

Racing Activities

The Yamaha Motor group aims to give people the wisdom and enthusiasm to realize their dreams as a company that is constantly being looked to for the “next inspiration,” to provide people around the world with a new sense of excitement and a fulfilling lifestyle. Yamaha Motor’s heart and soul is on display in races around the globe, as we continue to make our presence known to the entire world.

2010: First ever winner of three consecutive triple crowns at MotoGP

At MotoGP, the premier motorcycle racing world championship, we showed our unrivaled position by becoming the first team in history to win the triple crown—Rider, Manufacturer and Team—for three years in a row. We also demonstrated our strength in the production model races at the WSB (World Superbike Championship), and at the top motocross event, the MX1 Motocross World Championship.

In addition, Yamaha finished in the top tier of the road race, motocross and trial categories of the All Japan Championship, again showing our passion for engineering, manufacturing and marketing along with the “spirit of challenge” that is part of the Yamaha DNA.





2011: Marking 50 years of competing in the road racing world championship grand prix

The year 2011 will mark the 50th anniversary of the Yamaha Motor group's participation in the road racing world championship grand prix. During our half-century of activities, we have achieved spectacular successes including being the first team in history to win the triple crown—Rider, Manufacturer and Team—for three consecutive years at MotoGP, while also continuing to foster a spirit of constantly pursuing the limits of technologies and expertise, and the possibilities they hold. This all boils down to Yamaha Motor's original engineering, manufacturing and marketing, and plays a major role in increasing corporate value.

The Yamaha Motor group aims to be a company that is constantly being looked to for the next *kando**, and during 2011 we will again display our "spirit of challenge" by participating in MotoGP and other motor sports events in Japan and around the world, to share a sense of *kando* with people all around the globe.

Web site commemorating 50th anniversary of WGP competition

Yamaha has created a special Web site to commemorate its 50 years of competition in the Road Racing World Championship Grand Prix. In addition to priceless photographs and an information archive, the site shows the spectacular history of the Grand Prix, displaying details regarding the year, rider and machine. Going forward, we plan to add features including video messages from key Yamaha team riders and recent news and information, to make this a "must see" site for racing fans.

<http://www.yamaha-motor.co.jp/global/race/wgp-50th/>



**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.