

Sports Activities

With a philosophy of being a *Kando* Creating Company, the Yamaha Motor Group proactively supports a variety of sports activities across business lines, to enable not only athletes but also their fans to come together and share a fresh sense of excitement.

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Racing Activities

Demonstrating Yamaha's global presence

In the pursuit of speed, Yamaha Motor develops and tests advanced technologies, and fosters a spirit of tenacity with regard to achieving difficult goals. Our racing activities enable people around the world to share a sense of excitement, and are an important venue for demonstrating Yamaha Motor's unique spirit of challenge. We have been an active participant in motorcycle racing both home and abroad since our founding.

In 2012, Yamaha Factory Racing's Jorge Lorenzo was crowned champion of MotoGP, the premier road racing class, with six victories and 10 second-place finishes over an 18-race season. In Japan, Yamaha YSP Racing Team's Katsuyuki Nakasuga won the All Japan Road Racing Championship in the JSB1000 class. Nakasuga also finished second at the Valencia GP, a headline event and the final race of the MotoGP season, as a substitute driver. In addition, Kenichi Kuroyama became the second person in history to win all seven races in the All Japan Trial Championship series, reinforcing Yamaha Motor's presence on the world stage.



Rugby

Cheering together at Yamaha Stadium

Supported by a spirit of fair play and “One for all, all for one” teamwork, the Yamaha Jubilo rugby football club uses physical strength and honed tactics in the pursuit of victory in Japan’s Top League. As an expression of Yamaha Motor’s corporate culture of using the vitality derived from individual independence to create value that generates excitement, the team is very popular among Group employees. Fans come together to cheer on the team for home matches at Yamaha Stadium, to show their support of the players’ excellent performance.

In February 2013, center Male Sau and fullback Ayumu Goromaru were named to Japan’s national team. Please join us in showing support for Yamaha Jubilo again this year.

Sports Promotion

Developing confident, well-rounded individuals

The Yamaha Motor Foundation for Sports (YMFS) promotes sports education and culture to foster a spirit of pursuing challenges, and sports activities as a way of effectively bringing out the best in people. These activities include “sports challenge” subsidy programs designed to develop confident, well-rounded individuals, the distribution of educational materials at sporting events to contribute to the upbringing of children who are healthy in both mind and body, and the establishment of a junior yacht school.

In 2012, subsidies were provided to 26 persons engaged in training, research, and education. The Foundation also distributed educational materials to 182 elementary schools nationwide, held the Junior Yacht School Hayama, and awarded YMFS-Sports Challenge Prizes.

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