

CSR

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Basic Policies of CSR

The Yamaha Motor Group strives to contribute to the sustainable development of society through our business activities based on our corporate philosophy and to always abide by the letter and spirit of domestic and international laws and regulations. We are dedicated to earning the trust of the global community, and we place great value on communicating with all stakeholders. We expect all of our business partners to share our principles and to act in accordance.

Customers

- We offer new excitement and a more fulfilling life for people all over the world through high-quality products and services that combine safety and innovation.
- We provide practical, helpful information about products and services to customers.
- We make every effort to protect the personal information of our customers and others involved in our business.

Shareholders and Investors

- We aim to deliver stable, long-term growth to enhance corporate value.
- We disclose appropriate corporate operational results and financial status in a timely manner.

Employees

- We provide equal employment opportunities to build a diverse and discrimination-free workforce.
- We provide fair working conditions while maintaining and improving a safe and healthy working environment.
- We maintain respect for human rights and never tolerate child labor or forced labor in any form.
- We work toward building success for both our employees and the Company through honest communication and dialogue founded on mutual trust.

Business Partners

- We respect our suppliers, dealers, and other business partners and aim to build mutual long-term growth founded on mutual trust.
- We maintain an open door to new business partners around the world and choose companies based on comprehensive value, regardless of nationality or size.
- We respect the competition laws of each nation and region and maintain fair business practices.

The Community

- We honor the culture and customs of every country and community, and we strive as a corporate citizen to act in balance with society.
- We work to contribute to the development of sound communities by providing means of mobility, creating employment opportunities, and fulfilling our tax obligations.
- We promote social action programs including personal mental and physical development, environmental preservation and safety activities, as well as supporting private initiatives undertaken by employees.
- We maintain honest and fair relationships with government agencies and public authorities.

The Environment

- We develop environmental technologies to create products that balance economic needs with environmental well-being.
- We aim to minimize the environmental impacts of our operations and make efficient use of limited natural resources.
- We form wide-ranging partnerships with communities around the world to perform environmental conservation activities.

Customers



Aiming to be an engineering, manufacturing and marketing enterprise that gives customers a sense of *Kando**

We believe that Yamaha's product quality is enhanced through ongoing, close relationships with our customers, and we expect all employees to constantly strive to enhance the quality of our products. To strengthen our customer-oriented approach and ensure that customers' views are reflected in our engineering, manufacturing and marketing, the Yamaha Motor Group will continue to pursue improvements in quality so that we can deliver products with an even higher level of customer satisfaction. Our relationship with customers is one of the core components of our CSR policy, and the following are some of our priority initiatives related to customers.

* *Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that we experience when we encounter something of exceptional value.

Working to Improve Quality

YMTT* invited 39 major Taiwanese suppliers to attend one of the Quality Conferences held in Taipei and Kaohsiung in July 2014. At these conferences, YMTT gave presentations on the "quality activities" of 2014, and introduced the Purchased Products Quality Assurance Manual. From these presentations, Taiwanese suppliers gained a good understanding of the background and purpose of each activity, and are now set to move ahead as one in terms of quality improvement and customer satisfaction, and to continue supplying good quality parts to global Yamaha.

* Yamaha Motor Taiwan Trading Co., Ltd.

Offering New Excitement

The "TRICITY" is a next-generation city commuter equipped with Yamaha's exclusive Leaning Multi-Wheel (LMW) mechanism, which enables the two front wheels to lean with the chassis when cornering. Both front wheels feature independent suspensions with a link mechanism that provides excellent adaptability to changes in the road surface for a more comfortable ride, even with a tandem passenger or on cobblestone streets or other types of rough road surfaces.

Yamaha's desire to build a model that radiates an attractive sense of familiarity to as many people as possible revealed itself in all aspects of the TRICITY's development process. It began by designing a chassis that was compact and lightweight for greater ease of use (chassis width comparable to the current Yamaha 125cc class scooter models), and it is also seen in features like the flat footboard that makes getting on and off the model especially easy for women. Throughout the model are specifications and functions selected and designed with a wide range of users in mind.

The TRICITY represents Yamaha's idea of a new standard for next-generation city commuter bikes. This standard will expand the

world of personal mobility for a smarter, more comfortable and more enjoyable riding experience in cities around the world.

Customer Service

Yamaha Motor held the "6th Yamaha Technician Grand Prix 2014." Twenty Yamaha motorcycle service people (mechanics from both dealers and distributors) from 18 countries and regions competed in all aspects of service skills and knowledge.

This contest is part of the unique Yamaha Technical Academy (YTA) program launched by Yamaha Motor in 2000, with the aim of providing Yamaha customers worldwide with the same superior technical service and fostering a spirit of "One-to-One Service" that strengthens Yamaha's relationship with customers. With the important goal of providing quality service that helps build loyalty and customer satisfaction, service mechanics from Yamaha dealerships around the world participate in the YTA program and compete in local and regional contests designed to improve their service skills and heighten their sense of pride as part of the global Yamaha Motor Group.

<http://global.yamaha-motor.com/news/2014/1006/wtgp.html>



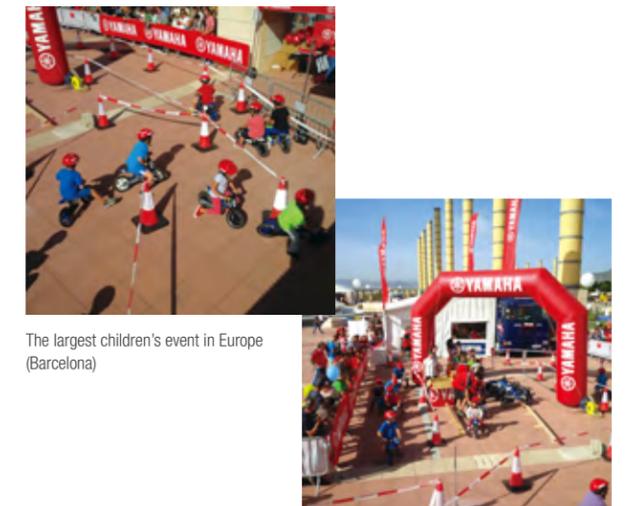
6th Yamaha Technician Grand Prix 2014

Riding Safety Promotion Activities

Yamaha's involvement in a children's event in Spain

In October 2014, the largest children's event in Europe was held in Barcelona, Spain, with the two-day event attracting more than 350,000 people. At the event, YMESM* hosted a rider training area for children between the ages of 2 and 6. Around 3,000 children participated, which included an explanation of the benefits of commuting by motorcycle in Barcelona. All of the participants then got the opportunity to ride the Yamaha Kids' Wooden Bikes in the Yamaha Academy circuit.

* Yamaha Motor España Marketing S.A.



The largest children's event in Europe (Barcelona)



Creating an organization to facilitate co-ownership of value from a global perspective

The Yamaha Motor Group strives to create workplaces that respect diversity, with the aim of achieving an organizational structure based on sharing ideas and the same high ambitions and spirit, cooperation and joy in our work among the Company and its employees from a global perspective.

Nurturing Personnel and Supporting Their Careers

Developing human resources for global leadership

Yamaha Motor Co., Ltd. set up a committee to discuss and share business challenges with top managements of Group companies and is urgently pursuing aggressive initiatives to nurture personnel for positions with global responsibility in the worldwide Yamaha Motor Group, by promoting talented employees at overseas Group companies to the top management positions and accelerating overseas work experiences among Japanese employees, in line with the globally growing business.

The second Global Executive Program (GEP) commenced in January 2014. The GEP is a training program aimed at nurturing talented individuals for future leadership roles within the Yamaha Motor Group and creating a global network among students who are attending lectures under this program. Fifteen trainees from nine countries were selected for this year's GEP, which involved participating in discussions that focused on the future image of the Yamaha Motor Group.



Supporting Work-Life Balance

Aiming for a workplace environment that fosters autonomous creativity

The Yamaha Motor Group defines its relationship with employees as a business partnership, and the Company's role as providing an attractive workplace for autonomous individuals. We aim to create workplaces that maintain a diversity of working styles and a positive work-life balance by supporting career advancement plans based on mutual assumptions, providing programs for child and nursing care leave, among other efforts. We are also expanding the options for employees so that they can work in ways that suit their individual circumstances.

Workplace Safety and Health

Creating a workplace environment that offers peace of mind and comfort

Led by its Central Safety and Health Committee, Yamaha Motor is promoting the establishment of safer working environments globally. Risk assessment is performed in accordance with the Occupational Safety and Health Management System (OSHMS) to detect potential dangers or harmful conditions at workplaces, and measures are taken to prevent occupational accidents. Through job-specific education and training, such as safety manager training programs and skill improvement programs for supervisors, as well as holding occupational safety and health meetings, we are focused on developing human resources that can support occupational safety.

Workplaces Thriving on Diversity

Based on our fundamental belief that "all corporate activity originates first of all with and for people," the Yamaha Motor Group has clearly defined its stance on human rights in its Basic Policies of CSR and Code of Ethics.

In accordance with our policy of "operating workplaces where the disabled can work together with the able-bodied," Yamaha Motor has established the Disabled Employment Promotion Committee, and is working to improve the workplace environment through measures such as having analyses of organizational work and other tasks conducted by committee members assigned to each division. As of December 31, 2014, the Company employed 78 severely disabled persons and 65 mildly disabled persons, thus achieving a disabled employment rate of 1.96% (143 persons in total). From April 1, 2013, the Japanese government raised the legally mandated disabled employment rate to 2.0% from 1.8%, and Yamaha Motor is implementing additional measures to raise the number of employees with disabilities. We will continue to promote the hiring of persons with disabilities going forward, as we seek to create a society in which persons with and without disabilities can live and work together.

Yamaha Motor has always striven to create workplaces that emphasize diversity, through in-house child care facilities, parental leave programs, and flexible working hours, and has received various awards including the Prefectural Governor Prize regarding Activities for Promoting the Equal Participation of Men and Women in Society and the Family Friendly Company Award. Going forward, we will continue to actively work to increase opportunities for women to participate in the workforce, while at the same time promoting systematic human resource development, with the aim of a twofold increase in women in management positions by 2020 and a threefold increase by 2025.*

* Both goals are in comparison with 2014 data.

Main Activities

1. Raise the percentage of women hired
2. Provide a working environment that is more hospitable to employees with young children
3. Support career planning and the development of broader and deeper capabilities to increase women's participation in the workforce.

Supporting Employees in Maintaining a Healthy Mind and Body

Yamaha Motor promotes a wide range of initiatives for helping employees maintain and improve their emotional and physical health.

We are committed to creating healthy and vital workplaces for the prevention of and recovery from lifestyle-related diseases. For instance, we support endurance improvement and obesity prevention through exercise habits, such as by hosting walk rally events and holding the Walk, Walk Campaign twice a year. In partnership with a health insurance association, we have also been providing antismoking products and are teaching smoking cessation skills to interested employees to help them in their efforts to quit smoking.

Measures to reduce smoking rates and prevent second-hand smoke during 2014 included restricting smoking to certain times, setting up smoking areas outside offices, and creating support programs for persons trying to give up smoking, which resulted in a decrease in the smoking rate among employees, to 29.7%. In terms of support for mental/emotional health, we have continued to engage in efforts such as health guidance given by occupational health physicians, mental/emotional health seminars for new managers and supervisors, and support for expatriates and mid-career recruits.

Shareholders and Investors

In order to ensure accountability by providing shareholders and investors with appropriate, accurate and timely information, Yamaha Motor has established a specialized division which engages in IR activities inside as well as outside Japan.

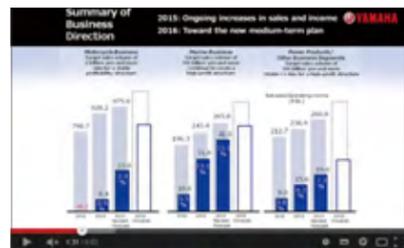
In addition to quarterly earnings briefings and the annual shareholders' meeting, the division visited and held meetings with overseas investors, provided information via the IR website, and operated a website to provide information to individual investors. To even more proactively disseminate information, the division held a business briefing for analysts and journalists, and made a video of the briefing publicly available on the Company's website to enable all shareholders and investors better understand Yamaha Motor's business strategy.

[Materials from the business briefing \(September 12, 2014\)](http://global.yamaha-motor.com/ir/report/pdf/2014/Yamaha-motor_Business_information_session_en.pdf)

http://global.yamaha-motor.com/ir/report/pdf/2014/Yamaha-motor_Business_information_session_en.pdf

[Video of the business briefing](http://youtu.be/Oih-M2a6hzM)

<http://youtu.be/Oih-M2a6hzM>



Information for shareholders and investors is available on the websites below

Disclosure Policy

<http://global.yamaha-motor.com/ir/policy/>

Dividend Policy

<http://global.yamaha-motor.com/ir/shareholder/dividend/>

For Investors (index page)

<http://global.yamaha-motor.com/ir/>



IR website

Business Partners

A Global Procurement and Sales Network based on a Spirit of Cooperation and Fairness

Yamaha Motor products are created through collaboration with numerous suppliers in Japan and other countries. As our procurement and sales structures expand with our increasingly global business, the Yamaha Motor Group is establishing cooperative relationships with suppliers and dealers in Japan and around the world based on a spirit of mutual trust and mutual benefit. For this reason, we strive to conduct fair business in compliance with the competition laws of all countries and regions while working to create partnerships that aim for mutual, sustainable growth.

Activities in Supply Chains

The Yamaha Motor Group regards its relationship with the supply chain not just as conducting procurement, but as procurement that emphasizes the incorporation of both cost and quality into its engineering, manufacturing and marketing. An example of these activities is the implementation of "theoretical-value-based production" with suppliers. This does not simply mean demanding cost reductions, but instead involves analyzing the absolute value of engineering, manufacturing and marketing together with suppliers and then working together to find more ways to improve cost competitiveness. We have trained some of our employees to serve as "theoretical-value instructors" in order to promote the implementation of "theoretical-value-based production" at suppliers inside and outside Japan as an initiative to strengthen our cost competitiveness in concert with them. In addition, we are promoting fair and clean procurement activities globally through training programs covering our Green Procurement Guidelines (detailing how to reduce our environmental impact and ensure the

efficient use of resources and energy) and CSR Guidelines for Suppliers (which cover areas related to safety, quality and compliance).

Activities at Dealerships

As our contact point with customers around the world, dealerships play an important role in conveying Yamaha's "next *Kando*." By strengthening relationships with dealers through regularly held dealer meetings and activities to promote safe driving and support local communities, the Yamaha Motor Group is building a sales network that provides common value.

In Japan, dealers mainly in Yamaha Sports Plaza (YSP), an official Yamaha sports bike dealer system, and Yamaha Motorcycle Sales Japan Co., Ltd. play an important role in building ties with local communities and society by cooperating in a range of measures including motorcycle infrastructure development, motorcycle etiquette training, motorcycle recycling, tree planting, and other environmental campaigns, as well as fundraising for seeing-eye dog training.



The Community

The Yamaha Motor Group operates in locations around the world, and our business activities help support those local communities. Our products also play a role in enriching the lives of people around the world. We recognize the importance of maintaining a sustainable relationship through which the Company and local communities can coexist and mutually prosper, and to achieve this, we place great importance on maintaining and enhancing a relationship of trust through daily communication with stakeholders in those communities.

The Yamaha Motor Group carries out activities to fulfill its corporate social responsibility in four main areas: developing future leaders, environmental conservation, improving traffic safety, and community issues. By focusing the social contribution activities carried out by Group companies on these areas and sharing information internally, we are continuously fostering an awareness that will lead to the creation of common social value (CSV). The following are some highlights of our social contribution activities in 2014.

Important Areas of Activities Contributing to Society

Key Themes	Global Issues			Local Issues
	Developing Future Leaders	Environmental Conservation	Improving Traffic Safety	Community Issues
Activities	<ul style="list-style-type: none"> Promoting mental/emotional and physical health through sports Promoting creativity through engineering, manufacturing, and marketing 	<ul style="list-style-type: none"> Environmental education for local communities Respecting biodiversity 	<ul style="list-style-type: none"> Providing traffic safety education to the community Raising awareness 	<ul style="list-style-type: none"> Supporting the community with Yamaha Motor's products, human resources, and know-how

Developing Future Leaders

Supporting women's increased social participation

To raise the social position of women in India and encourage their employment, IYM* has partnered with the government of Uttar Pradesh in northern India since September 2012 in holding worker training programs for women. Under these programs, 160 women have received training in engine and body assembly on the scooter manufacturing line at our factory in Surajpur, Uttar Pradesh.

During this apprenticeship, trainees are paid wages and are also eligible for the same benefits as employees, including lunch, medical services, and transportation allowances.

After three years of on-the-job training (OJT), participants who pass a test receive a certificate of qualification from an industrial training facility, which they can present to prospective employers. Top trainees

are hired as employees by IYM.

In addition to providing an opportunity for women to earn wages to support their families, IYM is helping to raise the social position of women in India by giving them the confidence to know that they are able to contribute to society.

* India Yamaha Motor Pvt. Ltd.



Environmental Conservation

Using Yamaha products in cleanup activities at Lake Hamana

Yamaha Motor's personal watercraft business uses Yamaha products to protect the natural environment through cleanup activities at Lake Hamana. Yamaha personal watercraft, sports boats and utility boats approach from the lake and land on the shore on the day of cleanup activities. Using boats on the water to clean the shore areas makes it possible to clean shore areas that cannot be approached by land, expanding the area that is cleaned.

At the most recent event, the fourth of these cleanup activities, 64 participants including Yamaha Motor employees used personal watercraft to cover approximately 5.5 kilometers of beach area at the Osaki shore, and in roughly two hours collected 85 bags (about 100 kilograms) of garbage, which were delivered to the Kosai City sanitation department for disposal.



Improving Traffic Safety

Holding Yamaha Riding Academies around the world

Yamaha Riding Academies (YRAs) are held primarily in Asia, but also in Europe and the Americas, for people who intend to obtain a motorcycle license as well as for people who already have licenses, from elementary school to high school students. In addition to motorcycles, YRAs for all-terrain vehicles, snowmobiles, and personal watercraft are held in some regions.

In India, taking advantage of the fact that scooters are purchased by families, we held a riding training program targeting housewives.

Programs are also held regularly across India in residential areas with condominiums, with the aim of preventing accidents by teaching safe riding and compliance with traffic regulations.



Community Issues

Supporting local schools

In addition to donating scooters and motorcycles and providing technical guidance to schools and kindergartens, the Yamaha Motor Group also

helps to solve issues directly faced by nurseries, schools, and foster care homes for children near its companies.



One of these projects was undertaken by TYM*1 in Thailand to make bricks for the construction of a library at Wat-Sammakan school. Around 100 employees and Yamaha Club members worked together to mix the clay, shape the bricks, and dry them in the sun.

Also in Thailand, 60 employees of YMPT*2 went to Watsrihalothai school in Chonburi Province, which had been damaged by floods in September 2014, to repair and paint fences and gates.

In Argentina, YMARG*3 donated school items to a foster care home for children, and each year the Company visits a foster care home to make repairs to the facilities and visit with the children.

*1 Thai Yamaha Motor Co., Ltd.

*2 Yamaha Motor Parts Manufacturing (Thailand) Co., Ltd.

*3 Yamaha Motor Argentina S.A.

Employee Volunteer Activities

Volunteering through sports activities

The Yamaha Motor Group has held the "40,000 People's V Campaign" since 2004 to raise awareness among employees about volunteering and provide an impetus for participating in



volunteer activities. The aim is for each employee to participate in one volunteer program annually, which translates to 40,000 people across the Group making a social contribution each year.

Shizuoka Prefecture, where Yamaha Motor is headquartered, is one of Japan's best-known regions for soccer and baseball, and more than one-third of our roughly 39,000 employee volunteer programs each year are related to sports. Yamaha Motor supports employees' volunteer activities with a site on our internal intranet that enables employees to establish groups with a shared interest. One of the groups that has been created via this site is the Yamaha Motor Rugby School.

The Yamaha Motor Rugby School is primarily run by former members of the Yamaha Motor Rugby Club, and uses rugby instruction and activities to cultivate a sense of cooperation with friends and consideration of others, and promote physical fitness.

The Environment

Strive to harmonize with the environment for sustainable social development

The Yamaha Motor Group aims to be a company that fulfills its corporate social responsibility by striving to maintain harmony with the environment and society based on Yamaha Motor Group Environmental Plan 2020, formulated in 2010.

Plan for Environmental Activities

Yamaha Motor Group Environmental Plan 2020

Action Areas		Priority Actions	2020 Targets
Eco Products	Raise environmental attractiveness through product development from the perspectives of the environment and customers	In the Eco Products area, implement the Frontier 2020 Groupwide long-term vision	
		<ul style="list-style-type: none"> Reduce risks from environmentally hazardous substances Implement green procurement 	Identify environmentally hazardous substances and support the use of alternatives
Eco Operations	Environmental preservation through global business activities that aim to minimize environmental impact	Reduce emissions of greenhouse gases	Reduce CO ₂ emissions per unit of sales by 1% (annual average)
		<ul style="list-style-type: none"> Implement the 3 R's through the 3 E's <ul style="list-style-type: none"> Reduce water consumption (3 E's: Easy to make, Easy to repair, Easy to disassemble) (3 R's: Reduce, Reuse, Recycle) 	Support the effective use and recycling of limited resources
Eco Management	Environmental management through reinforcement of Group environmental governance systems	Create and operate Groupwide environmental management systems	Link Groupwide operations with local activities
Eco Mind	Environmental contributions through diverse initiatives that seek to create a sustainable environment	Change attitudes through continuous environmental education	Have all Group employees actively undertake environmental measures with a high awareness of targets
		<ul style="list-style-type: none"> Improve sensory environments (odors, noise, etc.) Communicate with local communities Preserve ecosystems 	Be trusted and respected as a corporate citizen by local communities
		Proactively disclose information from an environmental perspective	Well received by the community as an environmentally advanced company

Organizational Structures for Promoting Environmental Management

The Yamaha Motor Group has established an Environment Committee, chaired by the Executive Vice President, as the central organization responsible for the Group's environmental activities in Japan and overseas.

The committee deliberates on policies and visions for the future concerning environmental initiatives, medium- and long-term environmental policies, strategic investment proposals relating to environmental preservation, environmental monitoring topics and responses to issues, and other key issues relating to environmental management.

Activities to Identify and Reduce Both Direct and Indirect Greenhouse Gas Emissions

The Yamaha Motor Group endeavors to identify greenhouse gas emissions resulting both directly (e.g., from the burning of fuel at factories) and indirectly (e.g., from electricity use at factories and offices) from its corporate activities in each location in which it operates, and to reduce those amounts. In 2014, we were able to reduce the total amount of emissions compared with 2013 through measures including the introduction of energy-saving equipment, even though production volumes increased.

In 2014, the Yamaha Motor Group installed its first heat pump-type* heating system at an overseas factory, to reduce electrical consumption in surface processing. This was the Group's third heat pump system installed, following the Fukuroi Minami Factory in 2011 and the Hamakita Factory in 2013.

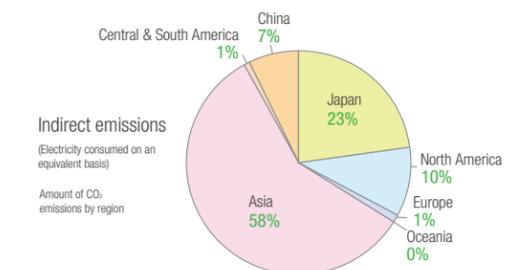
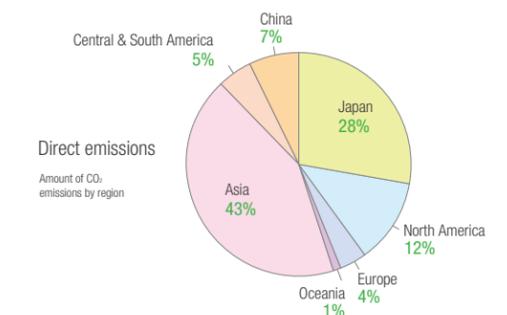
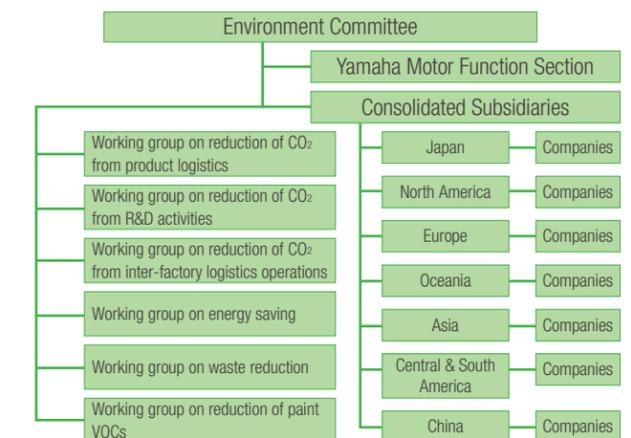
We plan to install heat pump systems at other factories in Japan and overseas going forward. We will also work to more precisely measure direct and indirect emissions in each location, and to further reduce emissions at all factories and offices.

* A heat pump uses the natural principle that vapor becomes warm when compressed and cools when expanded, to pull in and use heat from the surrounding air. This energy-saving technology creates a large amount of thermal energy with only a small amount of energy input.



Heat pump at factory in Chennai, India

The Yamaha Motor Group Organizational Structure for Environmental Planning and Promotion

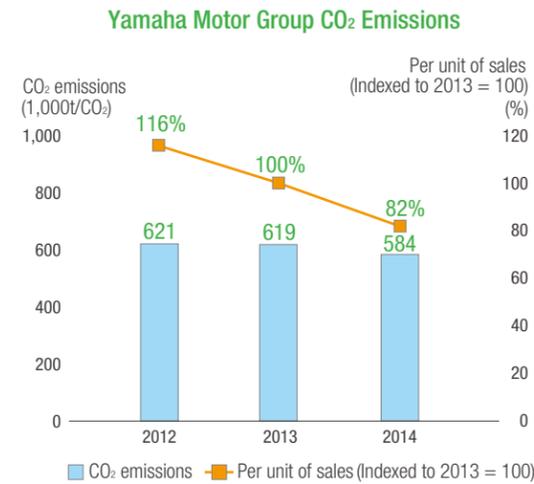


CO₂ Emissions at the Yamaha Motor Group

As a manufacturer of motorcycles and other transportation machinery, the Yamaha Motor Group considers the reduction of greenhouse gas emissions to be the most critical environmental issue facing the world today.

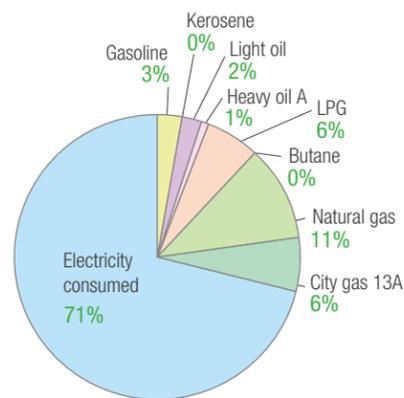
We are targeting an annual 1% reduction in CO₂ emissions per unit of sales as a common goal for the entire Group, and are working to reduce emissions in all of our business activities including product development and manufacturing.

We began working to reduce global utility costs in 2013, with the aim of establishing both economic and environmental considerations (CO₂ reductions). We are also increasing the efficiency of the overall Group by providing the energy-saving technologies developed in Japan to Group companies in Japan and overseas. In 2014, we reduced CO₂ emissions per unit of sales by 17% compared with 2013, resulting in cost reductions of roughly ¥2.3 billion. The Group's CO₂ emissions were reduced by 35 thousand tons, to 584 thousand tons. Going forward, we will step up efforts to reduce energy consumption at domestic and overseas Group companies, aiming to raise our environmental and economic performance on a global scale.



Energy Input at the Yamaha Motor Group

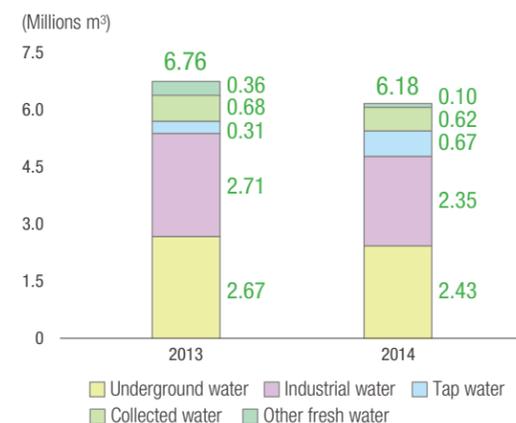
The total amount of energy input at the Yamaha Motor Group in 2014 was 11.05 million GJ, with electricity accounting for approximately 71% (7.90 million GJ). Of this amount, approximately 80% was used in Asia including Japan. We are systematically implementing various measures to reduce the amount of energy used, including the introduction of equipment that makes it possible to analyze and reduce electricity consumption, and the installation of energy-saving equipment at factories and LED lighting in offices.



Measuring and Reducing Water Resources

The Yamaha Motor Group endeavors to measure the amount of water resources it uses. The Group reduced its use of water resources in 2014 by 0.58 million m³ compared with 2013, to 6.18 million m³, the main components of which were 2.43 million m³ (39%) of underground water and 2.35 million m³ (38%) of industrial water.

We strive to use limited water resources effectively, including through recycling. We will continue to strive to measure our global use of water resources, and reduce our water resource consumption through programs including the reuse of coolant water and water collection (rainwater and other sources) at factories.



TOPICS

Development of electrical power drive units for bicycles based on GREEN CORE concept

Yamaha Motor has developed next-generation electrical power assist drive units for bicycles based on the GREEN CORE concept for smart power drive units. These units deliver an enjoyable ride with superior environmental performance due to their compactness, light weight, and high-performance capability—and are being successively rolled out in 2015. These new models achieve a compact, ultra-light weight for a chain resultant force-type unit, with a significant reduction in the amount of rare earth metals used, for high performance in a compact drive unit that achieves the same maximum power as existing units. The weight of the bicycle is further reduced with the use of a lightweight aluminum frame, which, combined with the drive unit's low center of gravity, makes it easy to drive. These stylishly designed drive units will be successively installed in major 2015 PAS models, beginning with the Natura series, and will also be supplied to electrically power assisted bicycle manufacturers in Japan.

We will also continue to develop new drive units based on the GREEN CORE concept going forward.

Main features of GREEN CORE-based next-generation drive units

1. Compact and lightweight: Reductions of roughly 16% in size and 20% in weight
2. Low center of gravity: New structural design with center of gravity lowered by 12mm
3. High-performance and power: The same 100Nm maximum torque as existing drive units
4. Environmental considerations: Reductions of 35% in the amount of rare earth metals, 28% in the amount of aluminum, and 40% in the amount of copper wire used



Additional global environmental ISO 14001 unified certification

"Eco management" is one of the action areas in Yamaha Motor Group Environmental Plan 2020, and based on this the Group has pursued global environmental ISO 14001 unified certification, which strengthens the Group's environmental governance framework and achieves efficient environmental management operations, at locations in Japan and overseas since April 2012.

This program covers main manufacturing centers representing 39 companies in Japan, Europe, ASEAN, China, Taiwan, India and South America, and as of the end of 2014 unified certification had been obtained by 26 companies (67%).

The Yamaha Motor Group has also introduced an in-house environmental management certification system for companies that have a relatively smaller environmental impact, as part of our global environmental activities.

With this structure, each Group company reports on its environmental activities as part of its management review, and information is reciprocally shared with the headquarters. In addition, shortcomings and examples of improvements are shared throughout the Group to enhance the process for corrections and improvement. In terms of efficiency, unified certification has also led to significant cost reductions.

We will continue to work going forward to obtain unified certification at all of the 39 Group companies.



Team that introduced unified certification at YIMM in 2014