

Social Action Programs



The Japan women's rafting team "The River Face" — second-year winners of a YMFS grant — won the silver medal at the World Rafting Champs Banja Luka 2009 in Bosnia and Herzegovina.

Furthering Sports and Physical Education

The Yamaha Motor Foundation for Sports (YMFS) was established in Japan to promote sports and encourage physical education. It helps people realize their sport and life aspirations.

In the 2009 period (April 2009 through March 2010), the Foundation awarded grants totaling ¥28 million to 26 individuals and groups through the YMFS Sports Challenge Experience and Research Assistance Program. The Foundation also granted one-year scholarships totaling ¥6 million to 5 students and researchers in the YMFS International Sports Scholarship program. The scholarship targets domestic and overseas exchange students pursuing fields that popularize sports around the world.

This year, the Foundation's YMFS-Sports Challenge Prize publicly honored the achievements of individuals in the sports community. Its Distinguished Service Award recognized the work of people who have pioneered and helped promote sports for years, while the Encouragement Award was given to an individual whose spirit of challenge powered great achievement and suggests an influential sports career ahead.

Each winner received a medal, a certificate, and prize money.



Donations from the “Yamaha Nice Ride” program presented in a ceremony held in July 2009

Support for Guide Dog Training

Yamaha makes annual donations to the Japan Guide Dog Association through the “Yamaha Nice Ride” charity program. Funds go toward raising and training guide dogs. In the 20 years since the program began in 1989, it has raised a total of approximately ¥74 million.



Family Bike Classes in Moscow

Family Bike Classes

In a bid to help people enjoy motorcycling more safely, we conduct various motorcycle promotional and safety awareness activities worldwide. One such event, the Family Bike Class, employs specially trained instructors to help children learn the way motorcycles work as they experience the fun of motorcycling. Family Bike Classes enable children and their parents to share the enjoyment that motorcycles offer.

Family Bike Classes held in Moscow in June 2009 drew 29 parent-and-children pairs.



TYM's management team received the ASTD award.

Thai Subsidiary Boasts Award-Winning Employee Training Programs

Since 2005, Thai Yamaha Motor Co., Ltd. (TYM), our motorcycle manufacturing and marketing subsidiary in Thailand, has been offering training programs for staff and managers, aimed at developing work skills and proficiency. Five aspects of the program, including contribution to the company management, won the Excellence in Practice award from the American Society for Training & Development (ASTD) in June 2009. TYM became the first ASTD award winner in the ASEAN region.