

YAMAHA MOTOR CO., LTD.

# Yamaha News

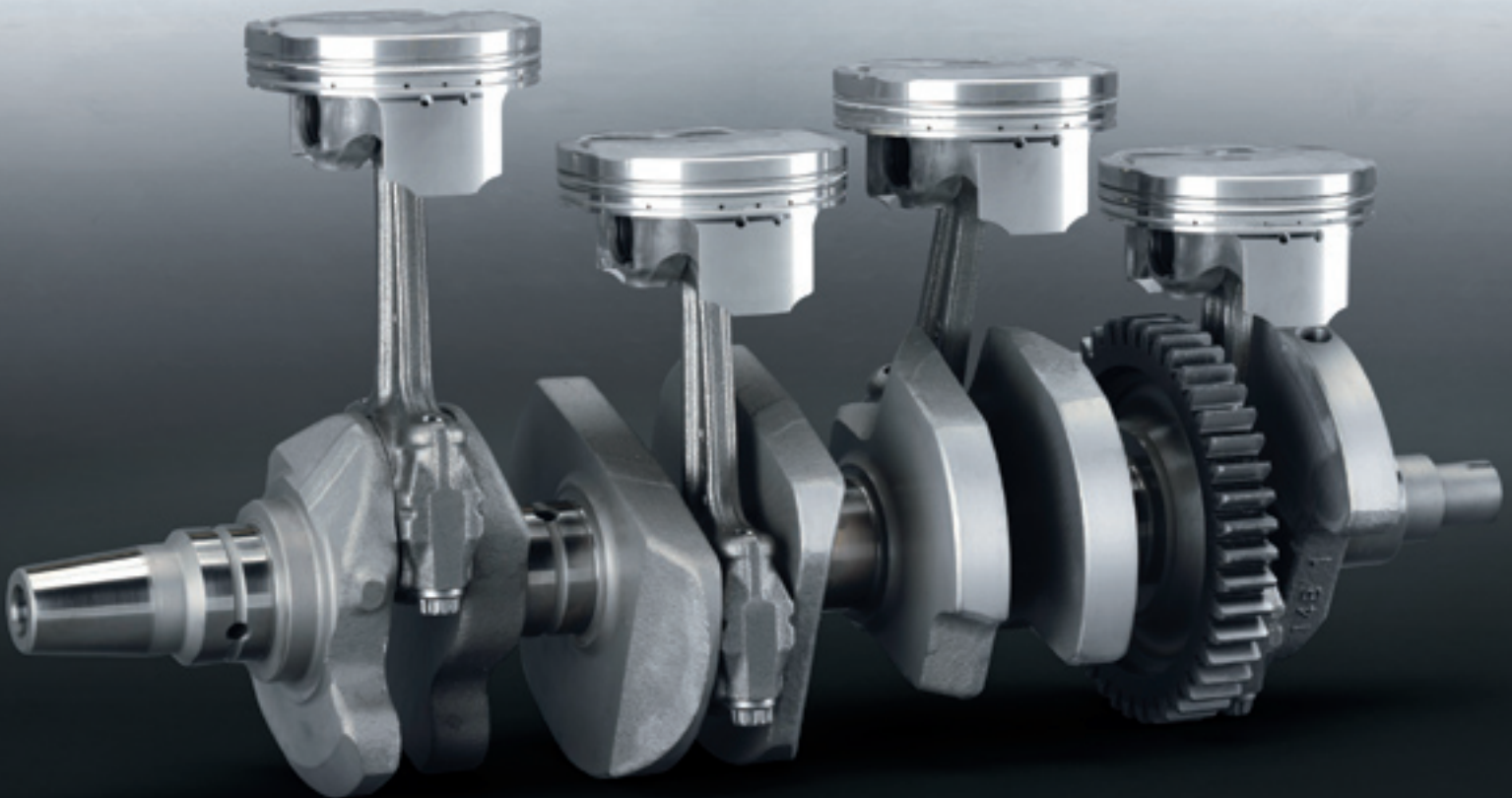
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No.1



## What links Yamaha's MotoGP racer to the YZF-R1

The defining feature of the new 2009 model YZF-R1 is its "crossplane crankshaft" (also known as the 90-degree crank), a technology fed back from Yamaha's YZR-M1 MotoGP race machine. *Yamaha News* talked to the M1 and YZF-R1 Project Leaders to find out just how that technology feedback came about.



# What links Yamaha's Moto



M1 Project Leader Koichi Tsuji (left) and R1 Project Leader Toyoshi Nishida

**The defining feature of the new 2009 model YZF-R1 is its “crossplane crankshaft” (also known as the 90-degree crank), a technology fed back from Yamaha’s YZR-M1 MotoGP race machine. *Yamaha News* talked to the M1 and YZF-R1 Project Leaders to find out just how that technology feedback came about.**

## Two 90-degree cranks born of engineers’ passion

**Yamaha News (YN):** The 90-degree crank was first used on the 2004 YZR-M1, wasn’t it?

**YZR-M1 Project Leader Tsuji:** That’s right. Our competitors were using “V” format engines but Yamaha had been competing with an in-line-4 (parallel 4) engine since the start of the

MotoGP regulation (2002). We adopted the crossplane crankshaft because we wanted to take on a new realm of technical development within that existing engine format.

**YN:** Then in the test session at the end of January 2004 Valentino Rossi rode the machine with that new engine for the first time. Is that correct?

**Tsuji:** He did, and he said it was good. He called it a “sweet” engine, but he added that it needed more power.

**YN:** How did the crossplane crank engine then become the official race format for the M1?

**Tsuji:** A race isn’t decided simply by the qualifying lap times of the machines. The important thing is that the machine be one that the rider can operate comfortably for the whole 40 minutes or so of the race and still deliver consistent lap times as the tires wear down. We decided to adopt

the 90-degree crank because of its strengths in those areas. As for the additional power that Rossi was asking for, we believed that we could provide that with further development efforts afterwards.

## The new “excitement” of the R1

**YN:** The result was that Yamaha won the MotoGP title that year. After that, when was it that you began thinking about adopting the 90-degree crank on the R1?

**YZF-R1 Project Leader Nishida:** Around the end of that year the test riders for production model development rode the YZR-M1 and experienced the 90-degree crank for the first time. They all agreed it was easy to control and not stressful. So we saw no reason why it shouldn’t be used.

# GP racer to the YZF-R1

That eventually led to its adoption on the R1.

**YN:** When you actually got down to the work of applying it, what difficulties did you encounter?

**Nishida:** Probably the aspect we spent the most time thinking about was how to turn the stress-free performance into a positive form of riding excitement. In other words, until then the excitement of the R1's ride had been the invigorating feeling of the power development in the high rpm range. But the new R1 has a low-stress, "sweet" character to the way it revs up through the high rpm range. It is a very different sense of excitement. So we had to start by rethinking the standard that defined the new R1's "excitement."

**YN:** What was the standard for the new R1 excitement you arrived at?

**Nishida:** Until now we had been thinking in terms of the excitement that the machine gives the rider. But with the new R1 it is the excitement the rider feels from having perfect control over the machine and having the machine respond to the rider's every intention.



Valentino Rossi racing on the YZR-M1 with crossplane crankshaft

## Bringing race technology to the customers

**YN:** What was the actual technology feedback process from the M1 to the R1?

**Tsuji:** There was no particular organization behind it. Several people on the production model development staff have worked on the MotoGP staff

over the years, so there is a natural connection between the two and that creates an environment where it is easy for us to draw on each others' skills. And that makes for natural feedback without formality or unnecessary boundaries.

**Nishida:** Our staff who have had experience working in the MotoGP theater are very good at making optimum use of the time allotted them. They have learned how to get multiple sets of data out of a single test, for example.

**YN:** But aren't the technologies desired for a race and a production model inherently different?

**Tsuji:** The M1 has a mission to win races. But, at Yamaha we believe that giving out customers the chance to experience through our products the technologies we have developed in racing is one of our most important missions. I believe that is the point that connects the M1 and the R1.

**Nishida:** It is the strong desire to have our customers experience the same excitement we felt the first time we experienced the 90-degree crank engine performance that has led to the creation of this new R1. And we want to continue to deliver M1 technologies in the same way in the future.



The 2009 model YZF-R1 is the sixth generation model since the R1's debut in 1998

# MotoGP riders join in YZF-R1 launch in the USA!

Last September over a 1,000 Yamaha dealers gathered from around the country at the annual US Dealer Meeting in Las Vegas. Among the lineup of new models introduced, it was the 2009 model YZF-R1 that drew special attention. When it was time to bring the new YZF-R1 on stage, it was only fitting that it be ridden by Yamaha's MotoGP riders, because it is MotoGP racer technology that really makes the 2009 R1 different. First Colin Edwards rode onstage, followed by James Toseland and Jorge Lorenzo – all on different-color R1s. "Is there a color missing?" asked the Yamaha Motor Corporation, USA Motorsports General Manager,



The current Yamaha MotoGP riders were on hand to introduce the all new YZF-R1 with its MotoGP-style cross plane crankshaft

Bob Starr. And there it was – with none other than Valentino Rossi rumbling onstage aboard a final yellow R1. Dealers were clearly thrilled

to witness such talent at their show – and they showed it through their applause and hundreds of photographs taken of the stars posing with the new R1s.



In January 2009, a new YZF-R1 test ride event was held for the press at Eastern Creek racetrack in Australia



## Expectant eyes on the YZF-R1 worldwide – Europe

A group of some thirty leading motorcycle journalists from across Europe converged on Amsterdam, the Netherlands, to get an in-depth introduction to the new YZF-R1 by its Yamaha Motor Co., Ltd. Project Leader, Toyoshi Nishida, on September 8, 2008. After the engine was actually started to give the journalists a taste of the difference made by its newly adopted "crossplane crankshaft," an excited exchange of questions and answers filled the conference room.

Then, at the Intermot Show in Munich, Germany, in October and the Milano Show in Italy in November, it was the



motorcycle enthusiasts turn to get long-awaited look at the new YZF-R1. At Intermot, the new R1 was displayed at a booth themed "The Art of Engineering." At the Milano Show, the Yamaha booth

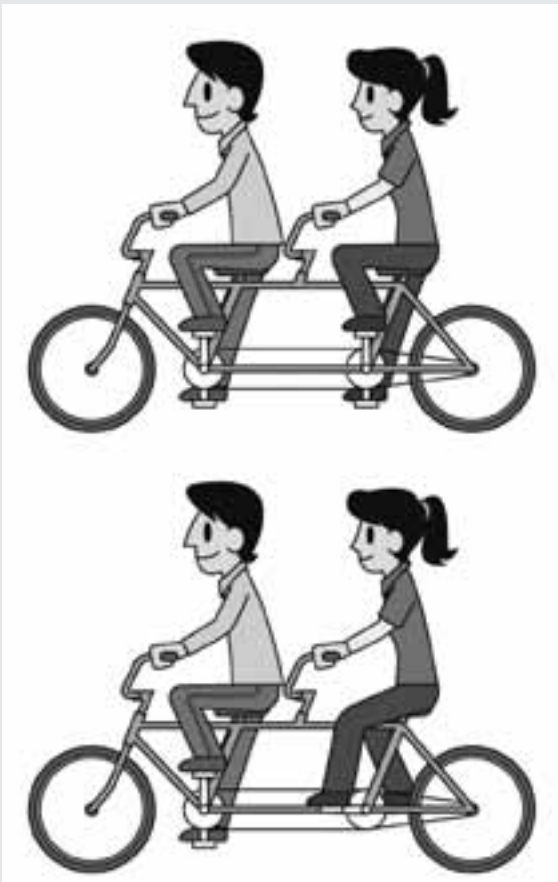


The new YZF-R1 displayed at the Intermot Show in Germany was a big attention-getter

was a joint YAMAHA group production including Yamaha Marine and Yamaha Corp. (music) products, but here again the new R1 was the main attraction.

## The technology

As the sixth generation YZF-R1 in the eleven years since its launch in 1998, the 2009 model R1 has been fully re-developed throughout the engine and chassis under a product concept of the "Ultimate Cornering Master 1000." What distinguishes the new model more than anything is the new engine developed around a "crossplane crankshaft" of the same type used in Yamaha's MotoGP race machines to achieve more linear traction characteristics for outstanding cornering performance. This combines with the performance of the newly designed chassis to give the rider an unprecedented experience of sporty handling through all stages of cornering, from the entrance to full lean and the final exiting of the curve.



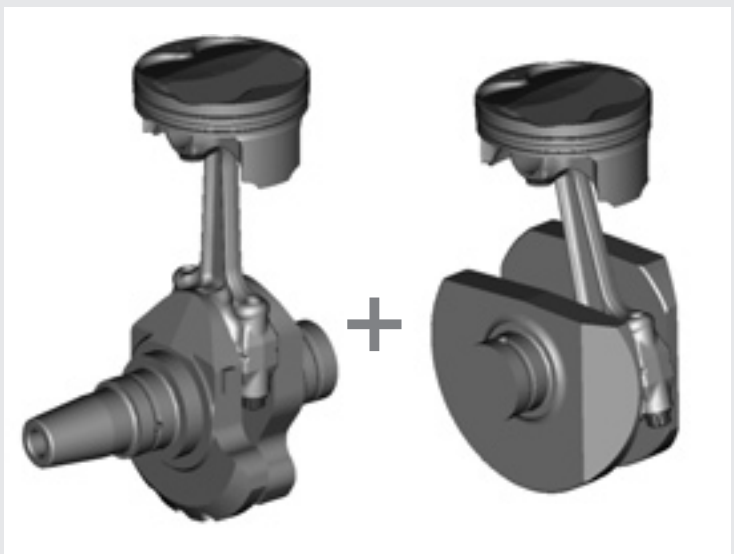
### An image of the crossplane crankshaft

One way to get an image of the effect of a crossplane crankshaft is to imagine a tandem bicycle. In both of these images the bicycle is being pedaled by two riders. In the upper image the pedals of the two riders are in the same position, while in the lower image the positions are different. This lower image is the equivalent of a crossplane crankshaft. From the upper image you can imagine that it takes longer for the riders to get the bicycle up to speed from the moment they start pedaling. In contrast, from the lower image you can visualize how the different positions of the pedals will enable the two riders to start the bicycle moving forward more smoothly. This is the principle of the consistently smooth power development of the crossplane crankshaft engine.



### Technical explanation

The inertial force of the piston causes a slight variation in the revolving speed of the crankshaft during the course of each revolution. Because the two inside cylinders and the two outside cylinders move in unison on a conventional in-line 4-cylinder engine, this revolving speed variant is augmented, producing a four times greater variant in revolving speed. The crossplane crankshaft is designed to cancel out this torque variant by setting the interval between neighboring pistons at 1/4th of a revolution (90 degrees) so that the fluctuations in crank speed are canceled out. This in turn creates high-quality torque characteristics in a high-revving type engine.



How torque fluctuation is cancelled out

# 2009 Yamaha Race Program

The 2008 race season was a fantastic one for Yamaha, highlighted by the return to MotoGP supremacy by Valentino Rossi and David Philippaerts winning the title in his first year with Yamaha in MX1. In 2009 expectations are high for even more exciting racing. Here we introduce the Yamaha racing program for these categories that begin competition in March and April.

Riding in MotoGP again this year from the FIAT YAMAHA TEAM are Rossi and Jorge Lorenzo. Like last season, they will be competing to win the MotoGP triple crown. Riding for the satellite Monster Yamaha Tech 3 again are Colin Edwards and James Toseland, who starts his second season in the MotoGP.

In WMX, the Yamaha Monster Energy Motocross Team is competing with the same riders as last year in the MX1 class. They are the 2008 champion Philippaerts and Josh Coppins.

The move up to MX1 this season by the Yamaha Red Bull De Carli Team's former MX2 class superstar, Antonio Cairoli, makes it certain that there will be hot competition for the 2009 MX1 title by the Yamaha riders. Cairoli's teammate this year is Tanel Leok, who ranked 8<sup>th</sup> in MX1 last season.

In WSB, the Yamaha World Superbike Team is fielding a new roster of riders. They are Ben Spies, winner of three consecutive Superbike class championship titles in the AMA Road Race Championships from 2006 to 2008, and Tom Sykes, who competed until last year in the British Superbike Championship. Also, riding again this year for the Yamaha GMT94 team is David Checa.

In WSS, the Yamaha World Supersport Team again fields Fabien Foret, and his teammate is Cal Crutchlow. Also, the Yamaha Lorenzini by Leoni team enters Michele Pirro, who moves up from the Superstock class.

## MotoGP

### FIAT YAMAHA TEAM



*Valentino Rossi*



*Jorge Lorenzo*

### Monster Yamaha Tech 3



*Colin Edwards*



*James Toseland*

## World Superbike Championship

### Yamaha World Superbike Team



*Ben Spies*



*Tom Sykes*

### Yamaha GMT94



*David Checa*

## World Supersport Championship

### Yamaha World Supersport Team



*Fabien Foret*



*Cal Crutchlow*

### Yamaha Lorenzini by Leoni



*Michele Pirro*

## World Motocross Championship MX1

### Yamaha Monster Energy Motocross Team



*David Philippaerts*



*Josh Coppins*

### Yamaha Red Bull De Carli Team



*Antonio Cairoli*



*Tanel Leok*

## AMA Supercross/Motocross Championship

In the AMA Supercross series in the USA that began on January 3, the Yamaha Factory Supercross/Motocross Team enters Broc Hepler, Josh Hill and Grant Langston riding the YZ450F. Also competing in the pinnacle Supercross category from the San Manuel Band of Mission Indians/L

L&M Team are last season's AMA Motocross champion James Stewart and teammate Kyle Chisholm, also riding the YZ450F.

Plans also call for the riders below to compete in the AMA Motocross championship that begins in May.

### Yamaha Factory Supercross/Motocross Team



*Broc Hepler*



*Josh Hill*



*Grant Langston*

### San Manuel Band of Mission Indians/L&M Team



*James Stewart*



*Kyle Chisholm*

# James Stewart's unstoppable winning streak



There is no stopping Stewart as he has powered to seven straight victories in AMA Supercross

The 17-round AMA Supercross Championship series began on Jan. 3 at Anaheim in California. James Stewart thrilled his fans by grabbing the holeshot. After that a one-on-one battle developed between him and Chad Reed (Suzuki) that eventually resulted in the two riders colliding. Stewart was unable to restart and forced to retire from the race. The eventual winner of this race was YZ450F rider Josh Grant of the Joe Gibbs Racing Team.

Stewart returned at round two (Phoenix, Arizona) to hold off all challenges and win his first victory in Yamaha colors. With that, he began an amazing winning streak of seven consecutive races through round eight. This streak has put him on top in the ranking ahead of his constant rival, defending champion Reed.

## Yamaha on top in AMA competition with Stewart

James Stewart of the San Manuel Band of Mission Indians/L&M Team brings an outstanding record of success in AMA competition. In 2008 he had an amazing undefeated season in AMA Motocross, winning all 24 heats in the 12 rounds of the series. This brought Stewart his sixth AMA championship title.

"I am excited by the change [to Yamaha]. It is a new beginning for me but it is a strong team. Larry Brooks (team owner) has just come out of a Supercross championship and I have just won a motocross championship, so hopefully with both of us together we will be able to win again. I know I have the ability to win and I know this bike is more than capable of it. I will still be the same old James, and now it will be even more fun, so I hope the fans like it."

As for the AMA Supercross he is now competing in, Stewart was the 2007 champion but missed much of the 2008 season due to injury.



# 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>



At the 100,000<sup>th</sup> motorcycle production ceremony at the Incolmotos factory

## Colombia

### Incolmotos Yamaha motorcycle production reaches 100,000

On September 19, 2008, Incolmotos Yamaha celebrated the 100,000<sup>th</sup> motorcycle to come off the line at its assembly plant that began operations in 2006. The 100,000<sup>th</sup> motorcycle was a black BWS 125. In 2007, Incolmotos sold more than 760,000 units in the Colombian market and that number is expected to increase this year with the launch of the new BWS 125. The company has also built a new warehouse as part of its plans for sustainable business growth.

From Cristina Montoya Gaviria, Incolmotos Yamaha, Colombia

## Brazil

### New finance company will support Yamaha dealers and customers

On November 3, an opening ceremony was held for the brand-new finance company Banco Yamaha Motor do Brasil S.A. (BYMD) established as a 100% subsidiary of Yamaha Motor do Brasil Ltda. The new company will provide consumer loan and inventory finance for Yamaha customers and dealers in Brazil, beginning in select areas and then extending throughout the country within 2009.



At the opening ceremony for the new finance company Banco Yamaha Motor do Brasil S.A.

BYMD is expected to perform an important role in supporting dealers with its competitive financing program and services in the Brazilian market, where consumer loans have now become the most popular means of purchasing a motorcycle. This is the second such entity focusing on captive financial services after Yamaha Motor Finance Australia Pty. Ltd.

From BYMD, Brazil

## Germany

### YMG celebrates delivery of first new VMAX

Finally, the long-awaited deliveries of the new VMAX have begun. On November 26, 2008, Yamaha Motor Deutschland GmbH (YMG) organized a delivery ceremony at the company's head office in order to emphasize the premium status of the new VMAX. The first new VMAX customer in Germany, Mr. Ewald Kohlenbeck, his dealer, Mr. Steger and the local press were invited to the ceremony, where YMG handed over a commemorative gift and the first VMAX. Mr. Kohlenbeck gladly commented, "It's an honor to be first new VMAX customer in Germany, and now have my long-awaited VMAX standing right in front of me!"

From Hideo Ishibashi, YMG, Germany



First proud new VMAX owner in Germany at the special delivery ceremony

## Malaysia / Spain

### World Technician GP winners meet MotoGP champ, Rossi

When the MotoGP traveled to Malaysia and Spain for the last two rounds of the 2008 season, the already crowned 2008 champion, Valentino Rossi met with two Yamaha dealer people who are champions in their own right. They are Yamaha service technicians who won the 2007 Yamaha World Technician Grand Prix (WTGP), Dewa Putu Gunawirawan of Indonesia and Massimiliano Cordeschi of Italy. Like Rossi on the race track, these highly skilled technician "GP champions" bring *Kando*\* to Yamaha customers through their work.

From Satoshi Kamiya, Yamaha Motor Co., Ltd., Japan



Rossi and WTGP Indonesian champion Dewa Putu Gunawirawan



Rossi and WTGP Italian champion Massimiliano Cordeschi

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



## Italy

### Presenting a “Yamaha brand experience” at EICMA

For the 2008 Milano show (EICMA), held from November 4 to 9, Yamaha Motor Italia S.p.A. (YMIT) presented all the new 2009 two-wheeler models, including two “world premier” models: Majesty 400 and XJ6. For the first time this year they also displayed Yamaha outboard motors, WaveRunners and snowmobiles for a fuller brand experience. YMIT strongly believes that presentation of product diverseness united by same Yamaha philosophy was understood by visitors and that it can reinforce the “Be the One.” concept in their minds. The reaction from customers, Yamaha dealers and journalists was phenomenal and gave YMIT confidence to achieve its goals for the 2009 season.

From Paolo Pavesio, YMIT, Italy



Along with the 2009 two wheelers, Yamaha marine and Yamaha Corp. music products were displayed for a full brand experience

## China

### Additional aid for Sichuan Earthquake victims

On November 31, a ceremony was held to commemorate the successful completion of the “Smile Project” Sichuan Yamaha Aid Campaign” launched by Shanghai Yamaha Jianshe Motor Marketing Co., Ltd. (YMSM) on October 25, 2008, to provide service in the areas stricken by the Sichuan Earthquake. During the month of this campaign, three teams of Yamaha service people offered motorcycle inspections, maintenance and traffic safety instruction at a total of 42 locations in Chengdu City and the surrounding areas. At the same time, charity activities were conducted at 35 elementary and middle schools in the area aimed a hastening recovery from the earthquake disaster.

The Yamaha Motor group will continue to provide additional earthquake natural disaster relief aid when and where the need arises.

\* “Smile Project” is a riding safety educational program conducted by Yamaha in China since 2007.



At the ceremony for the completion of the Smile Project aid campaign

## Japan

### Asian, Latin American CBU Information Hunting course



Service training conference participants test rode CBU models at YMC's Fukuroi Test Course

From October 27 to 31, twenty service education representatives from 11 Asian and Latin American Yamaha distributors were invited to Japan for a meeting and training sessions in structures and maintenance methods for the 2009 models at the YMC Training Center and test-rides at the Fukuroi Test Course.

For the participants and the YMC staff it was an important opportunity to transfer specialized knowledge the service instructors will need to train mechanics in their respective countries sales networks. In many Asian and Latin American markets the Yamaha distributors will be promoting sales of a wider range of both locally assembled CKD and imported CBU models to boost brand image.

From MC Service Division, Yamaha Motor Co., Ltd. (YMC), Japan

## Saint Vincent / Jamaica

### Four stroke outboards introduction and YRA in the Caribbean

In August 2008, an event was held on the Caribbean island of Saint Vincent to officially launch the Yamaha 4-stroke outboards. Gathering to receive product and service explanations and test ride the Yamaha 4-strokes were 75 Saint Vincent fishery operators, representatives of fishery agencies and NPOs and regional Yamaha distributors. In the same month, a YRA (Yamaha Riding Academy) course for police was also held on Saint Vincent and another for general customers in Jamaica in September. In these courses participants learned proper daily inspection and practiced proper riding techniques that heightened their safety awareness.

From Rika Tachimoto, OMDO, YMC, Japan



At the YRA in Jamaica 16 general customers took part

On the final day operators were taken out on a day of fishing to compare 2-stroke and 4-stroke engine performance



Italy



YMIT's 100<sup>th</sup> VI-integrated showroom in Pescara

## 100 shops, 100% Yamaha

Yamaha Motor Italia S.p.A. (YMIT) has celebrated the completion of its 100<sup>th</sup> showroom built according to Yamaha's Visual Identity guidelines. The new showroom in Pescara has floor space of 4,000 sq. m for displaying motorcycles, scooters, genuine apparel and accessories along with spare parts and service areas.

The harmonization of the external and internal store image in Italy began in 1999 with the first store in Parma and intensified from 2004 to now reach the 100<sup>th</sup> store fully coherent with Yamaha's interior and exterior Visual Identity guidelines. The aim is to make each Yamaha shop a rich sensory experience, showing products in a way that meets and exceeds customer expectations.

From Paolo Pavesio, YMIT, Italy

Germany

## The first international win for YZF-R125 in 24H race

On August 23, 2008, German Yamaha dealer "Zweiradtechnik Wolf" participated in the 24H race at Harzring race track (near Leipzig) with a standard YZF-R125 in the 125cc motorcycle category. In this class where only tire and gear ratio modifications are allowed, the standard YZF-R125 ran very smoothly and enabled the "Zweiradtechnik Wolf" team to run 1,114 laps without any trouble and take first place in class. This is one of the first high-profile demonstrations of the high quality of the new YZF-R125 in competition.

From Hideo Ishibashi, Yamaha Motor Deutschland GmbH, Germany



A standard YZF-R125 won the 24H race at Harzring in Germany

Brazil

## Yamaha supports fishing tournament



YMDB's President Yutaka Kume (2nd from right) at the awards ceremony



Yamaha provided a boat powered by twin F350 outboards for tournament official use

At the end of November 2008, Yamaha Motor do Brasil Ltda. (YMDB) participated as a sponsor in a river fishing tournament held near Brazil's largest city, Sao Paulo, as part of celebrations of the 100<sup>th</sup> anniversary of Japanese immigration. Over the two days of the tournament, some 60 boats and 220 anglers competed with their skills in catching robalo (sea bass) using mainly smaller aluminum boats mounting outboard motors. Yamaha provided the tournament officials with a support boat powered by twin Yamaha F350 outboards. Also, at the awards ceremony it was announced that Yamaha had made contributions of outboard motors and drinking water for the victims of recent flooding in southern Brazil.

From Toshihiko Ono, YMDB, Brazil

Singapore

## Fourth CSR/HR Meeting in Asia

On December 1 and 2, representatives of seven Asian Yamaha Motor group companies gathered in Singapore for the fourth Asia CSR/HR Meeting with the objective of confirming group-wide risk management and compliance directions and progress and sharing best practices and issues emerging from each company's recent activities. The CSR and Human Resources representatives from each company made reports on program results and exchanged opinions from the actual operational viewpoint in each country to strengthen CSR throughout the region.

From Tomoko Kakehi, CSR Planning Div., Yamaha Motor Co., Ltd., Japan



Representatives from Asian Yamaha Motor group companies at the fourth CSR/HR Meeting in Asia

Argentina

## Yamaha Riding Academy Instructor Training in Latin America

In September 2008, Yamaha Riding Academy (YRA) Instructor Training courses were held in Argentina for ATV and dirt bike categories, in which continued growth in demand is expected in the coming years.

Sixteen instructors from three countries participated in these advanced training courses. YRA activities are

being pursued actively in Latin America with the aim of promoting safe and proper use of Yamaha products by the customers. One of the most important elements for making YRA activities successful is skilled instructors. We are sure the instructors involved in this course will contribute to the growth of their companies' business through the YRA activities.

From Tomohiro Ueda, MS Promotion Gr., Yamaha Motor Co., Ltd., Japan



YMC instructor Hidenobu Toh leading the ATV and dirt bike courses

## Uruguay

### Yamaha wins best booth award at Montevideo Motor Show



The award-winning Yamaha booth featured the F350A outboard motor

The Yamaha distributor in Uruguay, Dalsicar, mounted a booth at the Montevideo Motor Show held in the nation's capital from Oct. 31 to Nov. 9. This biennial show is one of the biggest events in Uruguay's motor industry, and despite this being Dalsicar's first booth at this show, they won an award for Best Booth in the general category for a well balanced display of marine products, featuring the new F350A outboard motor, and Power Products. The successful booth provided an effective means to promote the Yamaha brand in the Uruguay market.

From Kentaro Takase, Yamaha Motor Co., Ltd., Japan

## Argentina

### YMARG ranked 17<sup>th</sup> among the nation's outstanding companies

In the corporate ranking published in the October issue of Argentina's business magazine *Apertura\**, Yamaha Motor Argentina S.A. (YMARG) was ranked 17<sup>th</sup> out of 160 companies in the under 200 employee category. The survey cited the quality of YMARG's CSR (corporate social responsibility) activities and employee training program as reasons for the high ranking. It is also recognized as a company with a large number highly motivated employees in their 20s that is still growing. As a company YMARG is working to create an even better working environment for its employees.

From Gustavo Cerri, YMARG, Argentina

\* *Apertura* is one of Argentina's leading business magazines now in its 25<sup>th</sup> year of publication with a circulation of over 18,000 monthly.



## Brazil

### ISO 14001 certification for Guarulhos Plant

Yamaha Motor do Brasil Ltda. (YMDB) is the proud recipient of ISO 14001:2004 certification for its plant in Guarulhos, State of São Paulo, granted on October 31 by DQS auditors. The now ISO-certified Environmental Management System was implemented in accordance with Yamaha Motor group guidelines as one of the company's targets for the year 2008 and follows the 2004 ISO certification of the Yamaha plant in Manaus. According to the Corporate Social Responsibility principles and its Code of Ethics, YMDB is aware that an ecologically balanced environment is essential to humankind's quality of life and survival and ISO certification is part of Yamaha's proactive efforts for preventing pollution and preserving nature resources.

From Bianchi Cassio, YMDB, Brazil



YMDB's President Yutaka Kume (center front) with the ISO certificate and Guarulhos plant employees

## Mexico

### Yamaha Champion in Mexico

On November 23, at the Mexico City Rodriguez Hermanos race track, the Factory Road Racing Team of Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) and its rider Socrates Juliaras won the Moto Pro 2008 Championship in the Supersport class. At the same time Yamaha also won the 2008 Motorcycle Manufacturer Championship. The nine-round Moto Pro series is the most important road racing championship in Mexico, competed by factory teams of the four Japanese makers. YMMEX is proud to have won this Championship with its marketing partners that sponsor the Samsung Yamaha Oakley team and will be looking to repeat this success in 2009.

From Francisco Montes, YMMEX, Mexico



Yamaha pilot Socrates Juliaras won the Mexican Moto Pro championship

**Mexico**

**Celebrating 50 years of the Yamaha brand in Mexico**

On October 1, Yamaha de Mexico (YDM), the distributor of Yamaha Corp. products in Mexico, celebrated its 50<sup>th</sup> corporate anniversary with a gala event at a famous restaurant in Mexico City's Chapultepec Park with well-known artists of the music world like Armando Manzanero attending. Representing Yamaha Motor Co., Ltd. (YMC) at the celebration was Corporate Adviser and former president Toru Hasegawa, who promised that YMC and Yamaha Corp. will continue to cooperate for the growth of the YAMAHA brand in the Mexican market.

**From Hiroshi Setogawa, Yamaha Motor de Mexico, S.A. de C.V., Mexico**

YMC Adviser Hasegawa at the YDM's 50<sup>th</sup> anniversary celebration (2nd from right)



**El Salvador**

**Training course on outboard motors**

From October 13 to 18, El Salvador Yamaha Service Centre held a training course with the main aim of updating the knowledge on outboard engines of the technical staff at the service centre. Instruction by Mr. Shoji Motegi, from YMC's Overseas Market Development Operations (OMDO) gave the mechanics the opportunity to resolve questions on repairing marine engines, both in theory and practice. At the end of the course the participating technicians received certification accrediting them as outboard service specialists capable of providing quality service for Yamaha customers in El Salvador that will bring benefits not only in the repair shop but in sales as well.

**From Karla Flores, El Salvador Yamaha Service Centre, El Salvador**



Technical staff received hands-on training

**Spain**

**YMES President awarded as "Business Economist of the Year"**



YMES President Jorge Lasheras (left) receives the "Business Economist of the Year" award

The Economists Association of Catalonia has awarded Mr. Jorge Lasheras, president of Yamaha Motor España, S.A. (YMES), as "Business Economist of the Year 2008" due to his professional career and to his commitment to the business community in Spain. The Catalan economists pointed out that the choice of Lasheras was due to his career as business economist in the industrial sector having different top management responsibilities during the last 27 years at YMES as well as on the board of Yamaha Motor Europe N.V. On November 6, Lasheras received the award during a gala dinner at the Gran Marina Hotel of Barcelona.

**From Meritxell Romero, YMES, Spain**

**Brazil**

**Production of F20B 4-stroke outboard starts at Manaus**



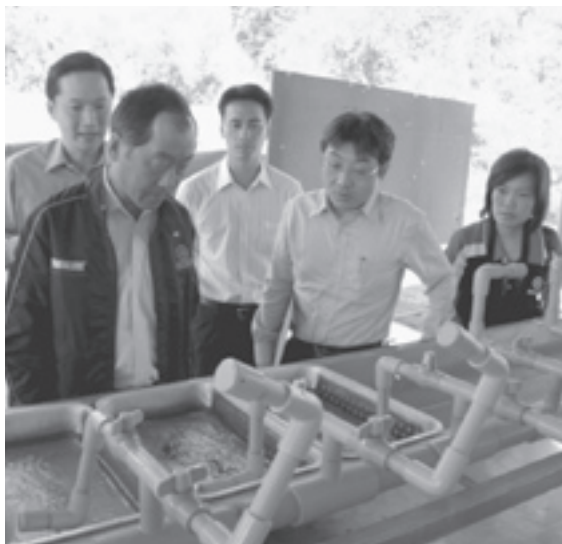
Celebrating the production of the first F20B 4-stroke outboard in Brazil

Yamaha Motor da Amazônia (YMDA) is proud to announce the start of production of the 4-stroke outboard motor F20B at its Manaus factory in December 2008. The F20B is the fourth outboard model produced at the Manaus factory after 15, 25 and 40 horsepower Yamaha 2-strokes and it is the first 4-stroke model ever produced in Brazil. The F20B is also important because it makes use of a tax incentive by being produced in Manaus city and gives Yamaha the means to answer the growing demand for 4-stroke outboards with a domestically produced model. Now Division Nautica of YMDA has set itself a new target of making Brazil the second largest marine sales country for Yamaha in the world, after the United States.

**From Fumihiko Kitano, YMDA, Brazil**

**Thailand**

**TYM supports rural development pilot projects under royal patronage**



TYM's former CEO Takahiko Goan (front left) and company representatives visit a TYM-supported fish farming project site

As part of its CSR (Corporate Social Responsibility) activities, Thai Yamaha Motor Co., Ltd. (TYM) continuously contributes to society in cooperation with respectable social development institutions. One of the main institutions TYM has supported for years is the Chaipattana Foundation, over which H.M. the King Bhumibol presides as President with H.R.H. Princess Maha Chakri Sirindhorn as Executive Chairperson. In 2006, TYM supported the foundation's pilot projects of Nile Tilapia fish farming and hydroponic vegetable culture in rural areas to generate income for villagers in need. With TYM's financial support, the projects have been initiated and production has begun.

**From Premchit Manesarachun, TYM, Thailand**

## Mexico



The three BW125s that just completed a 2,000km Challenge run

## BW125 grand launch highlighted by BW's Challenge

On September 5, 2008, Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) held a grand launch for the new model BW125 scooter at the famed Playa del Carmen resort. Celebrity guests including actor Gabriel Soto, the motocross rider Sandra Rios and a popular newscaster brightened the event. Another highlight was the arrival of three BW125s that had just completed a 2,000 km Challenge run across Mexico with the cooperation of a motorcycle magazine to publicize the reliability of the new model. A large turnout of media and the press helped ensure the success of the launch.

From Hiroshi Setogawa, YMMEX, Mexico

## Brazil

### Yamaha chosen 7<sup>th</sup> Best Company to Interns in State of São Paulo

On November 28, Yamaha Motor do Brasil Ltda. (YMDB) was selected as one of the top finishers of the annual "Best Companies to Interns" in Brazil's State of São Paulo. This contest of the Company-School Integration Center (CIEE) is a deep evaluation of the company environment and aims at rewarding companies that invest in quality programs to give practical experience to students to prepare them for the work market. The Best Company selections were based on 3,000 interviews of interns and executives of 200 companies from the State of São Paulo and Yamaha was judged the 7<sup>th</sup> best company to interns in the State.

From Márcia Frias, YMDB, Brazil



Márcia Frias, Human Resources Supervisor from YMDB, received the trophy among the representatives of the 10 best companies

## Peru

### New home office opening and Dealer Meeting

On November 5, an opening ceremony was held for the new home office facility of Yamaha Motor del Perú S.A. (YMDP). The new 3-story facility has total floor space of 3,480 m<sup>2</sup> with offices on the 3rd floor and showroom space on the first two floors accommodating the "3S" functions of Sales, Service and Spare Parts.

Following the ceremony, YMDP held its first dealer meeting in ten years was held for dealers in the steadily growing Peruvian motorcycle market. The meeting stressed the importance of YMDP and dealer cooperation in providing the 3S functions to strengthen Yamaha product sales and differentiate the brand.



Attending from Yamaha Motor Co., Ltd. was Managing Executive Officer Uchiyama, who gave a congratulatory speech

## Malaysia

### Welcoming the MotoGP Championship Team

On October 16, 2008, Yamaha's MotoGP racing teams received a warm welcome when they returned to Malaysia—the site of pre-season tests—to participate in the 17<sup>th</sup> round of the season at the Sepang Circuit as the new reigning triple crown champions holding the rider, manufacturer and team titles. At a welcoming party the members of the Malaysian Yamaha Racing Team were happy to meet and congratulate the Fiat Yamaha Team on their victorious season and wish them the best for the remaining two races of the season. On the 19<sup>th</sup> Rossi responded by winning his ninth race of the season before the Malaysian fans.

From Masahiko Arika, Hong Leong Yamaha Motor Sdn. Bhd., Malaysia



The Fiat Yamaha Team riders and managers with members of Malaysia's Yamaha Racing Team

# Yamaha Culture – Always Moving



On November 1, 2008, the annual “Yamaha Vintage Model Demo Runs and Exhibition” event was held at the Yamaha Test Course in Japan before the largest gathering of fans ever, some 1,400. This event began as part of a project to keep the historical Yamaha models displayed at the headquarters’ Communication Plaza in running condition. In 1999 it became an annual event held each autumn and since 2001 it has been open to the public.

Now a popular event on the calendar of an increasing number of Yamaha fans, this year’s demo runs attracted an audience from around the country who filled the parking lot at the Yamaha Test Course over 600 motorcycles. Of the 51 historical models, production racers and factory racers on display, 31 were put through their paces on the track before the excited crowd. The 4-wheeler demo

runs featured the Toyota 2000GT, Celica 1600GTV, and the 0X99-11 supercar. And the fans thrilled at the sight of the 1978 YZR500 and the 2008

YZR-M1 factory racers in action. The 2009 running of the event is scheduled for the first Saturday in November.

## Here are some models that ran!



One of this year’s focuses was the 2-stroke 2-cylinder engine models of the YDS series, which was the forerunner of the TZ production racers that would take the Japan, European and American race scenes by storm in later years. (Photo shows YDS-3)



The scooters like this that became popular in Japan in the latter half of the 70s led to a lineup of CVT transmission scooters that are now supplied to markets all over the world.

## Restoration work reveals the spirit of the designers



Yamaha volunteers take charge of the demo runs on event day. For a behind-the-scenes look at the event he spoke to the chief organizer, Mr. Hiroshi Sasaki.

**Q:** This was the 10th running of this event. Was there anything special about its agenda?

**Sasaki:** Until this year there had never been any particular theme or focus to each event, but this time we set some specific themes. One was to feature the 250cc 2-stroke sport models, which were an important base of the Yamaha image in the 1960s. Another was the 50cc scooters. These scooters that became popular in Japan from the 70s into the 80s seemed to please people partly because of their bright color schemes.

**Q:** How do you prepare, service and test the event models?

**S:** The models displayed at the Communication Plaza are constantly rotated and the servicing is done in connection with that display rotation. The models that will be run in that year's event are put through

preliminary runs over a period of about four months to find and repair any malfunctions.

**Q:** Are there any difficulties involved in servicing the restored models?

**S:** We contract retired Yamaha employees to do the maintenance and that process produces about seven or eight restored models a year. The quality of paints has changed a lot over the years and it is often difficult to replicate the old colors. We use color samples to reproduce the basic colors when possible, but at times we have to refer to things like old catalogs.

**Q:** What are your thoughts as the person in charge of restoration and maintenance?

**S:** I get a clear impression of the increased use of aluminum and plastic resins in more recent models and the tremendous advances in manufacturing

technology and quality. But the essence hasn't changed. In the sense of a "machine" that will deliver the same original performance if it is assembled and maintained correctly with care, the essence is the same now as it was then.

**Q:** Do you feel something of the thoughts or intent of the original design engineers when working with the old models?

**S:** I feel that Yamaha models are typified not only by a pursuit of quality but also a concern for the beauty of the exterior design. Yamaha is often spoken of as a brand with a special concern for design, but working with these models I can sense how not only the designers but also the engineers designing the engine and chassis and even the test riders surely had a concern for the beauty of the final product.



The Toyota Celica powered by a Yamaha engine became popular in Japan and Europe in the 70s. This year a restored Celica 1600GTV made a demo run along with the Toyota 2000GT (in front).



The OX99-11 GP supercar mounts a Yamaha F1 engine in an aluminum chassis hand crafted in the British tradition. Sixteen years after its 1992 debut it is still a thrill to watch.



This is the 1978 YZR500 that Kenny Roberts rode to his first world championship title. It was the first YZR500 to mount "Yamaha Power Valve System (YPVS)" for optimized torque characteristics.

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## About the publication of *Yamaha News*

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In the 43 years since *Yamaha News* began publication in 1966, we have continued to supply information from Japan about the company's worldwide activities in printed text form to Yamaha dealers around the globe. During this time, your efforts in selling Yamaha products have helped win customers who use and love them in all parts of the world. At the same time, Yamaha Motor Co., Ltd. has continued to expand and diversify its business under the corporate mission of "offering new excitement and a more fulfilling life to people all over the world." Today, Yamaha Motor group consists of 154 subsidiaries and affiliated companies, and group factories and sales companies manufacture and market our products around the globe. For this, we would like to express our sincere gratitude to everyone.

With the changing times, the information you need for your business has also become more diversified, in accordance with the different business methods in each region and the continued diversification of our products. And with the development of IT and the Internet, we have entered an era in which you can access information from around the world in real time. The ongoing spread of Yamaha sales companies in all regions of the world has surely brought dealers everywhere closer to Yamaha and increased the opportunities for the type of communication that is vital to your business. In light of this, we re-examined the relevance of continuing to publish *Yamaha News* as a print medium and we decided that the environment and organizational resources already exist for carrying out the equivalent communications role without a printed newsletter. Therefore, as of March, 2009, we will be ending the publication of *Yamaha News* in its existing form. We would like to take this opportunity to thank all of the people who have been consistent readers of *Yamaha News* over the years. At the same time we ask for your continued efforts in support of Yamaha Motor in the future.

*Yamaha Motor Co., Ltd.*  
*Public Relations Division*

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