

# Sports Activities

The Yamaha Motor group aims to be a *Kando* Creating Company that uses ingenuity and passion to offer new excitement and a more fulfilling life for people all over the world. By boldly taking up the spirit of challenge through our participation and promotion of racing and a variety of other sports activities, we contribute to the development of a healthy society.

## Racing Activities

### Sharing a sense of excitement with people around the world

Yamaha Motor first participated in a motorcycle racing event only 10 days after the Company was founded, on July 10, 1955, at the Mount Fuji Ascent Race, one of Japan's largest. By winning the event with our newly released YA-1, Yamaha Motor moved people by demonstrating its spirit of challenge.

Since then, Yamaha Motor has positioned racing events as a venue for offering excitement to people around the world, and continues to engage in this important corporate activity that develops and tests advanced technologies, and also cultivates the spirit of challenge contained in our founding philosophy.

In 2011, the 50th anniversary of our participation in world-class motorcycle road racing, Yamaha Motor again demonstrated its strength with Jorge Lorenzo of the Yamaha Factory Racing team ranking No. 2 for the year in the MotoGP class, and in the World Motocross Championship MX1 class, Monster Energy Yamaha's Gautier Paulin participating for the first time—and winning—the final race of the season.





## Rugby

### Pursuing dreams as one with players

Players and fans join together in sharing passion and excitement. Sports activities embody Yamaha's ideal of being a *Kando* Creating Company.

The Yamaha Jubilo rugby football club, which belongs to Japan's Top League, symbolizes this ideal with the fresh excitement that the club constantly provides. The Yamaha Stadium *Manpai* (Filled to Capacity) Project was launched with the aim of having at least 10,000 people attending home matches to cheer on the players, including Ayumu Goromaru, who in 2011 was the league's top point scorer and best kicker, and was selected as a member of the league's best 15 at the fullback position. Yamaha Motor employees' proactive efforts to support the club through PR activities in their communities and the organization of fan clubs come together in a moment of shared excitement that can be seen as the ultimate expression of the Yamaha spirit.

## Sports Promotion

### Passing on the spirit of challenge to the next generation

The Yamaha Motor Foundation for Sports (YMFS) was established in November 2006 to commemorate the 50th anniversary of Yamaha Motor's founding. The foundation operates globally in the field of sports to convey the joy of having dreams and the value of pursuing those dreams, through "sports challenge" subsidy programs designed to develop confident individuals, sports promotion programs to encourage children to be healthy in mind and body, and sports culture and education programs to enrich society.

Recipients of YMFS subsidies and scholarships during 2011

