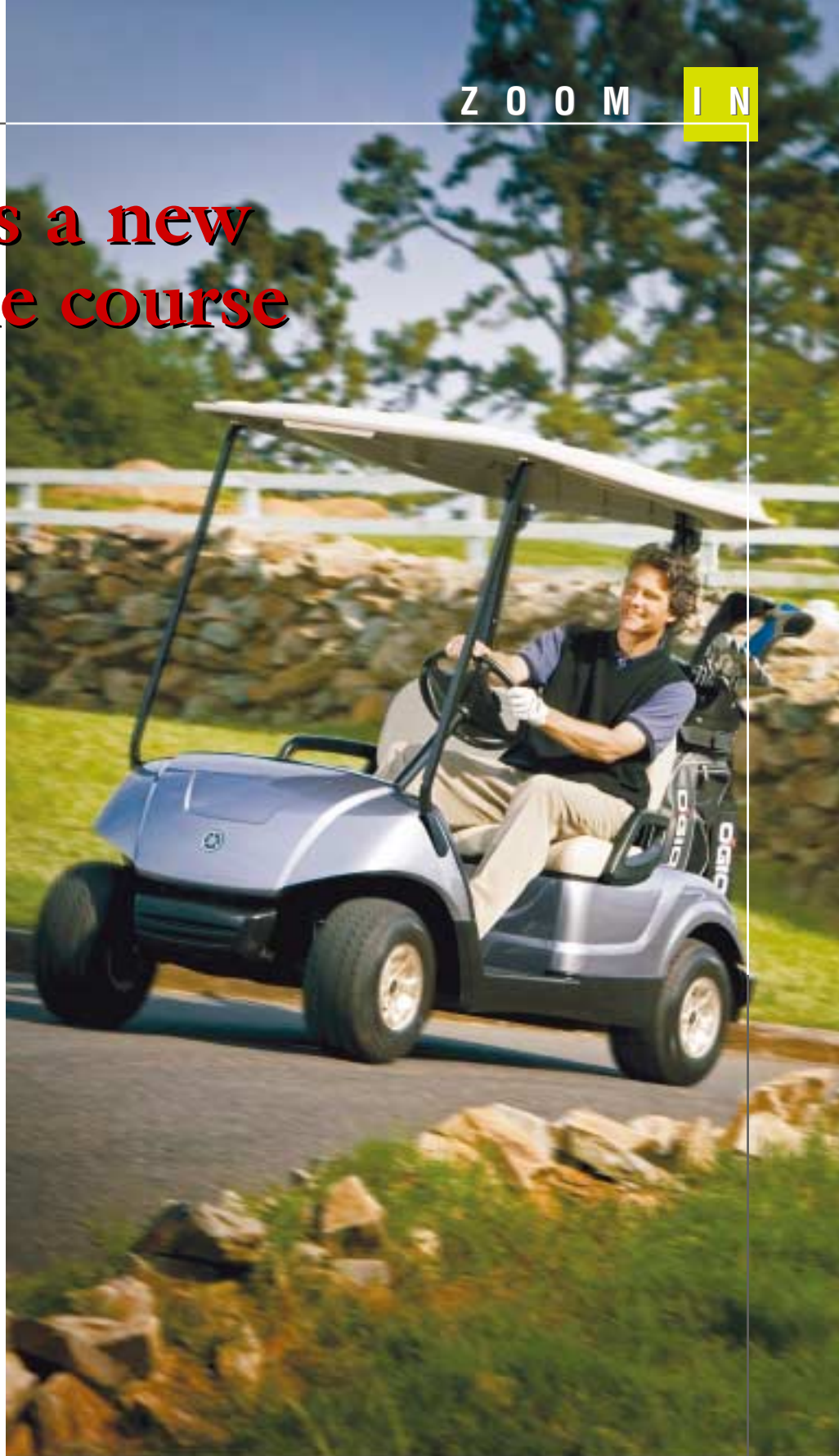
“YDR” sets a new par for the course

A strategic global model

About 85% of the world's golf car market is in North America, where the game of golf is a popular form of outdoor recreation that is easily accessible to a large segment of the population. Most of the golf cars sold here are 2-seater models, and the trend in recent years is away from gasoline engine types in favor of electric models with battery-powered high-performance motors. Today, these electric models account for 70% of the new golf cars sold in North America.

The new “YDR” Yamaha Golf Car model (US market name: The Drive) launched in October of 2006—the year Yamaha celebrated the 30th anniversary of its first Golf Car—is Yamaha's first completely new model in 12 years. Its industry-leading features include wet-type mechanical brakes, a hybrid frame made of plastic resin and steel members and a larger sun-top with excellent rain protection and drainage. All this, plus the famous Yamaha reliability makes this a model that will please golf course operators while also making the player's rounds all the more enjoyable.

In developing the YDR, Yamaha began by asking questions no one has ever asked before. First of all, why can't a golf car be fun to drive? Yamaha's answer was to build a golf car that is both driver-friendly and course-friendly, a blend of thoughtful practicality and gratifying performance. The YDR expresses Yamaha's hope that golfers will discover that a golf car can be a vehicle that makes their game not only more care-free but also more fun, a machine that will make golfers quick to say, “I'll drive!” Now, this next-generation Yamaha Golf



Car with its stylish design and performance that exceeds driver expectations has set a new standard in the industry.

And, its popularity is being proven by unexpectedly high sales volumes around the world.



YAMAHA
In harmony with nature

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