

Working to Maximize Customer Satisfaction

Promoting YTA

Yamaha Motor believes that meeting customer needs means giving them a sense of confidence by improving the quality of “frontline” response and services that dealer staff provide. In the effort, we are promoting our Yamaha Technical Academy (YTA) at dealerships worldwide. YTA is a systematic approach to providing dealers with the knowledge, customer and service skills they need at every stage — from the initial purchase and after-sales maintenance all the way through to the customer’s next purchase.

The YTA program offers wide-ranging lectures, supported by practical training and certification examinations in a variety of areas, including product handling and maintenance under different conditions. Manuals and training materials are also prepared in several languages.

As of the end of December 2009, YTA was active in 22 nations, with 5,673 service staff having acquired program certification.



YTA in Brazil

Our subsidiary, Yamaha Motor do Brasil Ltda. (YMDB), has just introduced the YTA program in its marine business. Committed to raising the level of service in Brazil by certifying more dealerships and staff, YMDB launched the program in cooperation with the Brazilian public sector organization Servigo Nacional de Aprendizagem Industrial (National Industrial Training Service). YTA operates at a São Paulo training center established to accommodate dealers throughout Brazil, but the training program has also been expanded beyond São Paulo by sending instructors who have mastered the YTA curriculum to other regions.

Considering that the vast nation stretches roughly 4,000 km north to south, and the same distance east to west, and is characterized by a significant economic disparity between urban and rural areas, a key to the YTA mission is providing training opportunities to as many people as possible.

YMDB is working to increase the synergy between the developing motorcycle business and its YTA program, hoping to leverage the program’s energy to provide employment opportunities in support of the local communities it serves.



Hands-on training and lectures at the São Paulo training center

