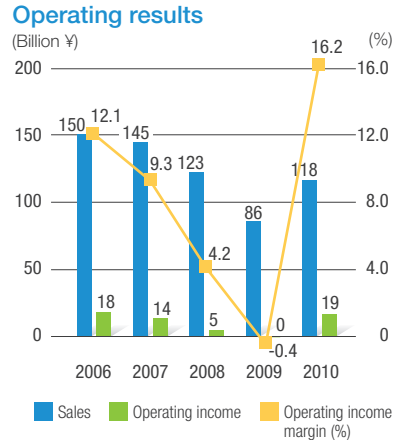
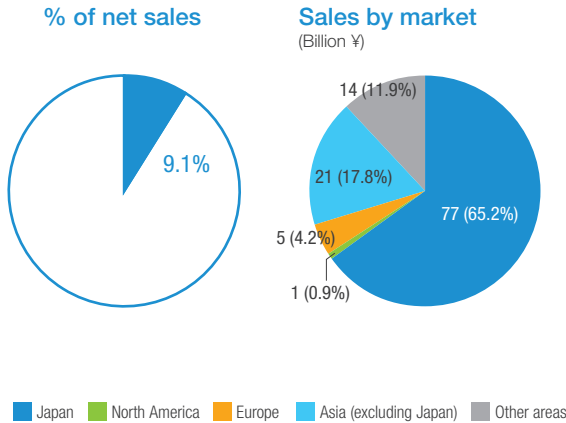


Other Products

Sales of other power products in 2010 rose ¥32.2 billion, or 37.4% from 2009, to ¥118.0 billion and accounted for 9.1% of net sales. Operating income improved ¥19.5 billion to an operating profit of ¥19.1 billion.



IM Business

Sales double on recovery in demand

The Intelligent Machinery (IM) business primarily manufactures and sells industrial robots for use in a variety of industries, and surface mounters account for roughly 80% of sales. Total 2010 demand in the surface mounter market recovered to pre-financial-crisis levels, with 145.2% growth to 14 thousand units, on increased demand for home electronics against the backdrop of increased domestic demand in China, and strength in mobile devices.

Compact high-speed flexible modular mounter YS24X



Yamaha Motor's strength is in automotive-related products, which were affected by the delayed economic recovery in Japan. However, supported by concentrated investment in the mobile device market by Korean manufacturers and demand from China, the YS series of next-generation modular surface mounters and the YG series for China's low-end market registered solid sales. As a result, unit sales in 2010 rose 125.0% to 2,160 units, and net sales for the IM business grew 118.0% to ¥32.9 billion, contributing to the year's earnings recovery.

The surface mounter market is expected to remain strong in 2011, boosted by mobile devices, FDPs and digital household appliances, and total demand is forecast to grow 7.1% to 15 thousand units. Yamaha Motor intends to launch new products using integrated platforms and to increase sales in China's low-end market, and we are planning for a 6.5% increase in unit sales to 2,300 units.

Automotive Engine Business

Shipment volume grows on government programs

Yamaha Motor supplies both domestic and overseas automakers with high-performance engines that incorporate technologies we have developed in motorcycles. We also supply domestic and overseas automakers with the Relative Absorber System (REAS) automotive suspension and the Performance Damper anti-vibration damper for automobiles.

Supported by government programs including tax reductions for “eco” vehicles, automobile engine unit sales grew in 2010 and net sales rose 29.4% to ¥31.2 billion.



Automobile engine

PAS Business

Solid sales growth

Reflecting heightened interest in health and the environment, demand in Japan for electrically power assisted bicycles rose 5.2% in 2010 to 384 thousand units.

Yamaha Motor has established a leading market position, with continued strength in models for two infant passengers that were introduced in 2009, following the revision of regulations in 2008, while sales of the PAS Lithium T model with a highly durable battery launched in May 2010 significantly exceeded the sales target. We have also developed the S.P.E.C.3 system, with a highly durable in-hub 3-speed gear mechanism for a powerful assisted ride, and a new model using this system introduced in 2010 is recording solid sales. As a result, our unit sales of complete PAS bicycles in Japan grew 16.3% to 93 thousand units, and the PAS business's net sales rose 20.4% to ¥14.5 billion.

Total demand in Japan in fiscal 2011 is forecast to grow 6.8% from the previous year, to 410 thousand units. Yamaha Motor intends to install highly durable batteries in all models, and create a service network with cooperating stores. By strengthening these measures from the perspective of customers, we are aiming for a 15.1% increase in units sold in 2011 to 107 thousand units.



PAS Raffini

Other Products

Withdrawal from life science business

Other businesses in this segment include unmanned industrial helicopters and intermediate business parts supplied to other business segments within Yamaha Motor. Net sales rose 13.5% in 2010, to ¥39.4 billion.

In order to concentrate on core businesses, decisions were made to sell the domestic water purifier business and to withdraw from the life science business.



PAS Brace-L