

SPECIAL FEATURE 2

“Feel the Future in the Wind” from Yamaha Motor

Yamaha Motor’s message for 2012 is “Feel the Future in the Wind.” We pursue the possibilities of “vehicles that move you” in a variety of fields all around the world through our engineering, manufacturing and marketing, which is the first step toward achieving new breakthroughs.



PAS WITH

Y125 MOEGI



PAS WITH

Visitors showed much interest in the Y125 MOEGI, which combines the Yamaha design philosophy with the familiar look and feel of a bicycle, and the XTW250 RYOKU, an SUV motorcycle that offers superior mobility and convenience. Our presence was further enhanced by a novel sound demonstration using the latest in speaker systems with the help of Yamaha Corporation, with which we share a common brand. More than 840,000 people were moved by Yamaha Motor’s message of “Feel the Future in the Wind,” as they experienced new possibilities for motorcycles.

“Feel the Future in the Wind” at the Tokyo Motor Show

Yamaha Motor displayed 20 motorcycles including concept models, and a special exhibit of five models showing the diversity of personal mobility, at the 42nd Tokyo Motor Show (November 30–December 11, 2011, held at Tokyo Big Site). Yamaha Motor’s booth at the 2011 show conveyed a message of “Feel the Future in the Wind.” This theme expresses a sense of anticipation for “vehicles that move you,” which includes the fun and exhilaration, as well as the usefulness and convenience, that motorcycles and other personal mobility vehicles offer, plus the wealth of possibilities the future has in store. Based on this theme, the world premier models of the EC-Miu electric scooter and the PAS WITH Electrically Power Assisted Bicycle were displayed for the very first time, and along with these novel designs, services using Communications-linked, Next-generation Vehicles had wide appeal, stemming from the expectations they raise for next-generation mobility. As a joint exhibit with Toyota Motor Corporation, our partner in this venture, the booth received a great deal of attention.



EC-Miu

XTW250 RYOKU

Strengthening cooperation with Toyota Motor Corporation

Beginning with the joint development of the Toyota 2000GT, which was released in 1967, Yamaha Motor has had a cooperative relationship with Toyota Motor Corporation. In November 2011, the two companies agreed to further strengthen this cooperation by working together in the new field of building social infrastructure with next-generation mobility, including the development of services using Communications-linked, Next-generation Vehicles.

Communications-linked, Next-generation Vehicles are a tangible step in the new areas of “creating fulfilling lifestyles” and “creating enjoyment in personal mobility” included in Yamaha Motor’s vision for future growth. Under this agreement, automobiles and motorcycles will share recharging infrastructure, and by linking to Toyota Motor’s TOYOTA Smart Center energy management system, we aim to build a comprehensive information infrastructure and establish new traffic systems like vehicle sharing at an early date. Verification testing is about to begin, with the aim of commercializing vehicles and services that use communications-linked functionality.

Vehicle navigation and telematics services that use smartphones and Wi-Fi communications will be made available for certain Yamaha Motor motorcycles to provide communications-linked services including information on charging-station locations and availability, charging-completion notification, and, in the future, vehicle sharing information such as reservations, recharging confirmation, billing, and so on. The two companies will also work together to expand charging infrastructure, like the “G-Station” charging station to be provided by Toyota Media Service Corporation for use with EVs and PHVs, that can service both motorcycles and automobiles.

