

YAMAHA MOTOR CO., LTD.

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Yamaha News

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The VMAX is back, with a vengeance!

Spectacular launch events in the U.S. and Europe have unveiled the new VMAX. Packed with the latest technologies and a sharp, muscular look, this VMAX is more max. than ever.



VMAX

The New VMAX — A Truly

Yamaha recently undertook the challenge of reviving one of its great traditions by launching a new VMAX for the US and European markets. The new model announced worldwide at 18:00 (GMT) on June 4 mounts a completely new 1679 cc, V4 fuel-injected engine on an aluminum frame in a package that boasts awesome acceleration performance.

Since the original VMAX appeared in 1985, its power, radical styling and comfort have won it many fans. The bike has powerfully inspired and influenced the motorcycle world as a flagship product that exceeds the bounds of category, engine size and model year. And now the VMAX has been reinvented, 24 years after its first appearance. While remaining faithful to the original concept, the whole machine has evolved with the incorporation of such technologies as leading-edge electronic control based on Yamaha's G.E.N.I.C.H. engineering ideal. In this issue of *Yamaha News* we asked some of those involved in the bike's development and marketing for their thoughts and observations.

The challenge of a Full-time V-Boost

**Hajime Nakaaki,
Project Leader**

"I was in charge of the new VMAX project chassis until one day I was asked to step into the shoes of the project leader. I felt immense pressure. Everyone was highly aware that this was a major project to create value for the Yamaha brand.

"Within Yamaha, it was said that a model change for the VMAX in the 21st century was just not possible. However, the project had an unequivocal concept:

to achieve power and comfort. Our task was to maintain and evolve the unique character of the original VMAX. The challenge was how to reconcile two conflicting characteristics — awesome acceleration and a comfortable ride.

"Looking just at acceleration, it was desirable to increase the front wheel's distributed load to give it more solid road grip during acceleration. However, the V-engine was central to the VMAX's identity and on top of that, the feeling of the rider straddling the engine was a key point.

In other words, moving the engine toward the front wheel to get better acceleration would detract from the VMAX's character. We put a lot of energy into balancing these two conflicting demands.

"The riding position also reflects a trade-off between two conflicting demands. While keeping a comfortable posture just right for cruising around town, we achieved a seat shape that also holds the rider firmly when the bike's 'awesome acceleration' is called on.

"And, most of all, the new VMAX had to exceed the



Hajime Nakaaki, Project Leader



Yamaha Challenge

exactly the same in the world of GP racing in the sense that product planning philosophy there was about meeting the expectations of the race riders.

“And I emphasized something else to the project members. That is, don’t say ‘this is the extent of my job, this much and no more.’ I told them they had to develop a feeling and attitude of not hesitating to approach other departments and sections related to the project. I am sure that we can create products that inspire *Kando** if we overcome the barriers between departments and sections and enter into a spirit of friendly competition where ideas are freely shared.

“The reason we were always able to maintain high morale in a project despite the long development period was because we all had a common image of where we were headed. The new VMAX is a product that symbolizes our feelings and attitude. We hope that customers will carry on riding this bike for as long as possible.”

* *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.

rider got off the machine and exclaimed: ‘Amazing acceleration. Just awesome!’ Those words brought us closer in sharing a common image of our goal and further encouraged us.

“In fact, just after I joined Yamaha, I worked in product planning. That experience was fortunate in that it committed me to developing products from the perspective of what the customer wants. I believe I also inherited a spirit of ‘no compromise’ from my predecessor, who had practical experience in the premier class of World GP road racing (former GP500 class and current MotoGP). The most important thing is meeting customers’ needs. In fact, I realized it was

performance of the original V-Boost. When the original VMAX went over 6,000 rpm, two carburetors breathed into each cylinder. This was the V-Boost, which helped produce the bike’s awesome acceleration. To exceed the initial bike, we worked to create a ‘Full-time V-Boost’ that would provide searing acceleration at all engine speeds, not just in the high-speed range. As a way of achieving this, we decided to incorporate what we call our ‘G.E.N.I.C.H.’ electronic control technology.

“While our G.E.N.I.C.H. technologies are deployed in the R series and elsewhere, they could not easily be applied to the VMAX. This is because, unlike in-line fours where each cylinder is controlled on a single axis basis, in a V4 the cylinders are arranged in pairs, necessitating twin axis control, which requires higher precision.

“With much testing and analysis, we achieved some degree of success. At that time, our prototype bike test



Muscular beauty at the instant power is unleashed

**Takeshi Umemoto, Designer,
GK Dynamics Inc.**

“We designers started by analyzing the appeal of the original VMAX. It was a model designed like a hotrod cruiser, calling to mind images of a bodybuilder or drag racing. Analyzing it still further, it looked like the original VMAX was all engine. The main element was the sense of power emanating from the engine — including the air scoops — and the body parts and other components looked small in comparison. This was the original identity we needed to preserve.

“To express the power encapsulated in a new, more powerful VMAX, we emphasized the intake and exhaust airflow passing through the machine. We gave even more thought to the flow of the air and gas components through the processes of intake, combustion and discharge for each of the four cylinders. The air scoops and mufflers are delineated separately for each cylinder. And through an interlinking shape inspired by an infinity sign motif, we also created an impression of limitless power deriving from the air flowing into the engine that typifies the VMAX’s V4 power plant.



Takeshi Umemoto, Designer, GK Dynamics Inc.



A sketch from the final stages of the new VMAX development

“In creating such a design form, we referenced sculptures and various other artworks and sports conveying a sense of power. In the course of this, we sought to express in the form powerful muscular beauty, the beat of life, the expression of the instant where power is unleashed, and the rippling tension of muscle. With the new VMAX, it was decided to express the bulge of muscle. The number of sketches we drew was huge.

“The swell of muscle is readily associated with the muscle of an athlete in a 100-meter sprint race. While the YZF-R1 and other models have parts that are inspired by the muscular beauty of an athlete, the R1’s strong point is its nimble cornering. Drawing our imagery from athletic events, the R1 represents the world of 400-meter races with the cornering it involves. In contrast, the muscular beauty of the new VMAX resembles an athlete who runs 100 meters all out. It summons forth extraordinary instantaneous power very quickly and expresses muscular beauty with the extraordinary tension of the moment the starting pistol rings out.

“The completed new design inherits the genetic history of the original model. The engine area appears large, with other peripheral parts surrounding it. The new individuality of the bike is its form based on an image of the immensely powerful driving force of the rear wheel, which becomes torque, and accelerates forward while seeming to push the front part of the chassis ahead of it. This image is very different from that of its predecessor, which had the cruiser formula in its origins and whose front seemed to rise up.



A life-size clay model from the development stage

And this image is what defines the new VMAX's expression of power. The forward tilting lines of the new machine have different implications from down-force lines.

"In contrast to the R series models, flowing, floating-on-wind-style aerodynamics

were not considered. We sought to create a barreling type of power that seems to punch through a wall of air. In other words, we felt that the image of a machine punching into the onrushing air best defined the new VMAX. If the new VMAX were a person, it would be someone who appreciates strength. And,

whereas the design of the original VMAX was carried on primarily at Yamaha's US base, the new VMAX was designed to send a message of Yamaha soul and spirit to a global ridership. Behold the muscular beauty of the instant of unleashing incredible power."

The new VMAX features



New-design V4 engine

A new-design liquid-cooled 4-stroke, DOHC, 65-degree V4, 4-valve engine is adopted to provide awesome acceleration feeling and powerful cruising performance. One of the new technical features that enabled the compact combustion chamber design is the new cam chain layout. In this system, the cam chain drives only the intake side. The exhaust side camshaft is driven by a gear mechanism from the intake side. This enables a better concentration of mass and makes it possible to minimize the pitch between the intake and exhaust camshafts to enable a more compact design for the combustion chamber.



Newly designed aluminum frame

A newly designed all aluminum frame has been adopted. The frame structure consists of gravity-cast hollow aluminum stock for the main frame and a rear frame that is welded together from CF aluminum die-cast parts and extruded aluminum parts. In particular, the optimum varying of wall thickness in the main frame by increments of just a few millimeters, has made it possible to achieve good rigidity balance throughout the frame.



New VMAX design

The new VMAX body design carries on the unique identity of the original VMAX. The design visually accentuates the flow from intake to exhaust, integrated with expression of the great strength harbored within the machine.

VMAX: US and European unveilings



This new-generation muscle bike first emerged from darkness in a cloud of smoke with an F14 jet fighter, as the rider did tire-squealing burnouts on the flight deck of the USS Midway aircraft carrier

California, U.S.A.

The new VMAX was unveiled on the decommissioned US Naval aircraft carrier USS Midway (the Midway Museum) in San Diego Bay. Around 70 journalists and dealers gathered to see the new VMAX ridden into the public spotlight. A huge buzz went through the crowd as the machine made its appearance, smoke billowing from its spinning rear tire. When Project Leader Nakaaki appeared the excitement enveloping the venue intensified.

In the United States, where the original VMAX has remained consistently popular, sales of the original model have totaled 38,000 over the past 24 years. There are many owner groups all over the country, and the marque has attracted a wide fan base, ranging from those who like to customize it to others who simply use it as a sports commuter.

About the new VMAX, dealers commented: "It's an awesome product that has remained true to the original style." "The price is not cheap, but it features many technologies and offers high value." "It will probably attract a larger base of new fans who will be different from the fans of the original VMAX... But what is its quarter mile time?"

The special YMUS website for the new VMAX attracted 20,000 hits in just one day. Comments included: "I'm heading for the dealer today." "Well the bike is definitely SWEET!!" "Now THAT's a motorcycle! More along classic lines than the prototype suggested, I love it."

Advance-order sales of a limited lot of 2,500 units of the new VMAX began at the time of the launch, with customers putting down a \$1,000 deposit at dealerships to ensure their order. In just three days more than 300 orders had been received, indicating a good start for the new model on target for the sales goal.



These special event guests got the opportunity to get their first close-up look at the VMAX. Many photographs were taken

Near Madrid, Spain

The venue for the European unveiling was an airport on a plain 100 kilometers north of Madrid. It was attended by around 150 media and dealer representatives from all around Europe. On the runway, which was surrounded by a display of drag racing four-wheelers, drag machines spurted fire as they demonstrated their performance. Then the newly reborn VMAX loomed up from the opposite direction. At the same time, seven jets appeared in the skies overhead, thrilling the crowd with a flying demonstration.

Up to now, more than 40,000 of the original VMAX have been sold in Europe. France, Germany, Italy and other countries have owners' clubs with memberships totaling some 2,700 Europe-wide. The Italian club is an official Yamaha club and holds club meetings and events regularly. The unveiling of the new VMAX was set against the backdrop of this deep-seated popularity of the original VMAX in Europe.

In the week after the unveiling, Yamaha dealers were inundated with inquiries. In that week alone, the three countries received 200 – 300 inquiries each, which was extremely gratifying. Rather than making sales at showrooms, high-powered displays have been held at exhibitions and events using a specially outfitted VMAX truck. Customers who make a sales decision then make their purchase via the Internet. The first displays are to be rolled out in June and July in Germany, France, and Italy.



Before the appearance of the new VMAX seven jet fighters did a fly-over



The last jet flew low over the spectators heads and then the new VMAX followed in a dramatic appearance

A quarter century of unchanging Yamaha spirit

Akira Araki,
Senior Executive Officer
(in charge of developing the first VMAX)

“The Venture Royale, launched on the US market in 1983, was a touring model to ride as far as the heart desires. You could easily notch up five or six hundred kilometers a day on it, and it was Yamaha’s flagship model at that time. The Venture Royale was characterized by luxury features suitable for traveling first class with low engine rpm at a speed of 55 mph or so. I had been in charge of developing this bike, and when the dust settled after its launch, I started to think about using its V4 power plant to create new value in the expanding US big bike market. One day, something happened that clarified the direction we would take.

“It was May 1983. Having received proposals from Yamaha Motor Corporation, U.S.A. (YMUS) and GK (Design), the development team went to Louisiana to check market trends. In New Orleans we saw some bikers racing on a bridge, and what we saw convinced us of our direction and was the first sign of what would become the VMAX. On a Friday evening, some riders had gathered to race on the bridge, competing in straight-line acceleration. It was not about cornering, and not about gracefully cruising on long, straight roads.

“This was all about the pleasure of straight-line acceleration and speed over just a few hundred meters. At that time, drag racing in passenger cars with large V8 engines was popular in the United States. We started our planning with the idea of substituting the cars known as V8 hotrods — symbols of power — with bikes. We dubbed our machine the ‘VMAX,’ meaning ‘maximum V power plant.’

“First of all, what should it look like? We created the body design based on how visually interesting we could make the flow from the air scoop to the engine and exhausts. At the same time, the key to the power needed for fierce acceleration was how much power we could produce based on the Venture Royale’s 1200cc engine. After a lot of advanced development, we adopted a system known as the ‘V-Boost,’ which gave outstanding acceleration utilizing the V4 engine’s firing interval. It was a measure that used the resting carb that had finished its spray of atomized fuel to assist the subsequent fuel atomization (spray) of the neighboring cylinder. This is something that can’t be done with an in-line four because of its structure.

“In the first year, the VMAX was launched in the United States. The following year when it was launched in Europe, its unique



Akira Araki,
Senior Executive
Officer (in charge
of developing the
first VMAX)

and individual design won it fans, and unlike in the United States, its flamboyance went down well. I was surprised that the VMAX was popular in places with different history, culture and road conditions.

“Over the 24 years since then, the VMAX has been supported by fans around the world. The main reasons are surely Yamaha’s originality and the fact that no major changes have been made in the specs. In all honesty, no such changes could have been made. The original VMAX could not have been exceeded through half-hearted changes.

“And then this project finally came about. With the evolution and accumulation of technology over the past 24 years, we have been able to get over a high hurdle. While many new technologies are incorporated in the new VMAX, the basic development orientation has been to extend the original concept and create a model that maintains Yamaha’s originality. Even though the technology evolves, this commitment never changes.



The original VMAX sold approx. 100,000 units worldwide



Clean sweep at Le Mans! Rossi moves to No.1 in the ranking



Although no clear leader had emerged in the first four races of the 2008 MotoGP series, the next two were dominated by Fiat Yamaha Team's Valentino Rossi who came out on top to claim the No. 1 spot in the series ranking. Teammate Jorge Lorenzo continues to do his best in the competition despite successive injuries.

The 4th round of the series, the China GP, brought Rossi his first victory this season on the YZR-M1. He won again at the following French GP with a noteworthy 90th victory at the world championship level. In the 6th round held in his home country, the Italian GP, Rossi gained pole position for the first time in almost a year, and won at a speed that beat the lap time of the former record holder, Max Biaggi, three times during the race. This 3rd successive victory, a feat not achieved by Rossi since 2005, together with a total of 91 career victories places him alone in 2nd place behind all-time leader Giacomo Agostini.

The Yamaha team's accomplishments do not stop here. In the 5th round, the French GP, Yamaha made a clean sweep of the podium, with Rossi 1st, Lorenzo 2nd and Tech3 Yamaha's Colin Edwards in 3rd. This was an accomplishment seven years in the making. Also, this was the first time since 2004 that Tech3 Yamaha Team had gained a podium finish.

In the 7th round, the Catalunya GP, Rossi battled up from 9th position on the starting grid to finish the race in 2nd place.

At the British GP, round eight of the series, Rossi won a tight dual with ranking rival Dani Pedrosa (Honda) to take second and widen his lead in the season ranking by another four points.

On the first day of racing at the China GP, Lorenzo fell during practice, fracturing his left ankle. Despite this he ended up finishing 4th in the race. At the French GP Lorenzo came in



2nd for a podium finish behind Rossi. In Italy he was forced to retire because of a fall, and then in Catalunya he fell again hitting his head and was therefore withdrawn from the remainder of race weekend.

On the Tech3 Yamaha Team, Colin Edwards and James Toseland continue to perform well. As well as coming in 3rd at the French GP, Edwards finished 5th in both the 6th and 7th rounds, whilst Toseland came in 6th resulting in both finishing high up the ladder for the 2nd consecutive race. Also, Edwards made an impressive 4th-place finish in round eight.



It was Rossi's 9th career victory at the Mugello circuit



Lorenzo raced hard despite injury



Haga, 7th round double win!



After the 7th round of the series Haga was quoted as saying, "During the race the collarbone was no problem, just some muscle pain"



Corser had the following to say about his battle with Haga, "Thanks to the boys on the team, and thanks to Nori there as well, I had an amazing race with him. Fantastic riding"

Noriyuki Haga of the Yamaha Motor Italia WSB Team won the 2nd race of the round five of the series held at his team's home course in Italy. However, just before the final race at round six in the U.S., Haga fell badly, fracturing his right collarbone. Haga's collarbone was found to be broken in at least three places and hence the doctor judged him unfit to continue riding. Although Haga conceded that this was his "first broken bone in 29 years of racing," his desire to win the championship and thoughts of the enthusiastic support from his team would not allow him to miss the final race. After retiring from the 1st race he finished 6th in the 2nd. Team Manager Massimo Meregalli was full of praise, saying "What Noriyuki did was like a miracle." In the 7th round in Germany two weeks

later, Haga took control of both races, achieving a perfect double victory. This 2nd race deserves special mention, as the race developed into a head-to-head with teammate Troy Corser. They swapped the lead between themselves over and over throughout the race until Haga finally came away with the win.

Although Corser had not been close to a podium finish since the 3rd round of the series, he finished 2nd in the 1st race of round six in the U.S. This time he shared the podium with Haga in 2nd place after their epic battle in the 2nd race of round seven.

Haga was ranked 4th after the 7th round whilst Corser ranked 5th.



First victory for Foret since signing with Yamaha!

The 4th round of the WSS series in Holland proved to be a tough-fought battle for victory between a number of different riders. Despite being in 13th position in the opening lap, Yamaha World Supersport Team's Fabien Foret was able to gradually make gains throughout the race to finally finish in 4th position. Foret's time difference with the top position was a mere 0.201 seconds. Foret's teammate, Broc Parkes, attempted the race despite

having cracked a bone in his hand after a fall during practice on the Friday. Nonetheless, Parkes was able to keep up with the riders in the top group. In the closing stages of the race however, he gradually slipped back into 5th position. The difference between Parkes' time and the top position was also a mere 0.283 seconds.

In the 5th round in Italy, Foret achieved his first victory since his signing with Yamaha. Although he made a slow start, by the 9th lap he had caught up to gain top position and held on to take the win. Parkes was also in top form and finished 3rd despite being held back by injury.

In the 6th round in Germany, Parkes achieved a podium-finish with 3rd place. Foret also fought back from a 10th place starting position to finish 4th overall.



Parkes riding to 4th place in round four after receiving a shot for the pain



Dissatisfied with his riding performance at the start line Foret moved into 2nd place in the series ranking



Philippaerts' valiant battle! Coppins' potential unleashed in round 7!



Philippaerts managed 13th place even after a fall

David Philippaerts of the Yamaha Monster Motocross Team retained his top ranking by the end of the 7th round of the Motocross World Championships in mid June. Josh Coppins also achieved 2nd place overall at the 7th round, his highest since the opening of the season.

Philippaerts held on to the lead and was strong throughout the 1st heat of round four of the WMX series, managing to retain his 1st place position until the end. In the 1st heat of the 5th round, the Italia GP, he became caught up in a fall with other riders and found himself right at the back of the pack. However, he was able to pass 16 riders to finish 5th through magnificent line selection and a superb display of riding skill over the last 30 minutes.

Coppins, who had yet to improve his form by mid-season, made a breakthrough in the 7th round. In the 1st heat he led for the first time this season. Due to an accident where his rear wheel became entangled with a section of the fence however, he finished in 2nd place. He continued to show good form in the 2nd heat to finish 2nd again and come in 2nd overall, his highest yet for the season. With this result Coppins has risen to 3rd place in the season ranking, within range of regaining the top position he held for most of last season.



Coppins came in 2nd overall in the 7th round. "To come from a 'low' like Mallory Park to be right at the front and on the podium was the response that I wanted"



Reed, YZ450F Win Championship!



About winning the 2008 title, Reed said: "It's been a rough season, and there have been a lot of ups and downs. I just want to thank everybody"

Chad Reed of the L&M Racing Supercross Team dominated this season's 17-race AMA Supercross Championship series. Reed fell and suffered an injury during the practice round of the 14th round held in Detroit. Despite this he continued to take part in the competition and was able to add points to his total by finishing 12th. In the next round in St. Louis he finished 2nd and maintained his top position in the series ranking.

The most thrilling race of the season was at the 16th round in Seattle. Reed fell at the first corner, dropping back to the very last position. However, he was able to gradually work back through the pack and by the last lap he caught up and passed the 2nd place rider, Andrew Short (Honda). Although he was unable to pass the top rider, Kevin Windham (Honda), he was able to maintain his No. 1 ranking.



In the following and final race of the series, Windham was in 1st position until the 14th lap, where Reed passed him and when onto the win. It was Reed's 9th victory of the season. Yamaha Supercross/Motocross Team member Josh Hill finished 4th in the 14th round, maintaining his constant points-winning form. He finished 5th overall in this season's ranking, right up there with the top riders.



This year's competition opened without last year's champion



Hill displays the Supercross skill that put him on the podium time and again. In Motocross, his highest placing after three rounds was 9th

The AMA Motocross Championship series is running from May 25 to August 31 this year with a total of 12 rounds. Three rounds were run by the beginning of June, but last year's champion, Yamaha Supercross/Motocross Team's Grant Langston has continued to miss racing due to injury. Teammate, Josh Hill has shown remarkable progress in the AMA

Supercross Championship. Riding a YZ450F, he made a good showing coming in 19th in the opening round and 9th in the 2nd round, both in California.

In the Lites class as well, the performance of Jason Lawrence of Yamaha of Troy has been particularly good, having won the title in for the Western Regional Supercross Championship. After winning the opening round he gained a 3rd place podium finish in round two as well.

WORLD TOPICS

We always welcome your contributions. Write to the editorial staff
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Regional dealer meetings introduced new models and confirmed sales policy

Mexico

Regional dealer meetings unite nationwide sales network

Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) held its first Dealers Regional Meetings, headed by Mr. Hatsu Onozawa, President of YMMEX in three important cities, Guadalajara, Merida and Mexico City, from April 10 to 18, 2008. Fifty of the nation's 51 dealerships were able to attend the regional meetings, which were held with the purposes of strengthening communication between the dealers and YMMEX, introducing the 2008 sales policy and presenting four new and long-awaited models, the BWS 125, Cygnus, YBR 125 Cargo and FZ 150. The dealers enjoyed testing these bikes and are confident of sales success.

From Francisco Montes, YMMEX, Mexico

USA



Yamaha YRA instructors win ASI instructor certification

Three YRA (Yamaha Riding Academy) instructors have recently received certification from the ATV Safety Institute (ASI*) as ATV safe-riding instructors. The three are Koji Okawara (YMC Service Div., MS Promotion Gr.), Pogoreliy Victor of Yamaha Motor CIS and Pat Waters of Yamaha Motor Corporation, U.S.A. This certification will help them and the instructors they all teach to provide high-level, standardized ATV safety instruction to customers around the world.

From MS Promotion Gr., Service Div., YMC

*ASI: The ATV Safety Institute is a U.S. industry organization dedicated to promoting safe riding of ATVs

Koji Okawara (back row left), Pat Waters (back row 3rd from right) and Pogoreliy Victor (front row right) received their ASI instructor certification

Spain

MotoGP star Jorge Lorenzo unveils a JogRR replica in his race colors

On May 8, Yamaha's Spanish MotoGP factory rider Jorge Lorenzo made a high-profile appearance at the Yamaha booth in the Barcelona Motorshow "MotOH!" 2008 to introduce for the first time in Europe a JogRR scooter "Lorenzo Replica." Appearing together with Jorge Lasheras, CEO of Yamaha Motor España S.A. (YMES), the popular Lorenzo answered questions from the many journalists and fans present and signed hundreds of autographs. Two-time GP250 champ Lorenzo has delighted his Spanish fans by starting his rookie MotoGP season with consecutive pole positions and winning the Portugal GP. Although he came to this show hobbled by injuries sustained at the China GP, expectations are high for his performance this season.

From Meritxell Romero, YMES, Spain

Mr. Jorge Lasheras, CEO of YMES and Mr. Jorge Lorenzo, pilot of the Fiat Yamaha Team answering questions from the press

South Africa

Moto tour of Africa delivers mosquito nets to fight malaria

The Motos Against Malaria project that began in February 2008 in Johannesburg, South Africa and will end in Morocco sometime in April 2009 is presently in Tanzania this June. Launched by the team of Todd Lawson and Christina Tottle, in conjunction with the Against Malaria Foundation, the project aims to fight malaria in rural Africa by delivering mosquito nets to remote villages. The Canadian couple has already raised more than \$5,300 USD through their Motos Against Malaria webpage to purchase more than 900 insecticide-treated bed nets, which the couple will be personally delivering on their rugged Yamaha AG200s which were supplied by Centurion Yamaha in South Africa, with price support from Yamaha Distributors South Africa, to villages that are outside of normal distribution routes.

From Andy Robertson, Yamaha Distributors, South Africa

*Motos Against Malaria webpage (www.againstmalaria.com/motosagainstmalaria)



Motos Against Malaria founders Todd and Christina and their AG200s



The employees of YMMWJ celebrated the one million mark in motorcycle production

YMMWJ celebrates one million unit milestone in motorcycle production

One of Yamaha's Indonesian motorcycle production bases, PT. Yamaha Motor Manufacturing West Java (YMMWJ), celebrated an important milestone on May 8, as it reached the one million mark in total production. This great milestone was reached in just two years and four months since operations began in January 2006. It is indeed a proud achievement for all the Yamaha people involved. In the growing Indonesian market they have worked to increase production and meet market demand while maintaining a policy "absolute quality" through an aggressive employee training program.

From Naruhisa Wakata, YMC

Germany

First model shop for Yamaha VI opens



The new model dealership in Dortmund is designed to enhance the brand image with VI



The interior is zoned by model category

German's first model motorcycle dealership designed in line with the latest Yamaha visual identity (VI) standards was opened on April 12th in Dortmund in the western part of the country. At the opening of the model dealership, named Motorradspor Hilbk, President Morimoto of Yamaha Motor Deutschland GmbH handed out commemorative gifts as some 700 customers turned out for the occasion. The shop interior is zoned by model category and designed to enhance the quality image of the products. From now on more model dealerships will be built around the country to strengthen specialization of the sales network and the brand image.

From Kazuhiro Nonaka, Yamaha Motor Middle Europe B.V., Netherlands

China

Relief aid for the Sichuan earthquake victims



Employees make personal earthquake donations at Chongqing Jianshe Yamaha Motor

As of May 20, Yamaha Motor Co., Ltd. and 14 Yamaha Motor group companies and their employees in China have donated a total 2,295,000 RMB (approx. 333,800 US dollar) in relief funds and 126,800 RMB (approx. 18,400 US dollar) worth of relief equipment and commodities for the victims of the earthquake that struck China's Sichuan Province on May 12. We wish to express our sincere condolences to the victims of the earthquake in Sichuan Province, China, and pray for the souls of the deceased. We also hope for a rapid recovery for the stricken regions. The Yamaha Motor group plans to make additional contributions to the relief efforts in accordance with future developments.

Japan

World Magnesium Conference Award for Yamaha CF Magnesium Die-cast Rear Frame

At the 65th Annual World Magnesium Conference (held in Warsaw, Poland, on May 20), The Award of Application has been given to the motorcycle rear frame manufactured by Yamaha's CF (Controlled Filling) Magnesium Die-cast Technology. This award is given to just one product in the world judged to be the most advanced and innovative magnesium mass-production application. This high-profile international recognition of Yamaha's technology comes in the important area of light-weight components.

From Junichi Inami, YMC



The CF magnesium die-cast rear frame mounted on the 2008 model YZF-R6

Vietnam

Motorcycle Training Center for Technical College opens with Yamaha Technical Assistance



The main Motorcycle Training Center

YMVN's President Asano (4th from right) and College's Dean at the opening ceremony of Training Center



Yamaha Motor Vietnam Co., Ltd. (YMVN) inaugurated a Motorcycle Training Center in a joint effort with An Giang Technical College in the Mekong Delta in a ceremony attended by YMVN President Masaki Asano and VIPs from the government and educational institutions. The Training Center will provide young people with up-graded training equipment and proper tools to enhance their technical knowledge of motorcycle theory, advance repair and basic workshop management and customer service. Currently, there is a serious shortage of skilled mechanics for the automobile and motorcycle industries in Vietnam at a time when customers' expectations for quality repair and service are growing, so the new center will certainly play an important role.

From Hensley Tan, Service Division, YMVN, Vietnam.

Nigeria

Yamaha donates irrigation system to Ekiti State government

May 23, John Holt Plc, the Yamaha distributor in Nigeria, West Africa, presented on behalf of YMC one unit of equipment for a drip irrigation system to Ekiti State Government to be tested for efficiency and effectiveness. The drip irrigation system with a Yamaha water pump is expected to increase agricultural productivity and make efficient use of water resources. On hand to receive the equipment was the Deputy Governor of the State, Chief Sikiru Lawal. He expressed gratitude for the donation of the equipment and assured the managements of John Holt Plc and YMC that the system will be tested for effective use in agriculture in the state.

From Victor Adetunji, John Holt Plc, Nigeria



John Holt Plc Managing Director Rob Poynter (4th from right) presented the system to the Deputy Governor of Ekiti State (3rd from right)

Japan

OMDO service training with the world's largest horsepower outboard, F350



The service trainees at the Yamaha Marina

From May 14 to 20, eleven service people from seven countries (Gabon, Guatemala, the Maldives, Palau, St. Vincent, Tahiti and Russia) participated in outboard motor service training at the OMDO Service Center. There were technical lectures and hands-on training on the engine, transmission gears and the new "Drive By Wire (DBW)" control system for which all the participants receive certificates of completion. They will now be conveying this newly acquired knowledge in their respective markets.

From Shoichi Mitsui, OMDO, YMC

Indonesia

Traffic Police Safety Contest

On May 25, PT. Yamaha Motor Kencana Indonesia (YMKI) cooperated in the holding of a Traffic Police Safety Contest at the square of the Police Headquarters in the Indonesian capital of Jakarta. Timed to correspond with celebrations of the 100th anniversary of Indonesian National Awakening, the contest gave 66 police representatives from 33 areas nationwide the chance to test their motorcycle riding safety skills. For YMKI, cooperating in this contest is part of the company's ongoing programs for the promotion of riding safety, which will continue to be held in cooperation with the 33 regional governments of Indonesia.

From Motorsports Promotion Gr., Service Div., YMC



Indonesian traffic police tested their riding safety skills with a Yamaha XJ900P in a Safety Contest

Germany

Valentino Rossi visits Germany



On May 23, Valentino Rossi visited the Yamaha Road Show in Cologne organized by Yamaha Motor Deutschland GmbH (YMG) with an exhibition of the key 2008 scooters and motorcycle models. The big highlight of the event was the visit of Valentino Rossi. Arriving at the venue riding on an R1 Fiat replica bike, Rossi was interviewed in front of his enthusiastic fans and participated in a photo shoot with winners of a lottery held on a German website. Later, a lunch was organized together with important motorcycle journalists. For YMG and all Rossi's fans it was a great chance to meet this exceptional rider and friendly person in Germany.

From Karlheinz Vetter, YMG, Germany

Rossi was interviewed in front of a big gathering of fans

Italy

Motori Minarelli celebrates 10 million mark in total motorcycle engine production



At the ceremony in Italy (YMC President Kajikawa at left and Motori Minarelli President G. Bastia at right)

On April 11, The Italian motorcycle engine manufacturing subsidiary, Motori Minarelli S.p.A., held a ceremony at its headquarters in Bologna to celebrate the manufacture of its 10 millionth engine since the company's founding. Representing YMC at the ceremony was President Kajikawa. Motori Minarelli primarily manufactures motorcycle engines in the 49cc to 660cc range for Yamaha Motor Italia S.p.A. in Italy, Yamaha Motor España S.A. in Spain and MBK Industrie S.A. in France. The company's planned engine production for 2008 is 280,000 units.

The Philippines

Grand opening of a model Yamaha 3S Dealership



The model Yamaha 3S Dealership opened in Marikina, the Philippines

On April 26, the first Lifestyle 3S Shop of Yamaha Motor Philippines Inc. (YMPH) officially opened in Marikina. The completion of this facility is a major milestone for the company, Wingman Enterprises and the City of Marikina. Attending the opening ceremony were the mayor of Marikina City and other government officials. The event began with an impromptu motorcade and customers were given free oil changes for their Yamaha motorcycles and T-shirts and test-rides were held before the ceremony. The grand opening celebration was culminated by a mini concert and open buffet. This first 3S shop is dedicated to delivering quality products, total service and real value-for-money for the customer.

From YMPH, The Philippines

Spain

YMES supports safe-riding program for new riders

Yamaha Motor España S.A. (YMES) is collaboration with Fundación Mapfre and the Action Team in an "Itinerant Safety Riding School" program targeted at the many people who want to make motorcycles a part of their lives as a convenient, economical and enjoyable means of transportation. The training courses teach basic riding technique and passive and active safety essentials, as well as apparel and maintenance. YMES is lending units of its popular 50cc and 125cc scooters, including the JogR/RR, Cygnus 125, X-Max 125, X-City 125, Neo's, Majesty 125 and Aerox. The courses are being held in different Spanish cities from March to November 2008.

From Meritxell Romero, YMES, Spain



A participant in a Safety Riding School course on Yamaha JogR

Japan

Yamaha Marine Fukuroi Plant opens



The new Yamaha Marine Fukuroi Plant

On June 16, YMC's marine engine development and manufacturing subsidiary, Yamaha Marine Co., Ltd., celebrated transfer of the first of its outboard motor assembly lines to its newly constructed Yamaha Marine Fukuroi Plant in Fukuroi City, Shizuoka Pref.

The shift in recent years from 2-stroke to 4-stroke outboard motors and the increase in motor size and sophistication has caused increasing stress on the manufacturing system. The new Fukuroi Plant will enable a reorganization of manufacturing and improvements in distribution and safety systems as well as adoption of environmental measures such as natural lighting and water reuse/recycling systems.



The Mayor of Fukuroi (2nd from left), YMC's President Kajikawa (3rd from right) and Yamaha Marine's President Kato (3rd from left) joined the tape cutting at the opening ceremony

USA

Business Summit for 2009 golf car models

From June 5 to 7, a 2009 Golf Car Business Summit was held in Miami, Florida. The Summit opened with a speech by President Iio of Yamaha Golf-Car Company (YGC) and included an agenda of 12 panel discussions organized around the theme of "Education" and other presentations over the three days of the conference. For the 200-some dealers gathered from around the USA it was a very fruitful summit from the aspects of sales promotion and building brand image in the American golf car market.

From Yasuhiro Murai, YGC, USA



Some 200 dealers attended the Summit panel discussions

Indonesia

YMKI wins top Service Quality award for second straight year

For the second consecutive year, PT. Yamaha Motor Kencana Indonesia (YMKI) is the proud winner of top award for Service Quality in the motorcycle division of Indonesia's prestigious Frontier – Marketing & Research Consultant customer satisfaction survey awards. The survey judges companies on shop location, technical expertise, pricing, claim handling and character. This award is recognition of YMKI's diligent, ongoing efforts to match the rapid growth in motorcycle sales with an equally fast growth in qualified dealerships and service personnel trained by Yamaha Technical Academy standards to provide service that fosters customer "assurance, safety and trust."

From Mr. Mangiring, Service Div., YMKI, Indonesia



YMKI President Takahashi receives the 2008 Service Quality award

Latin America and the Caribbean

Operations start at new parts and accessories distribution center



At the opening ceremony for the new distribution center in Miami

On April 1, a ceremony was held to celebrate the start of operations at the new Yamaha Motor Distribution Latin America Inc. (YDLA) in Miami, Florida USA. Attending the ceremony were numerous dignitaries including the consul general of Miami and city council members and many Latin American and Caribbean Yamaha distributors. With the start of operations at YDLA, finally all six of the YMC's designated business regions now have established top-flight regional parts distribution centers equipped to supply parts and accessories with shortened lead time to strengthen service operations and customer satisfaction.

From Ito Yasurou, YMC



YGC President Iio's opening speech

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



A more refined NOUVO ELEGANCE

The front masque of the NOUVO ELEGANCE, recently launched in Bangkok, Thailand, is characterized by two headlight "eyes" with blue "eye-shadow." It is now six years since the first NOUVO appeared in 2002, and this is the third NOUVO, which has carved out a new niche for itself as an automatic transmission two-wheeler in the ASEAN market. The engine has evolved from the original 115cc power plant to a liquid-cooled 135cc plant with a DiASil cylinder. The body also has a new design, offering a roomy helmet space and other features to meet diversifying needs. The freshness of the bike is not only in its technology. The body retains its predecessors' identity and has a sports bike feel. The cowl shape and the outer parts of its central cross section are designed to emphasize "surfaces," which makes the body look bigger. While the

wheelbase has been lengthened by a mere 10 mm, the bike looks bigger than it is. As is well known, a characteristic of Yamaha motorcycles is the way they are designed not only from the viewpoint of the rider but also from the way the rider will look on the bike. This is based on an approach of giving visual representation to performance. Taking another look at the NOUVO ELEGANCE from a knowledge of this characteristic leads to interesting discoveries. Is the rear footrest brace with its fluid curved shape expressive of a comfortable ride? Is the distinctive front fender meant to emphasize the exhilaration of a commuter joyfully riding briskly down the road? How about looking at a product from the standpoint of its functional beauty for a change? What is the function of the blue eye-shadow? This is an accentuation of the bike's aesthetic beauty.

