

YAMAHA MOTOR CO., LTD.

Yamaha News

MARCH 1, 2008 ENGLISH

No.1

Frontier 2020 *Yamaha's vision for the future*

In February Yamaha Motor Company announced its new medium-term 3-year management plan and the vision looking ahead to the year 2020. Find out about what Yamaha sees for the future and the action plans moving forward.



Frontier 2020

Creating new value and developing markets with Frontier spirit

In fiscal year 2007 Yamaha Motor's consolidated revenue reached a record high of 1,756.7 billion yen. In February 2008, the company also introduced "Frontier 2020," its new long-term vision detailing management and business strategies looking to the year 2020.

In this issue of *Yamaha News* we outline the "Frontier 2020" vision and the new three-year medium term management plan that will be phase one of Yamaha Motor's action plans aiming toward 2020.

Yamaha's vision for 2020

Yamaha Motor has grown into the global corporate group it is today by offering customers throughout the world a range of products based primarily in our core motorcycle engine technologies. And now, to build toward the future, we aim to transform the quality of this growth.

The directions of this transformation can be divided into the following three areas. 1) Evolving Yamaha Motor into a bigger, more distinctive enterprise by

Goal: Transforming the quality of growth

Evolving into a bigger, and more distinctive enterprise
Achieving sustainable high growth
Vitalizing the corporate environment



Brand

Personal mobility

New business domains

2020

strengthening our dedication to quality product creation and creating diverse forms of new value for our customers, not only in the motorcycle market but also in a range of other businesses; 2) Achieving sustainable development for these businesses at a high growth rate; and 3) Vitalizing our corporate environ-

ment by making it one in which individual employees can excel and attain self-fulfillment.

In order to achieve these three goals, Yamaha Motor has defined "Four Frontiers" and has launched new challenges in each of them.

Four Frontiers

Yamaha Motor’s long-term vision, “Frontier 2020” has defined “Four Frontiers” for business expansion and the directions the company will take in respect to each of them over the period between 2008 and 2020. The word “Frontier” is used to describe the opening of new domains.

At the time of Yamaha Motor Co., Ltd.’s founding in 1955, the company established itself by using its own corporate strengths to open up a new frontier, and it has grown to its present global status in the same way. And now we believe that it is time to return to that pioneering spirit and undertake a new start with the determination to create new domains for the future. By meeting the developmental challenges presented by each of these “Four Frontiers” heading towards 2020, Yamaha Motor will transform the quality of its growth and evolve into both a bigger and more distinctive enterprise. Let’s take a look at these “Four Frontiers” in greater detail.

1) Personal Mobility frontier

In recent year, increasing attention has come to focus on sound forms of person-

al mobility as a means to achieve greater harmony with the natural environment. Yamaha Motor will offer optimal mobility solutions from a broader perspective that includes not only products but also overall transportation systems along with lifestyle-oriented approaches. Specifically, this frontier encompasses domains that include motorcycles with superior environmental performance, low priced motorcycles and new-concept personal commuter vehicles, in addition to such personal mobility mainstays as our PAS electro-hybrid bicycles and electric vehicles. Yamaha Motor will offer unique new forms of personal mobility that are safe as well as achieving a higher level of environmental friendliness for the two-wheeled vehicle.

2) YAMAHA brand frontier

There are over 30 million customers around the globe today that use products of the YAMAHA brand, including those of Yamaha Corp. (music). In the “Yamaha Brand” frontier, the company aims to offer valuable intangibles such as peripheral services and recreational solutions—the so-called “software” aspect of the business—to customers who enjoy YAMAHA brand products

worldwide, as a way to further enhance our brand value.

3) Engine/Component frontier

The aim of the “Engine/Component” frontier is not only to develop motorcycle components and aluminum and magnesium parts but also to build businesses around a variety of power sources, such as power assist systems, automobile engines and next generation engines. Based on our over 50-year store of expertise gained through personal mobility product development and manufacturing engineering, this frontier seeks to grow our business by developing engine components into a core competency.

4) New business domain frontier

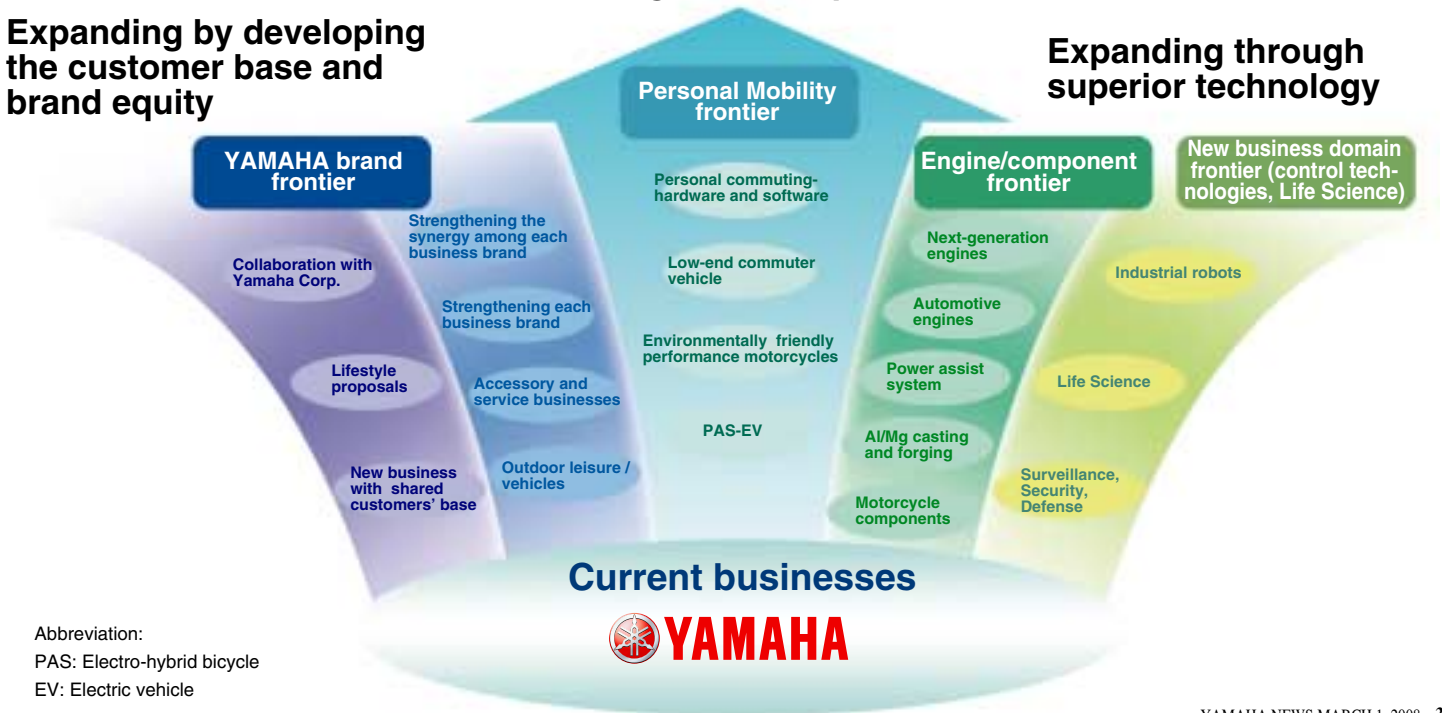
Other than engine technologies, Yamaha Motor has developed technology such as control technologies—acquired in the development of industrial robots and industrial unmanned helicopters—and biotechnology, derived from the company’s Life Science business. The core competence of these technologies can be applied in other fields. The company will aim to take these technologies to new domains and build new businesses on them.

Challenges for Four Frontiers

Expanding by developing the customer base and brand equity

Pursuing core competence

Expanding through superior technology



Abbreviation:
 PAS: Electro-hybrid bicycle
 EV: Electric vehicle

New medium-term management plan: 2008-2010

“Frontier 2020” is comprised of four 3-year medium-term management plans. The first 3-year medium-term plan starting this year is the vital first phase toward realizing our long-term “Frontier 2020” goals.

The goal of the 3-year plan

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. Yamaha Motor’s corporate mission is to be a “*Kando* Creating Company.” In order to achieve its mission, Yamaha Motor will focus on increasing profits, achieving further growth, and creating greater value for our customers. Yamaha Motor aims to achieve 2.1 trillion yen in net sales and 143 billion yen in operating income, and an ordinary income of 150 billion yen in the next three years. The following is an outline of the plans for each of the business sectors.

Motorcycle Business – Increasing worldwide unit sales to 7.78 million in 2010

Worldwide motorcycle demand is expected to expand 12%, from 46.6 million units in 2007 to 52.3 million units in 2010. The ASEAN countries and India will be the major growth engines, with Latin America also forecast to grow substantially.

In mature markets such as Japan, North America, and Europe, the company will continue high-value-added marketing, and aim to increase profitability.

Furthermore, Yamaha Motor places the restructuring of its business in India as a top priority. Plans call for the introduction of high-value-added products that are unique to Yamaha and strengthening the sales network, led by directly-run “Yamaha Bike Station” dealerships to be opened in nine

Goals of the New Medium-term Management Plan

Building the foundation to move forward to the next era –

Creating higher customer value and winning greater trust from stakeholders



major cities. And by creating a structure that enables Yamaha to create truly original products, we aim to achieve sales of 650,000 units in the Indian market by 2010.

In China, the market that boasts the world’s highest demand for motorcycles, Yamaha aims to expand sales to the maximum level of current production capacity of our factories in China by 2010.

The company will also continue to proactively invest in resources in Indonesia, Malaysia, the Philippines, Thailand and Vietnam. Yamaha Motor is focusing on its plans to strengthen its automatic-transmission motorcycle models, which Yamaha has introduced to the market ahead of its competition. Yamaha will also expand its produc-

tion capacity in these five ASEAN nations to 4,700,000 units. Yamaha Motor also has plans to develop markets in Cambodia and Laos.

Latin America is also expected to be one of the new developing markets. Yamaha will raise production capacity in Brazil to 600,000 units, and plans also call for the opening of a new assembly plant in Argentina.

Improvements in both the quality and quantity of sales channels will be carried out in Colombia and Mexico.

Marine Business – Strengthening each product division

In the outboard motor business, Yamaha will further enhance collaboration with boat builders, while extending the product lineup for medium and large-

size models in North America and Europe. In developing markets, we will work to maintain our dominant market position by aggressively introducing four-stroke models.

In the Yamaha PWC segment, the company intends to increase both sales and profit by expanding the product lineup and strengthening the business in sport boats powered by jet pump propulsion systems.

In order to achieve these goals, Yamaha Motor will move to optimize production with the May launch of the Fukuroi plant in Japan.

ATV, SSV Business – Improving profitability and expanding sales

In the mature ATV markets, Yamaha will focus on maintaining the top position in the sports category. At the same time, we will strive to increase market share in the utility category.

With regard to SSVs (Side by Side vehicles), a category pioneered by Yamaha in 2003 ahead of its competition, the company will increase variations on the Rhino models, thus differentiating Yamaha from latecomer brands and demonstrating our product superiority in the SSV segment to customers.



IM (Intelligent Machinery) Business – Strengthening product competitiveness

Yamaha Motor aims to improve profitability and expand sales by strengthening product competitiveness. Specifically, we plan to hone the competitive edge of our products and develop new demand by introducing compact, high-speed modular surface mounters, and by bringing electric motor-driven feeders to the market, and incorporating them in a new product series. Also, we will strengthen the solutions business by expanding the lineup of peripheral products such as printers and inspection devices. We will also enhance sales and service by establishing sales offices and technical centers both domestically and worldwide, and stationing staff in major overseas markets.

For further growth and value creation

During the new three-year medium term, Yamaha Motor will make investments of 300 billion yen (an increase of 55 billion yen over the previous medium term) toward realizing its twin objectives of further growth and value creation.

Yamaha Motor publicly announced these plans on the 5th of February. YMC President Takashi Kajikawa held a press conference in Tokyo to brief the media and analysts. Everyone in the global Yamaha Motor group must make a collective effort to realize the goals laid out in these plans as the path we must pursue in order to ensure our continued success as a vital corporate group answering the needs of the customers and society in our changing world.

Promoting the Yamaha brand and nurturing world-class teams

YAMAHA ASEAN CUP RACE



A total of 47 select riders from the five ASEAN countries of Indonesia, Malaysia, the Philippines, Singapore and Thailand competed in the Expert and Novice classes. Indonesian riders won both classes to give Indonesia the overall title for the second consecutive year and third time in the event's history.



On December 15 and 16, the recent YAMAHA ASEAN CUP RACE 2007 took place in Malaysia. This was the fifth holding of this annual championship race launched by Yamaha in 2003 for riders who have qualified in national competitions to compete for the title of No. 1 in the ASEAN region on Yamaha production mopeds.

Uniting the ASEAN region under the Yamaha brand

The YAMAHA ASEAN CUP is an event that aims to build the Yamaha brand image through a shared experience of the excitement and satisfaction of racing that has always symbolized the Yamaha spirit of challenge in a borderless international race venue. Also, by using popular production moped models as the race machines, this event shows people new ways to enjoy motorcycling while at the same time making a big contribution to sales promotion by displaying the outstanding performance and reliability of these models.

Competing together to be world-class

Yamaha also sees the YAMAHA ASEAN CUP as a gateway to world-class competition for aspiring teams and riders, and that spirit of challenge is reflected in the constantly rising level of competitiveness of the national teams and riders that qualify for the CUP. In this way, the YAMAHA ASEAN CUP can be seen as a symbol of all the activities and the spirit of the Yamaha brand in the ASEAN region. At the end of 2008, Thailand will be hosting the YAMAHA ASEAN CUP for the second time and the racing is sure to be hot and exciting.



The host country representative, Managing Director C.H. Ng of Hong Leong Yamaha Motor Sdn Bhd, said, "I am glad to see many people enjoying the ASEAN CUP in this successful event. I want to thank everyone involved."



The borderless atmosphere of this competition was seen in the friendly exchanges between the rival riders and teams of the different countries at the event party.



Many of the spectators came to the race venue on their own T135s (used in the Expert class) and T110s (used in the Novice class). Many said they appreciated the high performance potential these models shown in the races.



At the YAMAHA Gallery exhibit, visitors saw a display of the MotoGP racer YZR-M1 and imported sport bikes and the exhibits on the history of the ASEAN CUP and Yamaha production models from the ASEAN region.

Popular acclaim for the revolutionary 4-wheeler chassis “Performance Damper”

Yamaha is known worldwide as a developer and manufacturer of motorcycle engines. It is a less known fact that Yamaha also has a long record of automobile engine development as well as efforts to improve vehicle chassis performance. One of the products of these efforts is the highly successful “Performance Damper” that is now being used on an increasing number of models.

Outstanding performance from a simple mechanism

Yamaha Motor Co., Ltd. has a division specialized in the development and supply of automobile engines to car manufacturers called our Automotive Operations (AM). The high-performance engines supplied by Yamaha to Toyota, Ford and Volvo have won a strong reputation. At our AM operations we also research and develop systems to improve the ride and performance of the automobile. One of the products of these efforts is our “Performance Damper.”

An automobile is subjected to g-force in several directions when in motion, which causes some degree of flexing and twisting of the chassis. The actual distortion of the chassis when subjected to these forces is small, at less than one millimeter, but at faster speeds a resulting reflex occurs quite rapidly and with

a force that can have an influence on the vehicle handling. Yamaha’s Performance Damper was developed with the aim of minimizing this effect by putting a damping force on chassis distortion when subjected to various g-forces. The mechanism is a simple one that places

high-performance dampers on two lateral bars spanning the chassis. The concept is simple, but only Yamaha thought to make this into an effective means to achieve a surer feeling of the road and a smoother, quality ride. This Performance Damper was first adopted on the Toyota

Crown Athlete VX sedan in 2001 and its use has continued to spread. Today it has become a coveted after-market feature for BMW, VW, Audi and Porsche cars. Drivers praise it as a “Magic stick” that improves both the comfort of the ride and handling stability.



Yamaha’s Performance Damper was featured for the first time on the 2001 model Toyota Crown Athlete VX



An example of a Performance Damper mounted on a sports car

Revving up for the 2008 race season

Here is the list of Yamaha teams and riders who will be going for the 2008 titles at the top level of international racing.

In the MotoGP, which has already begun its 2008 series, there are two Yamaha teams competing for the title with two riders each, just like last year. The Yamaha factory team is the Fiat Yamaha Team. Its two riders this year are Valentino Rossi, who has changed to Bridgestone tires in his bid to regain his MotoGP championship title, and Jorge Lorenzo, 2-time winner of the 250cc World GP title who joins the team for the first time this season.

Yamaha is also supporting the Tech3 Yamaha Team with its two new riders for 2008. One is Colin Edwards, and his teammate is last year's WSB champion, James Toseland, who was also the youngest-ever World Superbike champion in 2004.

Edwards is also a former WSB champion, which means that all

four of this year's Yamaha MotoGP riders are true champions in name and fact, and you can be sure they will bring us plenty of exciting racing this year.

In the World Motocross Championships that kicks off in April, the Yamaha Motocross Team will be competing for the title. Its riders in MX1 are Josh Coppins, who lost what looked to be a sure championship title last season due to injury, and the fast-rising David Philippaerts, who newly joins the team after finishing last season ranked sixth.

Yamaha teams are also competing in the already begun World Superbike (WSB) championship, World Supersport (WSS) championship and the AMA Supercross championship. Yamaha teams will be competing in the AMA Motocross championships that start in May as well.

MotoGP

machine: YZR-M1

Fiat Yamaha Team



Valentino Rossi



Jorge Lorenzo

Tech3 Yamaha Team



Colin Edwards



James Toseland

World Motocross Championship MX1

machine: YZ450FM

Yamaha Motocross Team



Josh Coppins



David Philippaerts

World Superbike Championship

machine: YZF-R1

Yamaha Motor Italia WSB Team



Noriyuki Haga



Troy Corser

Yamaha GMT94



Sebastien Gimbert

Yamaha Team YZF



Shinichi Nakatomi



David Checa

AMA Supercross/Motocross Championship

Yamaha Factory Supercross/Motocross Team



machine: YZ450F
Grant Langston



machine: YZ450F
Josh Hill



machine: YZ250F
Broc Hepler

* Grant Langston and Josh Hill are competing in the AMA Supercross Championships and will also compete in the AMA MX categories.
* Broc Hepler is competing in the AMA SX Lites and will also compete in the AMA MX Lites categories.

World Supersport Championship

machine: YZF-R6

Yamaha World Supersport Team



Broc Parkes



Fabien Foret

Yamaha Team Italia Lorenzini by Leoni



Massimo Roccoli

L&M Racing Supercross Team



machine: YZ450F
Chad Reed



machine: YZ450F
Nathan Ramsey

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

AMA

Reed leads ranking on a hot streak



North America's AMA Supercross championship series got underway on January 5th with round one at Anaheim, California.

After just missing the title last year and ending the season ranked 2nd, Chad Reed of L&M Racing Supercross Team is back this year racing hard and fast on his YZ450F. In the opening round he took the lead in the first lap, only to drop to 4th after his engine stalled. But, by lap five he was in the lead again and raced on to grab the win and start the 2008 season off with a bang.

In round two at Phoenix, Arizona, Reed staged a tough battle for the lead with Kawasaki's J. Stewart and finished the race 2nd.

Back in Anaheim for round three, Reed again led the race from the first lap. On lap four, Josh Hill of the Yamaha Factory Supercross/Motocross Team moved into 2nd position and the two YZ450F riders went on that way to a 1-2 finish in a dazzling display of Yamaha power. Having moved up from the Lites class this season, Hill proved that he has what it takes to compete in the Supercross by keeping pace with Reed and finishing 2nd with just a 6.1 sec. gap.

Bad weather forced the fourth round at San Francisco to be shortened to 15 laps. Here again Reed's strength shone as he passed K. Windam (Honda) on lap six to move into 2nd position and then run on to another victory unchallenged after the leader, D. Millsaps (Honda), ran off course. These back-to-back victories gave Reed a solid lead in the season ranking.

Meanwhile, last year's AMA Motocross champion, Grant Langston of the Yamaha Factory Supercross/Motocross Team also started the season with a strong performance at Anaheim, where he got the holeshot and lead the race from lap four before dropping to a 4th-place finish. In round four he also finished strongly with a 5th.



"I felt awesome out there tonight. My bike's a lot of fun to go out there and race on," said Chad after the 4th race

Hill debuted on the AMA circuit in 2006. In round three he chased Reed to a strong 2nd

Enduro du Touquet

7th victory for Arnaud Demeester in the "Enduro du Touquet"

The 2008 running of the legendary French sand race Enduro du Touquet was a banner day for Yamaha as "Sandman" Arnaud Demeester of the Yamaha Motor France Ipone Team battled to his seventh victory in this race on the Yamaha YZ450F.

With the cancellation of this year's Dakar Rally, many of Europe's best off-road riders turned their sights on "Le Touquet." In the field of nearly 1,000 riders there were 20 professional competitors and 109 foreign entries. And a grand gallery of some 250,000 turned out to watch the action. What they saw was indeed an action-packed contest between Demeester and his Honda rival, Timotej Potisek, that came down to the last turn of the last lap of the 3-hour enduro.

Taking full advantage of the unfaltering performance of his YZ450F machine in the tough sand-track conditions and its decisive speed advantage on the straights, Demeester was able to lead the race almost from start to finish, despite a last-lap charge by the combative Potisek. The third rider on the podium was Pierrick Paget of Yamaha Racing Planet R' Ipone Team.

"I can say that the race was really fantastic... Exciting from the beginning to the end," beamed Jean-Claude Olivier, President of Yamaha Motor France.



The winner, Arnaud Demeester of the Yamaha Motor France Ipone Team

RACING**EXPRESS**

WPSA On the rise, Taylor grabs 4th in Round 4

In the 2007-2008 season of the top snowmobile race competition in North America, the WPSA Power Sports Snowmobile Tour, all the Yamaha riders are competing against the 2-strokes on machines based on the 4-stroke FX Nytro.

In the opening round of the series held in Duluth, Minnesota, from Nov. 23 to 25, Steve Taylor of the Yamaha Factory Snocross Team was in the heat of the competition during the qualifying, but machine trouble eventually kept him from racing in the finals. Still, he was enthusiastic about the awesome potential of this Yamaha Nytro machine that last season became the first 4-stroke machine ever to win a WPSA race. "This engine hauls! They have that thing working really well and it doesn't miss a beat. The weight isn't too far off the 2-strokes, and though I'm not a big guy, I don't have trouble throwing it around," he said after the race.

Yuji Nakazawa of the Yamaha Minocqua Racing team also failed to make the finals, and Cory Davis of the Yamaha Factory Snocross Team withdrew from the qualifying due to injuries.

In the second and third rounds of the series held on the same weekend two months later after the holiday break in Shakopee, Minnesota, the three riders failed to qualify for the finals again. However, Taylor was riding well, scoring a holeshot in the qualifying. Meanwhile, Nakazawa and Davis suffered bad luck such as bumps with other riders that kept them from qualifying.

Taylor's potential finally brought results in the fourth round in West Yellowstone, Montana, where he made it to the finals for the first time this season, and qualified for a front-row starting position. Although he dropped one place in the race, he still finished an impressive 4th. The finish put him in 14th place in the season ranking at that point.

Davis also qualified for the finals for the first time and ran strongly to a 13th-place finish.



"We need this confidence boost," Taylor said after finishing an impressive 4th



About the Nytro, Taylor said: "The 4-stroke motor sounds so much different that it just captures people's imagination"



Cory missed round one with injuries but came back in round four to qualify and finish 13th



In rounds two and three Nakazawa was surprised by the course: "the snow so soft and deep. I'm used to packed snow in Japan"

Nakazawa skipped the fourth round of the WPSA series to take on the challenge of the World Championship Snowmobile Derby in Eagle River, Wisconsin. Dating back to 1964 and now in its 45th running, this is the race where snowmobiles first took their present form as sporty snow-going vehicles.

His effort was rewarded as he scored his first victory in professional racing in the U.S., again riding the same FX Nytro as in the WPSA.



WORLD TOPICS

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>

Indonesia

10 millionth motorcycle milestone reached in Indonesia



YMC's President Kajikawa attended the ceremony



Celebrating the 10 million motorcycle production milestone at YIMM

In December 2007, Indonesia became the first of the Yamaha Motor group's overseas manufacturing bases to reach the grand milestone of 10 million units of total Yamaha motorcycle production. Yamaha Motor Co., Ltd. (YMC) began motorcycle sales in Indonesia in 1971, and in 1974 PT. Yamaha Indonesia Motor Manufacturing (YIMM) was established as a manufacturing base in Indonesia to increase the local production ratio. Growth in demand in the Indonesian market led to the founding of another manufacturing base, PT. Yamaha Motor Manufacturing West Java (YMMWJ), in Karawang in 2004. Yamaha motorcycles in Indonesia are currently manufactured by these two companies. At the ceremony held at YIMM in Jakarta on Dec. 6, 2007, everyone celebrated the great achievements of the 33 years since the founding of YIMM.

Thailand

Thai Yamaha Motor enhances Labor Standard with TLS8001-2003



TYM management received the "TLS 8001:2003 Certificate" from the Deputy Governor of Samulprakarn province

As a part of the company's CSR (Corporate Social Responsibility) efforts, Thai Yamaha Motor Co., Ltd. (TYM) enhanced its human rights and labor standards by having its operations certified by the Labor Ministry's Thai Labor Standard (TLS8001-2003).

This certification marks an outstanding benchmark of achievement by TYM to meet international human rights standards and responsibility toward its personnel and society at large, and thereby minimizing operational risk and contributing long-term to competitive edge. After TLS8001: 2003 certification, training sessions have been held for all employees to ensure common understanding in these important areas.

From Premchit Maneesarachun, TYM, Thailand

Mexico

Latin American Yamaha marine distributor meeting



The Latin American marine distributor meeting looked to market growth

On November 9 and 10, 2007, representatives from ten Yamaha marine distributors in nine Latin American countries gathered in Los Cabos at the southern tip of Mexico's Baja California peninsula. Presentations were made on the Yamaha business vision for 2008 and reports were heard about each distributor's market conditions and business plans. All the participants were focused on ways to build on Yamaha's No. 1 position in the marine market in Latin America's growing economies.

From Takuya Nagatani, YMC

Mexico

YMMEX holds 17th Dealer Meeting



130 attended YMMEX's 17th Dealer Meeting

With the slogan of "50,000 units in sales by 2010," Mexico's Yamaha distributor, Yamaha Motor de Mexico, S.A. de C.V. (YMMEX), held its 17th Dealer Meeting on November 8, 2007. A total of 130 nationwide dealers and staff in attendance heard a speech by guest speaker Representative Director Uchiyama of YMC and presentations on 2007 business results and 2008 season policies. The unveilings of the new "BW's Concept Model" and 2008 models Rhino 700 and YZF-R6 brought enthusiastic approval from the dealers. Concerning proposed improvements in the service system, opinions were actively solicited from the dealerships.

From Paula Ospina, YMMEX, Mexico

Thailand

The 3rd CSR Meeting in Asia



The group CSR representatives at the meeting in Thailand

On December 14, 2007, 14 CSR leaders from seven Asian Yamaha Motor group companies and first-time participant Yamaha Motor Australia Pty. Ltd. gathered for the 3rd CSR Meeting in Asia hosted by Thai Yamaha Motor Co., Ltd. (TYM) in Bangkok. The agenda included reviews and presentations of the newly undertaken 2007 CSR programs activities and presentations of the new mid-term plans starting 2008. There was also active exchange of opinions on shared risk issues, evidencing the progress made in risk management that the group companies in the past year.

From Tomoko Kakehi, CSR Planning Div., YMC

Republic of Cape Verde

Opening of new workshops celebrated



In front to the strategically located workshop at Praia harbor (3rd from right is the Minister)



A TV camera crew films the interior of the main workshop facility

On November 22, 2007, the Yamaha distributor in the West African Republic of Cape Verde, S.A.T. Lda., celebrated the opening of two new workshops in the nation's capital, Praia. The opening of a main workshop in the capital and a smaller shop in the fishing harbor will bring service closer to the users. The opening ceremony on the 22nd was attended by Mr. Manuel Inocência, the Minister of State, Transport, Infrastructure, and Sea, and other distinguished guests who expressed their approval after a tour of the facilities.

From Shinya Kimura, OMDO, YMC

The Caribbean Region

YRA held in three Caribbean island nations

In November 2007, Yamaha Riding Academy (YRA) courses were held for motorcycle police from the Caribbean and Atlantic island nations of St. Lucia, Trinidad Tobago and the Bahamas with a total of 66 police officers attending. The officers learned about daily bike inspection practices and improved their riding skills in a fruitful course that satisfied all the participants. An instructor course was also held in the Bahamas, in which nine representative officers from the three countries were trained over four days and all received YRA instructor certification. Afterwards there were comments from the new instructors about their desires to use YRA courses to contribute to traffic safety.

From Rika Tachimoto, OMDO, YMC



At the YRA course in Trinidad Tobago



Participants in the St. Lucia course receive their completion certificates



The instructor course participants in the Bahamas

Democratic Republic of the Congo

Customer meeting held for NGO clients



NGO representatives attending the customer meeting

On December 5, 2007, a Yamaha-Prodimpex Customer Meet was held in Kinshasa, Democratic Republic of the Congo for the first time as a chance to talk directly with NGOs that use various Yamaha products (motorcycles, outboards, generators, etc.) in their operations in the region. In all, some 30 client organizations attended and heard explanations on Yamaha products and the 3S sales and service network policy as well as past programs implemented to benefit the communities of the region. The meeting served as a ground for communication toward enhancing customer-Yamaha relations, where numerous questions and requests were exchanged to strengthen cooperation in the future.

From Shinya Kimura, OMDO, YMC



The panel explanation of Yamaha water purification system attracted Participants' attention

Germany

First Motorcycle Dealer Meeting under new YMG management

Over the two days of January 8 and 9, 2008, a Motorcycle Dealer Meeting was held for the first time at Willingen, Germany, on the largest scale for a European meeting with 450 representatives from 260 dealerships. Yamaha Motor Europe N.V. / Yamaha Motor Middle Europe B.V. President Hayakawa introduced the new management of Yamaha Motor Deutschland GmbH (YMG) and explained the importance of the German market for Yamaha. This was followed by a presentation of YMG's 2008 business policies and action plans for achieving "Best Partner" status. Emphasis was placed on the concept that "Dealerships are demand creators," and many dealers commented on the strong impression they got from the new YMG.

From Hideo Ishibashi, YMG, Germany



450 representatives attended one of the largest Yamaha dealer meetings ever in Europe

Thailand

Thai Yamaha Motor wins Marketing Award 2007

Thai Yamaha Motor Co., Ltd. (TYM) marked another significant milestone by winning the Gold Award of the Marketing Association of Thailand (MAT) for best marketing campaign in 2007. The marketing awards are given to the most successful marketing campaigns each year in three ranks: Gold, Silver and Bronze. Out of 16 candidate campaigns, TYM's "Born to be Different" campaign for the Yamaha Fino won the Gold Award for its ability to create a new market segment, for its creative communication strategy, excellent implementation and unit sales generation that have driven the big success of the Fino in Thailand's market.



TYM top management received the Gold Award for Best Marketing Campaign

From Premchit Maneesarachun, TYM, Thailand

Malaysia

New model FZ150i unveiling and MotoGP fan event



The four 2008 Yamaha MotoGP riders made a special appearance

On January 25, Hong Leong Yamaha Motor Sdn. Bhd. (HLYM) held an event at an Italian restaurant in the Malaysian capital, Kuala Lumpur, to give fans a chance to meet the Yamaha MotoGP stars and also put on show the newly launched road model FZ150i with a high-spec fuel injected engine. The FZ150i is the first 4-stroke 150cc fuel injected model locally assembled in Malaysia. The Yamaha MotoGP riders Valentino Rossi, Jorge Lorenzo, Colin Edwards and James Toseland, who were in Malaysia for the Sepang test session made special appearances to add another highlight at the product presentation.

From Masahiko Arika, HLYM, Malaysia

Vietnam

Traffic Safety Contest held for college students in Hanoi

As part of its support for the new law requiring the use of helmets by motorcycle riders that went into effect in December 15, 2007, Yamaha Motor Vietnam Co., Ltd. (YMVN) cooperated with the city government of Hanoi to organize a Traffic Safety Contest for students from the city's 39 universities. After the field was narrowed down to teams from 12 universities, the finals were held in front of the Opera House in central Hanoi with live TV coverage. Joint programs of this kind between Yamaha and the city of Hanoi are already planned for the next three years.

From Daiji Matsuoka, YMVN, Vietnam



The Yamaha-sponsored Traffic Safety Contest was held in front of the Opera House in central Hanoi

China

Chongqing Jianshe Yamaha receives city's Outstanding Contribution Award



Vice President Zhou Xiaohang was at the awards ceremony

In a ceremony on January 18, Chongqing Jianshe Yamaha Motor Co., Ltd. (CJYM) was awarded the Chongqing 2007 Outstanding Contribution of Corporate Social Responsibility Award of the Jianshe Association of Enterprises with Foreign Investment. Present to receive the award certificate was the company's Vice President, Zhou Xiaohang. The company's CSR efforts over the years have included donations for university scholarships, the Red Cross, the disabled and victims of natural disasters.

This award recognizes these CSR efforts by CJYM and also reflects the expectations for future contributions to the Chongqing community.

From Yukikazu Matsushita, CJYM, China

Chile

ISDE 2007, six days of international enduro



A newspaper ad for the six-day enduro championship

From November 12 to 17, the city of La Serena, Chile, was the site of six days of exciting international enduro competition on the surrounding beaches, beautiful hills and impressive dunes, blessed with perfect weather. The La Serena ISDE Championship attracted 521 riders from 30 countries, and when the competition was over, Yamaha riders had won all the categories. Johnny Aubert won the Championship on a Yamaha WR450F and Team Yamaha-Italy won the team category, with Team Yamaha-Chile in third place (Yamaimport Riders: Nicolas Urrutia, Franco Caimi and Cristobal Urrutia). Yamaha also won the brand championship trophy.

From Gianfranco Mauriziano, Yamaimport, Chile

Belize

3rd OMDO Central American Service Meeting held

Over the two days of November 6 and 7, 2007, the 3rd OMDO Central American Service Meeting convened in Belize with 22 representatives from eight Yamaha distributors in seven countries. Hosted by the Belize distributor Marelco Ltd., the meeting was an opportunity for the distributors to confirm the objectives of the 3S-based OMDO service strategy and share reports from each distributor on 2007 service activities results and 2008 plans for strengthening the service base. The active exchange of opinions and sharing of information made this a very fruitful conference for all.



The attending service managers from the Central American Yamaha distributors (from seven countries)

From Shoji Motegi, OMDO, YMC

* 3S = full Sales, Service and Spare parts functions

Italy

Yamaha gains No.1 market share in motorcycle segment

For the first time in the last 15 years, Yamaha achieved top market share for annual motorcycle sales in the Italian market in 2007. Although the 2007 market saw tough competition, Yamaha made its position unique and clear, avoiding discounting for short-term return and investing instead in long-term customer satisfaction through retail network improvement (VI, 3S), branding commercials on TV and customer events. These efforts strengthened the Yamaha brand in the market, while some other brands lost brand equity by discounting. Now that Yamaha Motor Italia S.p.A. (YMIT) has confirmed the effectiveness of this policy, 2008 is the year to further strengthen this unique Yamaha direction.



Customer events were held throughout Italy last year, attracting a total of more than 100,000 participants

From Enrico Pellegrino, YMIT, Italy

Corporate rebirth for Yamaha in India



The new YZF-R15 was the center of attention



The new FZ got a great response



After the Auto Expo press conference, YMC's President Kajikawa mounted the new YZF-R15. At right is YMIS President Mabuchi



President Kajikawa addressing 600 participants at the Dealer Conference



President Kajikawa was one of the top cutters at the opening of the first "Yamaha Bike Station" dealership in New Delhi

On January 10, the 9th Auto Expo 2008 opened in Delhi, and Yamaha mounted a prominent booth emphasizing the brand's advanced technology with a corner themed "The Art of Engineering" and making a strong appeal for the new face of Yamaha in India. The new models unveiled included the "YZF-R15" with its YZF-R series image, the "Gladiator Type SS/RS" and the "FZ." With the YZF-R15 being the first full-fledged supersport model to hit the Indian market and the other models and displays also drawing much visitor attention, the Yamaha booth drew large and excited crowds of visitors.

On the 11th, Yamaha Motor India Sales Pvt. Ltd. (YMIS) held its Dealer Conference. YMC's President Kajikawa was on hand to give a keynote speech for this important first meeting under the new YMIS management, appropriately themed "The Race Begins." Then the new YMIS president, Tsutomu Mabuchi, outlined the new management policies and announced the opening of the first YMIS-managed "Yamaha Bike Station" dealership in New Delhi and

plans to open nine more of these dealerships in 2008. The dealers greeted the unveiling of the new models with resounding applause that showed their big expectations for the Yamaha brand in the Indian market.

The Netherlands

Yamaha Motor and Mitsui & Co. establish new company in Europe

Yamaha Motor Co., Ltd. and Mitsui & Co., Ltd. established Yamaha Motor Middle Europe B.V. (YMME), a new, joint-venture sales and marketing company within Europe on November 28. YMME officially commence operations on January 1, 2008.

YMME is now combining the strengths of Yamaha Motor and Mitsui & Co. to achieve synergistic results across a vast market covering seven European countries. The new company is now working to grow business in Germany and the UK—two of Europe's key markets—while strengthening the group's structure in Eastern Europe, where significant growth is forecasted.

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: yamahaneeds@yamaha-motor.co.jp

TMAX

The technology beneath those stylish good looks



Seven years after the original TMAX burst onto the scene as an exciting new type of sports scooter, Yamaha unveils the TMAX's first full model change. This 2008 TMAX (European market model) has been developed as "the next evolution in the sporty commuter bike." That evolution includes an engine with re-designed intake and exhaust systems mounted on a newly designed aluminum frame, new 15-inch wheels front and rear plus an array of weight-reducing design measures. All of this combines to give the 2008 TMAX next-generation performance and quality. But perhaps nothing shows Yamaha's cutting-edge technology as fully as the new styling of this model.

The original TMAX was developed for the European market as a model with

exceptional performance that could be fully enjoyed in tandem touring within a radius of several hundred kilometers of the major European cities plus highly original styling that added a sporty look and feel to a commuter type body. This unique combination of performance, features and styling won the TMAX a popular following as a new type of "automatic transmission supersport" model. One more characteristic that customers loved about the TMAX was the ease of handling in around-town use due to its compact design. And this is a primary element that Yamaha's designers focused on in developing the new body of the 2008 TMAX.

The design challenge was how to keep this compactness while working various new features and components into the

new model. One of the answers the project members came up with was using Yamaha's exclusive "CF Aluminum Die Casting" technology with its potential to mass produce frames with fewer parts and greater design freedom. This made it possible to increase utility functions like storage space while giving the TMAX an entirely new body design. Although the body was fully re-designed in this way, the "boomerang shape" side covers that give the TMAX its distinctively dynamic side view were retained. The one regret that the designers have is that their proud CF aluminum die-cast frame can't be seen from the outside. But the fact that hiding the most important essence can often increase its appeal is another aspect of Yamaha's art of design.