

Customers



Aiming to be an engineering, manufacturing, and marketing enterprise that gives customers a sense of *Kando**

Engineering, manufacturing, and marketing create the value that is provided to customers. Yamaha Motor always takes a customer perspective as we plan, develop, manufacture, sell, and service products for mobility, without forgetting the importance of “looking outward.” By enhancing the quality, safety, and originality of mobility products, we continue to provide value that exceeds customers’ expectations.

**Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that we experience when we encounter something of exceptional value.

Working to Improve Quality

Quality is improved through a close relationship with the customer and we believe that all employees must continuously work to improve and enhance quality. In order to further our customer-oriented approach and to ensure that the customer’s views are reflected in our engineering, manufacturing, and marketing, the Yamaha Motor Group will continue our quality improvement initiatives so that we can deliver products with an even higher level of customer satisfaction.

Offering New Excitement

As a member of the Toyota City Low-Carbon Society Verification Promotion Council since April 2012, Yamaha Motor is participating in the Toyota City Low-Carbon Society Verification Project, and preparations for practical field tests are under way. The “Ha:mo” urban transportation system began operating in October 2012, and we have been participating since November with the aim of creating a user-, town-, and community-friendly transportation network.

<http://www.yamaha-motor.co.jp/global/news/2012/1113/toyota-city.html>



Customer Service

The Yamaha Motor Group operates the Yamaha Technical Academy (YTA) as a common global training program to provide customers around the world with uniformly high-quality Yamaha service. Roughly 30,000 service technicians have completed the course, and are providing services as YTA-certified service staff in all of our markets.

At the Yamaha World Technician GP 2012, held in October, 28 top service technicians from 20 countries, who qualified by winning preliminary competitions, gathered to compete for the title of No. 1 Yamaha motorcycle technician in the world, based on their knowledge, techniques, and customer interaction.



Yamaha Motor Powered Products (YMPC) also launched the Yamaha Golf Car Academy (YGA) as a training program to further enhance the technical skills and customer service of golf car service staff around the world.



Riding Safety Promotion Activities

In order to more actively promote motorcycle riding safety, the Yamaha Motor Group has been conducting its Yamaha Riding Academy (YRA) courses in locations all around the world and the curriculum integrates and organizes the three elements of promoting safety, promoting motorsports, and promoting products. Our activities for the promotion of riding safety are based on curricula developed to reflect the social, transportation, and user requirements of each specific region. Our initiatives focus on Yamaha motorcycles but also include the product areas of all-terrain vehicles (ATVs), personal watercraft (PWC), and snowmobiles. We are promoting such initiatives particularly in rapidly growing markets, such as those in the ASEAN countries, Central and South America, the Middle East, Russia and Africa, where the lack of riding safety instruction and rider awareness education has become an acute social problem.

Topics

Yamaha Motor's 2012 TMAX, a European market sporty commuter model powered by a 530cc engine with CVT, won the internationally renowned red dot design award in the "product design 2012" category. Since its launch in 2000, the TMAX has been highly regarded in the European markets as a sporty commuter model. The 2012 European model TMAX underwent a full model change, with enhanced engine and drive train performance, bringing the running performance to an even higher level. A new exterior design was also introduced to achieve a more aggressive look while maintaining the TMAX's distinctive design character, based on visually linking the front and rear wheels.



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