

Yamaha News No.2



Brand Image in Yamaha Commercials

A survey reveals what consumers in the ASEAN region see of the Yamaha brand image in TV commercials broadcast in the region.



The Yamaha Brand as from television commercials targeting the A

In 2007, the Yamaha Motor group broadcasted four branding commercials throughout the ASEAN region. A survey in four ASEAN countries (Thailand, Vietnam, Indonesia and Malaysia) has provided some useful feedback from the viewers. In this issue of *Yamaha News* we focus on the insights into Yamaha's brand image gained from these viewer interviews, while introducing the contents of the commercials and pertinent survey results.

[Survey Data]

- Surveyed regions: Thailand (Bangkok), Vietnam (Ho Chi Minh City), Indonesia (Jakarta), Malaysia (Kuala Lumpur)
- Total number interviewed: 400 (100 per city)

Commercial [Paneling]

Bringing *Kando to our customers with a multifaceted range of products**

This commercial delivers the Yamaha Motor group's message – offering *Kando* to the people of the world, through our wide range of products. This commercial has won the prestigious 3rd “IAA Best Advertising Award STAR Special Prize”* – awarded to advertisements produced in Japan and broadcasted overseas.

**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.

*Organized by the IAA (International Advertising Association) of Japan

From viewers' feedback

Many viewers felt that the ad was very sporty and aimed at younger viewers. The opening scene, where the engine starts as the key is being turned had great appeal. Viewers also seemed to grasp the variety of products the Yamaha Motor group has to offer.



The thrilling sound when the engine starts as the ignition key is turned



Impressive scenes of motorcycles and ATVs in use continue



A powerful, pulsating engine (CG Image)



Snowmobile riding through snowy mountains with a blue sky in the background



Montage shots of various Yamaha products in use, with motorcycle circuit-riding in the background



Shots of various Yamaha products and smiles of customers are shown once more



From a series of in-use montage shots comes a close-up shot of people enjoying riding a personal watercraft



seen by TV viewers

SEAN region

Commercial [Human message]

The heartwarming images had great appeal

This commercial shows the enjoyment people have when using Yamaha products. An acoustic guitar was used for the background music, along with heartwarming shots showing the strong bond between people and our products.

From viewers' feedback

The sporty and youthful image was not communicated as strongly as with other Yamaha commercials, however soothing images shot from a viewers' perspective had great appeal. Some viewers felt closer to Yamaha Motor products and the images earned their trust. As a commercial that differs from the usual Yamaha commercials, it was well received.



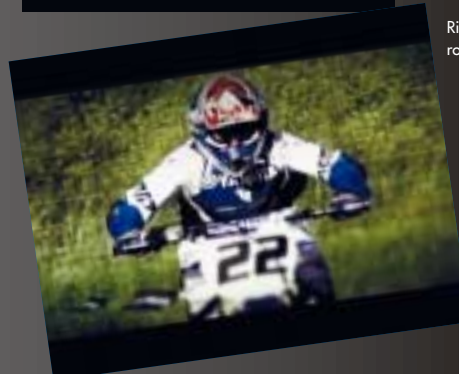
A quiet morning image begins this sequence. Music played by an acoustic guitar blends with the sounds of birds. Images of people going fishing or preparing to go touring with gloves in hand



A couple enjoying tandem riding on a Drag Star cruiser bike



Scene of a father encouraging his child on an off-road machine



Rider enjoying an off-road trail



A family enjoying the outdoors as they cross a swing bridge



Shots of satisfied rider faces as they take off their helmets



Parents and children enjoying boating



Riders heading towards the sunset

YAMAHA
Touching Your Heart

Commercial [Challenge]

We challenge for this moment

Through the challenges Yamaha has undertaken in motorcycle racing and soccer, this commercial shows the Yamaha spirit of challenge that is deeply rooted in the company.

From viewers' feedback

Many viewers felt that the speed of the racing scenes and the goal scene of the soccer match were sporty and exciting. The aggressive stance of fighting to win shown in this commercial was very well received by sports-loving fans, which in turn heightens Yamaha's brand image.



Valentino Rossi in intense discussion with his team's crew prior to a MotoGP race



Soccer players training in pouring rain: The phrase "We challenge" appears on screen, then the race and the soccer match begin



Shots of Rossi racing and the soccer team fighting for the win are shown alternately



Shots of excited spectators and crew are shown as the victory is won. The words "For This Moment" appear on the screen

Commercial featuring Rossi and his father shown on-air in Japan

Yamaha Motor group's corporate image commercial, featuring Valentino Rossi and his father, went on air in 2007. The commercial showed Rossi and his father going touring. In the commercial, Rossi was more relaxed and his expression was different from the intense one seen during racing.

Commercial [Racing]

Technology and high performance demonstrated in racing

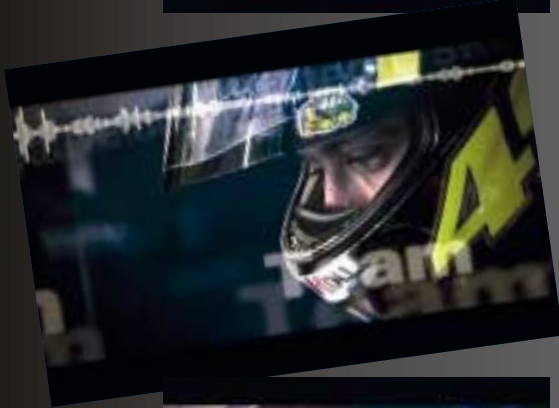
A commercial following Valentino Rossi's activities on the day of a race. This commercial demonstrates Yamaha's technical expertise and its high level of performance in a speed-fuelled, stylish format.

From viewers' feedback

Out of the four commercials, this was rated the highest by the viewers in terms of good overall impression, brand image, and its ability to increase the customer's desire to buy our products. Many viewers felt that the racing atmosphere and cornering sequences were sporty, cool, tough and powerful, and that they were the most impressive part of the commercial. Viewers' level of confidence in Yamaha's technology and level of performance gained from racing increased dramatically after this commercial.



The commercial follows Rossi's day at the races. With a "One for all, all for one" theme, the commercial includes shots of Rossi's discussions with the team crew. Striking images of Rossi in intense concentration, attacking the turns aggressively, and sharing the joy of victory. Stylish music, and the words "Team," "Victory," "Heart beat" and "Passion" inserted throughout the commercial are all impressive.



Yamaha motorcycle production

In December 2007, total production of Yamaha motorcycles in Indonesia reached the momentous 10 million mark. This milestone is a first for an overseas Yamaha Motor manufacturing base and comes in the 33rd year since the founding of PT. Yamaha Indonesia Motor Manufacturing (YIMM). Here is a history and comments about this milestone achievement from Yamaha people involved.

The history of Yamaha motorcycle production in Indonesia

1970s:

Yamaha launches motorcycle business in Indonesia

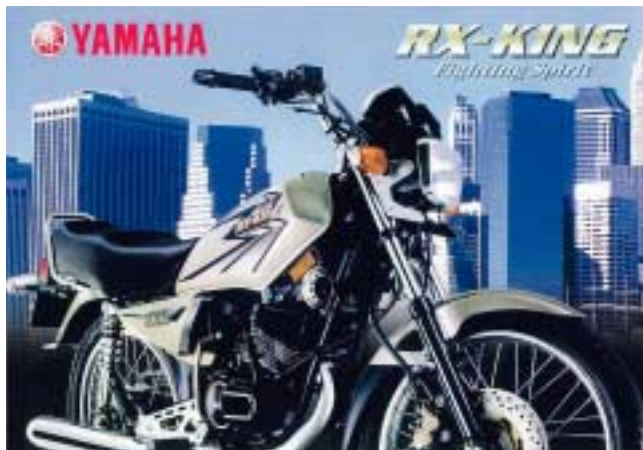
In 1971, Yamaha Motor set up a distributorship in Indonesia and began exporting CBU motorcycles in the 100cc range from Japan. In July 1974, Yamaha Motor founded YIMM as a subsidiary to begin manufacturing in Indonesia.

1980s:

A now legendary sport bike with YEIS technology

In 1981, the RX-S and RX-K series were launched in Indonesia with the Yamaha Energy Induction System (YEIS) technology. The now legendary RX-King established Yamaha's reputation as the sport bike leader.

In 1988 the new Yamaha ALFA Series triggered a racing boom in Indonesia.



1990s:

Inspiring dream of young generation

In 1991, Yamaha launched a high-tech sporty moped in the Force-1 that inspired the young generation to enjoy riding and racing.

Yamaha enters the 4-stroke category

With the launch of the breakthrough 4-stroke model Crypton, Yamaha became a presence in the 4-stroke field.



2000s:

King of 4-strokes, Jupiter series, and success in the automatic bike trend

The 4-stroke Jupiter series launched in 2002 has become a highly popular bike. The Jupiter MX launched in 2005 also became extremely popular as a sporty moped and continues to be a best seller.

Yamaha introduced the Mio as Indonesia's first automatic transmission bike specifically targeting women, and it has now become an icon in the new women's bike category.

Now the automatic transmission bike category has become extremely popular.



in Indonesia tops 10 million mark



Yamaha becomes the new market leader

After 30 years in the shadow of the leading brand in the Indonesian motorcycle market, Yamaha emerged as market leader in sales in 2007. To achieve this, the Yamaha Indonesia family worked tirelessly to improve service and customer satisfaction and expand sales volume. The Yamaha emergence as the new market leader made headlines in the media.

10 millionth motorcycle produced

As the Indonesia motorcycle market has grown, the popularity of Yamaha motorcycles has soared, driven by their sporty, trendy, high-tech image and the pride they bring to customers. And in December 2007, Yamaha Indonesia achieved the 10-million unit production milestone faster than planned.

2008:

Top brand

Yamaha won the “Top Brand 2008” award of an Indonesian marketing research institution, with its Jupiter series (moped), Mio series (automatic transmission) and RX-King (sport).



From Yamaha people in the Indonesian market



Hisao Deguchi

Worked for five years (1968 to 1973) as YMC's first representative in Indonesia, and continued to be involved in the Indonesian motorcycle business until his retirement in 1995.

The history of Yamaha's motorcycle business can be summed up by the word “gagah” in Indonesian. It means the kind of strength that comes from Yamaha's ability to plan, design and style products that meet the real needs of the Indonesian customers and bring them to market through the teamwork of “manufacturing, sales and technology.” The milestone of 10 million units in total production is due to the efforts of Yamaha people like Mr. Tashiro who spent 11 years working in Indonesia, and the many others who worked in building factories and sales networks where none had existed before, initiating sales campaigns and race activities and knowing what an important asset a motorcycle is to the people of Indonesia.



Yoshiteru Takahashi

Became president of YIMM and PT. Yamaha Motor Kencana Indonesia (YMKI) in July 2003 and also PT. Yamaha Motor Manufacturing West Java (YMMWJ) in Apr. 2005.

The Yamaha Indonesia group now has the fundamental corporate strength it needs. Measures including 1) adoption of increased YMC investment ratio in 2001, 2) introducing a Direct Delivery System and thorough management and brand policies, and 3) working with our vendors to increase localization have been successful. The 10 million mark in production is a milestone, but we are already working toward the 20 million mark. We will make the Yamaha Indonesia group one that it is rewarding for our employees to work at, has strong relationships with its vendors, and strong sales and service networks. The manufacturing power of the Yamaha Indonesia group is already becoming a strong asset of the worldwide Yamaha group.



Hiroyuki Suzuki

A director of production management at YIMM from July 1997 to 2003. He was the company's vice president from 2003 to Dec. 2005.

The rupiah crisis struck shortly after I started working in Indonesia and production had to be cut back sharply. We chose to reduce work days to 1/5th of the previous level rather than reducing productivity. Soon, however, we entered a period of full-capacity mass production with everyone working together to create a smooth-running, constant-flow production process, from parts procurement to customer delivery. In that dynamic Indonesian market I learned how precious one's fellow workers are and the fact that results will always come if we remain true to our beliefs and our jobs.



Kazuaki Nose

Worked as a financial director at YIMM from Oct. 1997 to Apr. 2002.

When I first started working in Indonesia, it was a time of instability with the currency crisis and the change in government. At the time we had to work hard to downsize so the company could survive. There was a union strike that stopped production for a while. However, the relationship of trust we were able to build during those difficult years eventually became strong bonds that the company is now built on. I was so happy when the same union that had gone on strike during that restructuring gave me a big farewell party when it came time for me to return to Japan in 2002.

MotoGP

Positive season starts for the Yamaha teams



To date, the first three rounds of the 2008 MotoGP series have been run, from the season opener on March 9 in Qatar to round three in Portugal on April 13. Both Valentino Rossi and Jorge Lorenzo of the Fiat Yamaha Team have started the season with good results. In his very first race after moving up to the pinnacle class from the GP250 this year, Lorenzo grabbed the pole position at Qatar, the first time a rookie has done so in 10 years. Although that opening race was won by last season's champion, Casey Stoner (Ducati), Lorenzo climbed the podium with a 2nd place finish.

"For sure I couldn't have expected a better debut than this," he commented, but at round two in his native Spanish GP he proved round one was no fluke by winning the pole position again and finishing the race 3rd, behind teammate Rossi. Then it was in round three, the Portugal GP, that Lorenzo proved he will truly be someone to deal with this season by winning his third consecutive pole position and then taking the victory in the race as well, after coming on strong from 3rd position mid-race to take the lead while scoring fastest laps one after another with cool precision.

For Rossi, who has switched to Bridgestone tires this season in a fresh attempt to win back the title, the season has gotten off to a good start as well. After finishing 5th in round one, he scored two consecutive podium finishes, with a 2nd in round two and 3rd in round three. "To have two podiums in a row with Bridgestone is very important, because we're still in the learning stages of our relationship," said Rossi in a comment that suggests even better things are to come in the middle stages of the season. The two riders of the Tech3 Yamaha Team are also doing well. In rounds one and three, both Colin Edwards and James Toseland finished the race in good form.



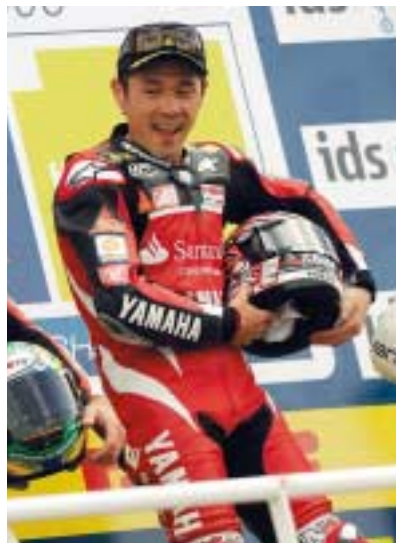
Lorenzo, who is this season's center of attention so far, celebrated his 21st birthday on May 4



WSB champion James Toseland has joined the Tech3 Yamaha Team this year and is steadily earning series points with top-level finishes

WSB

Haga wins third round after struggling early on



Haga, who took a tumble in the first race of the third round, won the second race on his spare machine

The World Superbike Championship, which kicked off on February 23 at Losail in Qatar, will feature a total of 15 races, two more than last year. Noriyuki Haga and Troy Corser joined the battle from the Yamaha Motor Italia WSB Team.

Although both Haga and Corser fought hard in the opening round, neither could secure a win. Corser took top place in the Superpole on Saturday, and, in the first race, gave an excellent performance right from the early stages and looked set to win but eventually finished third. Haga made an inauspicious start, nudging another bike in the first race, taking a spill, and finishing 14th. In race two, inadequacies in tire and chassis settings prevented both riders from finishing among the top place-getters.

In the first race of the second round, Corser finished in 2nd place. Haga continued to be plagued by his bike's lack of grip and fell behind.

In the first race of the third round, Haga took a tumble on the fourth circuit. Chagrined at not performing as well as he had hoped from the opening round, in the second half of the second race Haga took the lead and notched up his first victory this season with a more than one-second lead over Troy Bayliss (Ducati), who finished in 2nd place, and set the record for the fastest lap.

Corser, on the other hand, finished 3rd in the first race and 5th in the second. Expectations are high for what the Yamaha team can achieve from now on in the series.



Corser achieved a podium finish in every round up to the third

WSS

Parkes wins curtain-raiser!



In the third round, Foret recovered his form and took 2nd place



"It was a great win for me. We have struggled sometimes this weekend, but we got this season off to a good start," Parkes said

The World Supersport Championship, which started on February 23, the same day as the World Superbike Championship, will be fought out over a total of 15 rounds. Broc Parkes and Fabien Foret from the Yamaha World Supersport Team are participating.

Parkes dominated the opening round with a demonstration of the power of the YZF-R6. A one-two finish by Parkes and Foret, who maintained the lead on the final lap, looked like it was in the cards, but Foret ran out of gasoline and had to retire. In the second round, Parkes took a spill and retired, while Foret could finish no better than fourth. In the third round, Foret stood on the podium as second place-getter. Parkes took 4th place and so was unable to join Foret, but because of Foret's first-tier finish, both riders improved their standing in series points.

WMX

New entrant Philippaerts performs well



Philippaerts said, "I am happy with the points I took this weekend. I am not far from second place and the championship has started quite well for me"

The MX1 and MX2 of the Motocross World Championships both blasted off on April 6 at Valkenswaard in Holland. Yamaha Monster Motocross Team's Josh Coppins and new entrant David Philippaerts rode in the MX1.

In the first heat, Philippaerts and Coppins tended to ride in a one-two act. Unfortunately, Philippaerts got sand in his goggles and clipped Coppins' machine, finishing 4th, while Coppins, who entered the race with a splint on his leg because of injury, came in 6th.

In the second heat, too, the pair once again ran the middle stage of the race as a one-two act, and in the final stage, Philippaerts took over from Coppins and the two finished 6th and 7th, respectively.

In the MX2, Antonio Cairoli achieved a podium finish with a 2nd place finish.

RACING

EXPRESS

AMA

Reed on winning streak, Hill takes first victory!



At the end of the 14th round, Reed was on top in the rankings



Hill, who chalked up his first supercross victory, achieved a one-two finish with Reed in the 9th and 13th rounds

The Yamaha team put in an outstanding performance in the AMA Supercross Championship. Chad Reed not only maintained a fantastic winning streak from the fifth to the 13th rounds, but Josh Hill, riding in this class for the first time this year, notched up his own first win.

In the fifth and sixth rounds, Reed took first place, and in the eighth round finished in 6th place, with the Yamaha team's top performance in that round coming from Nathan Ramsey with a 5th place. While victory back

in the third round had gone to Reed, Hill had followed him in for a one-two finish—a performance that was up there with Reed's. But in the ninth round, Hill could not match Reed, who went to the top of the field. Still, Hill achieved second 2nd place of the season and second one-two finish for Yamaha.

In the 11th round, Hill took over the lead from Ryan Dungey (Suzuki) and succeeded in opening up a clear lead over the rest of the field. The result was a spectacular supercross first win for Hill.

In the 12th round, Reed, who had missed podium finishes in rounds 10 and 11, made a comeback. As if releasing his pent-up frustrations, he grabbed the holeshot and thereafter stayed in front in a one-man race right up to the finish.

In the 13th round, Reed and Hill again took 1st and 2nd places, respectively, powerfully confirming the YZ450F's awesome credentials as the machine recorded its third one-two finish of the season.

WPSA

NyTRO evolves step-by-step



Nakazawa commented: "The results for the final round are not available yet, but I believe the fact that we've achieved our best performances this season is worth some recognition"

The 2007-2008 WPSA Power Sports Snowmobile Championship kicked off on March 16. The fifth and sixth rounds were cancelled due to bad weather, while the eighth round was scratched because of insufficient snow. As a result, the season had a total of just nine rounds.

While Steve Taylor of the Yamaha Snocross Team achieved a ranking of 14th and Yuji Nakazawa of the Yamaha MQ Racing Team was 21st, the Yamaha four-stroke FX NyTRO proved itself with a performance that outclassed these rankings.

The highlight came in the fourth round when Taylor achieved 4th place in the final.

Now in his third year in the Pro Open class, Taylor's took the throttle of an FX NyTRO for the first time this season, and the fact that he achieved 4th place represents one of Yamaha's finest achievements this year.

The fact that Nakazawa won the historic Eagle River Snowmobile World Championship on a FX NyTRO further underlines its superb performance.

Yamaha's four-strokes for the next season should be even further refined.



At the seventh round staged in Quebec, Canada, Taylor commented: "Our display area and autograph sessions were busier than ever! They love snowmobile racing in Quebec!"

WORLD TOPICS

We always welcome your contributions. Write to the editorial staff
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Germany

Contest winner meets motocross star Josh Coppins



Christoph Born (left) and Yamaha Motocross Team rider, Josh Coppins with his YZ450FM

Nineteen-year-old Yamaha rider Christoph Born was the lucky winner in the superfinals held during the first motocross amateur masters – a competition amongst the best amateur motocross riders selected from Germany's 18 regional amateur motocross associations. The motox amateur masters 2007 was organised by the German Motocross magazine MotoX in August 2007.

Born's prize was to get exclusive rider training by Yamaha motocross star Josh Coppins.

On March 11, 2008, Coppins met Born at the Motocross track of Grevenbroich, and after following him for some laps around the track Coppins gave him advice to improve his riding style.

From Karlheinz Vetter, YMG, Germany

Caribbean and Central America

Caribbean and Central American Marine Meeting

On February 16, YMC's Overseas Market Development Operations (OMDO) held its Caribbean and Central American Marine Meeting in Miami Florida, attracting 44 distributor representatives from 28 countries. Organized each year to coincide with the Miami Boat Show, the meeting this time featured workshops in which the distributors were divided into six groups to discuss the major issues they face in their outboard motor business. Despite this being the first workshop-style meeting, the distributors exchanged opinions fervently and renewed their conviction to maintain Yamaha's leading position in the market.

From Tomohiro Umino, OMDO, YMC



Distributors from 28 Caribbean and Central American countries met in Miami

Taiwan

Gala launch event for the new BW'S125



The vertical twin headlights give the BW'S125 the distinctive look of a "POWERFUL ALL-ROUNDER"



At the event venue a series of BW'S from years past were introduced

On April 1, a new-model launch event was held for the new "BW'S125" at a fashion building in the Taiwan capital, Taipei. The new BW'S125 is the successor to the highly popular BW'S100 model launched here in 1997, and it gives Yamaha a strong new contender in the very competitive 125cc category that accounts for 45% of new-bike sales in Taiwan. Due to this importance, the event attracted reporters from some 45 media companies. The event day also marked the start of sales of the BW'S125, with truck loads of BW'S125s leaving Yamaha Motor Taiwan's Hsinchu factory that morning bound for dealerships and a giant billboard ad going up in the city's commercial district.

Thailand

Yamaha voted one of top ten most valuable brands in Thailand 2007

Yamaha was voted the sixth most valuable brand in Thailand for 2007 in the Young & Rubicam's Brand Asset Valuator survey. The survey measures the strength of the brands by interviewing 1,875 local consumers concerning 1,200 local and international brands in more than 100 product categories, ranging from consumer products to high-value goods such as motorcycles, cars and houses. These successful brands can offer products and services for daily life or technological products that can help contribute to consumers' convenience. In Yamaha's case, the brand succeeds in differentiating and creating added value for customers.

From Premchit Maneesarachun, TYM, Thailand

Kazakhstan



About 60 people gathered to test ride the 2008 Yamaha snowmobiles



At the event venue, the weather and snow conditions were great

First snowmobile test-ride event in Central Asia

On February 16th and 17th, the Yamaha distributor in the Republic of Kazakhstan, ALEM MOTO, took the initiative in organizing a test-ride event for the Yamaha snowmobile models FX Nytro and Phazer RTX on the outskirts of Almaty, the country's largest city. Invitations were sent out to the press and dealers, and general users were also invited to bring the total attendance to about 60 people anxious to try the new 2008 model Yamaha snowmobiles. For many of the participants who gathered under clear skies and good snow conditions, it was their first opportunity to test ride a snowmobile, and it was clear from their reactions that they thoroughly enjoyed the products and this successful event.

From Nobuo Iwaki, OMDO, YMC

Thailand

Lots of excitement at Bangkok Motor Show



Automatic transmission models are the hot category in Thailand

The Bangkok International Motor Show opened on March 28 for a 10-day run as Asia's first international motor show for 2008. As the first Japanese motorcycle maker to sell CBU models in Thailand from 2007, Yamaha displayed the R Series models, FZ1 Fazer and the FJR1300. In the fast-growing automatic transmission category visitor and market attention focused on the show model "Nouvo Elegance" and many customized versions of the Mio and FINO as lifestyle items. Visitors also enjoyed seeing the "automatic commuter" TMAX, the Tokyo Motor Show special exhibit models "Tesseract" and "C3+" and a full spectrum of other Yamaha products like F350 outboard, ATVs and PWCs.

Japan

Japan International Boat Show 2008 in Yokohama

Over the four days from March 6 to 9, more than 47,000 visitors turned out to see the Japan International Boat Show 2008 in Yokohama. As Japan's leading marine maker, Yamaha mounted a booth under the theme "The Sea - Unforget-table Weekends." Visitors enjoyed displays of ten Yamaha boats, including the Japanese market new model EXULT 45 CONVERTIBLE, seven WaveRunner models and nine outboard motors. Attention also focused on special exhibition models like the "Yamaha 35" yacht developed especially for the growing Dubai market and the big horsepower "F300A" 4-stroke outboard.



YMC Counsel and Chairman of the Japan Boating Industry Association, Toru Hasegawa (4th from right), at the opening tape cutting ceremony on March 6th

Japan

Training course held for YRA chief instructors

Over the four days from April 1 to 4, the Service Div. of Yamaha Motor Co., Ltd. held a follow-up to last year's successful training seminar for YRA riding safety course chief instructors from around the world at a facility near the YMC headquarters. Designed to further develop the skills of these chief instructors, the seminar was attended by 14 instructors from the five countries of India, Indonesia, Thailand, the Philippines and Vietnam. In addition to polishing riding skills, the seminar focused on vital instruction skills such as teaching points and attitude and proper consciousness of rules.



Instructor Chuchai Sohmanee of Thailand said the seminar renewed his consciousness of the importance proper instruction skills and wants to use them to promote safe riding in his country

From MS Promotion Group, YMC



Some 207 exhibitors mounted displays at the expo's indoor and outdoor venues

China

YES! Rally 2008 crosses China with China GP as its final goal



The opening ceremony

The grand-scale "YES! Rally" that has run a giant "Y" (2006) and giant "E" (2007) across the map of China is the core event of the "YES! YAMAHA" branding campaign. In March, two caravans of riders started out to complete the "YES!" by departing from Shenyang on the 13th (northern route) and Chongqing on the 15th (southern route) to run an "S" shaped route and meet in Shanghai in time for the China GP on May 4th. The tour brought the Yamaha "Smile Project" safe-riding consciousness campaign to the towns along the route with a free motorcycle service campaign. They also visited elementary schools, welfare centers in a socially-conscious program.

*We will continue to report on YES! Rally

The Philippines

First major event by Yamaha Motor Philippines



The event kicked off in a giant shopping mall in the capital of Manila

The first major promotional event to be undertaken by the new Yamaha Motor Philippines, Inc. (YMPH) in February. Named "YAMAHA EVOLUTION 2008," the event traveled to the three major cities of Manila (Feb. 7 – 13), Cebu (Mar. 6 – 12) and Davao (Apr. 08 – 14) in a motor show format to launch the new model Mio Soul. Bringing an exciting mix of attractions including shows by popular rock groups and riding demonstrations by the Narita Brothers, model test rides and riding instruction classes, the event made a strong appeal for the Yamaha brand to the targeted trend-conscious young people.

From Shinsuke Yamaura, YMPH, Philippine

U.A.E.

Dubai International Boat Show 2008

The 16th Dubai International Boat Show was held from March 11 to 15 at the Dubai International Marine Club. Growing in scale and international attention each year, the 2008 show was 76% larger than last year with 808 exhibitors from 48 countries. Yamaha's U.A.E. distributor, Al Yousuf Motors LLC, mounted a prominent booth displaying a line of outboard motors and WaveRunners. The show was also used as the opportunity to launch the "EXULT 35 SS," a 35-ft. cruiser developed specifically for the Middle East market and greeted with high acclaim.



Debating at the show was the EXULT 35 SS, a new sport cruiser exhibited at the Japan International Boat Show as the YAMAHA 35

Portugal

Yamaha Motor Portugal booth stars at MotoExpo 2008



The Yamaha booth covered almost 1000 m²



Actress Inês Simões and actor Ricardo Pereira were among the celebrities at the YMP booth opening

March 8th saw the opening of MotoExpo, Portugal's national exhibition for two wheelers and accessories. As in years past, Yamaha Motor Portugal S.A. (YMP) was again a major presence, showing a full line-up of motorcycles, scooters, ATVs, accessories and riding wear, besides all the "news" of the moment, including the exciting new Yamaha models like the T-MX 500, YZF-R125 and the XT660Z Tenere.

Another thing that set the Yamaha booth apart was the bright line-up of celebrity guests at the booth's opening ceremony along with Yamaha dealers and VIPs. YMP President Kei Otsuka and PV Marketing and Sales Manager Filipe Azevedo Almeida welcomed the more than 150 guests.

From Manuela Rodrigues, YMP, Portugal

Thailand

Thai ace Decha Kraisart wins Petronas Sprinta FIM Asian GP 2007



Petronas Sprinta Yamaha Thailand's Decha Kraisart racing

Despite it being his debut year in international motorcycle racing, Petronas Sprinta Yamaha Thailand's Decha Kraisart came through to win the season championship title in the SuperSport 600cc category in the 2007 Petronas Sprinta FIM Asian Grand Prix.



Championship debutant Decha celebrates his SuperSports 600cc Asian GP title in Zhuhai

The 24-year old clinched the Asian title after making a spectacular debut and performing consistently throughout the season. Competing against the favored Japanese riders, Decha proved his mettle in the latter half of the season, chalking up a number of wins and consistent podium finishes before claiming the title in the final round at the Zhuhai International Circuit in China.

From Premchit Maneesarachun, TYM, Thailand

The Philippines

Construction begins on motorcycle factory in the Philippines

On April 4, construction began on a new motorcycle factory in the Lima Industrial Park in Batangas State, the Philippines. Plans call for the construction to be completed by September 2008 and manufacturing operations to begin in January 2009 with a starting production capacity of 150,000 motorcycle units annually and an initial workforce of approximately 270.

In Yamaha Motor's three-year medium-term management plan (2008 to 2010), a "further growth in sales and profitability in the ASEAN region" is one of the company's business goals, and the construction of the new factory in the Philippines is one of the initiatives of this plan.



The Safe Construction Ceremony held

Japan

Creating corporate culture that gives "Compliance" the highest priority

On March 3, a Risk Management & Compliance Policy Explanatory Meeting was held at the Communication Plaza of the YMC. Attending the meeting were a total of 150 people including YMC's President Kajikawa, division heads and up of YMC, presidents of Japanese Group companies and representatives of administrative divisions. The aim of the meeting was to share information about the direction of risk management



President Kajikawa speaking at the meeting

and compliance policy and the approach as customer-oriented management with the highest priority on compliance throughout the Yamaha Motor group.

From Tomoko Kakehi, CSR Planning Div., YMC

South Korea

Yamaha distributor opens new head office in Seoul

On February 28, 2008, the Yamaha distributor, Hankook Motor Trading (HMT) celebrated the opening of its new head office in the South Korean capital, Seoul. The new 5-story building has a service facility, a showroom, a Parts & Accessories warehouse and offices. For Yamaha users the new facility will be a symbol of pride and trust, while for HMT it marks a turning point as the company works to build a strong nationwide sales & service network, HMT has many plans for 2008 such as a dealer meeting, riders festival and service education, all to enhance sales and the Yamaha brand value in the South Korean market.

From Kibok Ku, Hankook Motor Trading, Korea



The new Seoul head office will handle the market in the region around the capital

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A means for the disabled to show their spirit of challenge

Yamaha Motor 2008 - IPC Alpine Skiing World Cup Finals Hakuba

The pinnacle of international alpine skiing competition for the disabled, the 2008 International Paralympic Committee (IPC) Alpine Skiing World Cup Finals were held in Nagano from 20th to 26th of February.

Yamaha Motor was the official title sponsor for the event in which competitors overcame their individual handicaps in racing their way to the finish line.



Taiki Morii claiming third place in the GS category and is now the current 2008 season champion using a chair ski with a suspension developed in collaboration with Yamaha Motor



Due to the bad weather, only the Giant Slalom event was held, and 76 competitors took part

The IPC Alpine Skiing World Cup is held as a 4-round competition throughout the year. The events for this season took place in Austria, France and South Korea, with the title-deciding final round sponsored by Yamaha Motor held in Japan.

It turned out to be a competition heavily influenced by weather with the only clear day the practice day before the start of competition. Throughout the duration, snowfalls and strong winds meant that many races had to be cancelled and in the end, the competition was reduced to just one day.

A total of 76 competitors took part in the giant slalom event, the one and only event able to be held. There were three categories in this event – blind, sitting and standing. Male and female competitors raced separately, and the total time of the

two races decided the overall ranking. Competition was intense and the winners showed great skills. The women's sitting class was won by Kimberly Joines (CAN), women's standing class by Andrea Rothfuss (GER), and the women's blind class by Sabine Gasteiger



Corporate Advisor of YMC, Toru Hasegawa (rear center) with the Austrian competitors, who clinched the top country ranking for this season

(AUT). In the men's division, the sitting class was won by Martin Braxenthaler (GER), standing class by Thomas Pfyl (SUI), and the blind class by Jon Santacana (SPA).



"I honestly did not think that I would win this many races this season" said the Canadian Competitor Kimberly Joines after slating 15 wins this season. "In the last event that took place in Japan at Shiga

Kogen, I could not even manage a podium finish, so I'm extremely happy with the result." "I am grateful to Yamaha for making this event possible and for enabling us competitors to race here in Japan."

Raider steals awards for quality and design



In the US cruiser bike market, where “custom style” machines have long been a favorite category, Yamaha’s new “Raider” model release last September has stolen the spotlight as the industry’s hottest new entry. That popularity was proven in February when the Raider was named “2008 Metric Cruiser of the Year” at the 9th V-twin Expo held in Ohio. The term “Custom Style” cruiser means a bike with a long front fork, an impressive engine, a fat rear tire and plenty of deluxe exterior parts to give a flashy “customized” look. Besides long-distance cruising, these bikes are popular today for short-distance around-town riding

and as a “medium” of communication between custom bike aficionados who share information about customizing and events. What today’s users are asking for is a custom style bike that is easier to ride and offers true quality at an affordable price. These are the needs that the Raider was designed to answer, based on Yamaha’s long years of Star series cruiser bike development and the famous Yamaha handling. In short, it offers “artistic styling” and “built-in customized look plus great performance.”

Says YMUS’ Derek Brooks, Product Planning Manager for Star Motorcycles, “We couldn’t be more excited about receiving this award from V-Twin Motorcycles magazine.” He adds that, “Of course, we feel the Raider is a home run with its aluminum frame, 113 cubic-inch (1854cc) engine, and radical styling. However, it’s always nice to

have such a leading publication feel the same way. It’s easy to make a bike look good, but the Raider handles and rides as good as it looks. This truly reinforces Star’s vision to be a leader in the cruiser market and not follow convention.”

By the way, the Yamaha Star series “Roadliner” won the “Metric Cruiser of the Year” award in 2006 and 2007, making it three in a row for Yamaha.



This coveted award is given each year by V-Twin Motorcycles magazine