

## Racing Activities



Fiat Yamaha Team rider Valentino Rossi won the championship at the 17th Valencia round of the 2009 MotoGP.

The 17th Valencia round of the 2009 MotoGP

### Yamaha — a Big Winner in 2009 World Motor Races

Racing is a venue where Yamaha sets itself apart and makes its presence known around the world. We have long taken advantage of the opportunity by entering various competitions worldwide, but 2009 was a particularly memorable year, crowned with victory in motorcycle races around the globe.

In the world's premier motorcycle road race, the MotoGP, we won the triple crown — Rider, Manufacturer and Team titles — for the second consecutive year. Also, in the greatest of all motocross competitions — the Motocross World Championship MX1 — we took home the Rider and Manufacturer titles. Meanwhile in the World Superbike, World Supersports, AMA Supercross and World Endurance Championships, we won the rider championships.

Back home, we captured triple victories in the road race, motocross and trial categories of the All Japan



The seventh Yamaha ASEAN Cup Race in Indonesia



The second Bulgaria round of the 2009 World Motocross Championship MX1

Championship for the second straight year — the first time this has been accomplished in Japan.

In the ASEAN region, we have been promoting motorsports with our sponsorship of the annual Yamaha ASEAN Cup Race since 2003.

Our “spirit of challenge” has been fostered by racing, but it has also been at the core of our technological development and manufacturing activities since our founding. We consider racing a key to advancing technology. Experience and expertise gained through racing activities are fed back into all Company processes to upgrade quality. Thus, achieving growth through racing is an integral part of our corporate culture.