

The Community



The Yamaha Motor Group operates in locations around the world, and our business activities help support those local communities. Our products also play a role in enriching the lives of people around the world. We recognize the importance of maintaining a sustainable relationship through which the Company and local communities can coexist and mutually prosper, and to achieve this, we place great importance on maintaining and enhancing a relationship of trust through daily communication with stakeholders in those communities.

The Yamaha Motor Group carries out activities to fulfill its corporate social responsibility in four help areas—developing future leaders, environmental conservation, improving traffic safety, and community issues—in which we utilize the knowledge and experience we have gained through our business. In 2012, 63 companies in the Yamaha Motor Group (23 domestic, 40 overseas) participated in CSR activities in support of local communities around the world.

Important Areas of Activities Contributing to Society

Key Themes	Global Issues			Local Issues
	Developing Future Leaders	Environmental Conservation	Improving Traffic Safety	Community Issues
Activities	<ul style="list-style-type: none"> Promoting mental/emotional and physical health through sports Promoting creativity through engineering, manufacturing, and marketing 	<ul style="list-style-type: none"> Environmental education for local communities Respecting biodiversity 	<ul style="list-style-type: none"> Providing traffic safety education to the community Raising awareness 	<ul style="list-style-type: none"> Supporting the community with Yamaha Motor's products, human resources, and know-how

Kids' Yamaha Riding Academy in India

Against a backdrop of rapid growth of automobiles and motorcycles with insufficient traffic infrastructure, India has needs in the area of traffic safety education, and we have been holding Kids' YRA events to teach children how to avoid traffic accidents. During 2012, we held 44 events in which 3,657 children participated, mainly in Delhi and Mumbai.



Global Afforestation Activities to Preserve the Environment

The Yamaha Motor Group is engaged in afforestation activities in cooperation with local governments in Japan and where we have local entities around the world.



In Thailand, 209 persons participated in a YETH*¹ event in May 2012 to plant 200 mangrove saplings in Srinakhon Khuoen Khan Park outside Bangkok. This tree-planting activity will contribute to the preservation of the environment, with the saplings being cared for by a local forestry organization and the local government as they grow.

In China, 32 young employees of ZYS*² participated in an event sponsored by the Zhuzhou city government in March 2012 and planted 47 camphor trees.

*¹ Yamaha Motor Electronics Thailand Co., Ltd.

*² Zhuzhou Yamaha Motor Shock-absorber Co., Ltd.

Pavilion for First-Hand Work Experience at Kidzania in Mexico

KidZania is a network of workplace-themed entertainment centers that is popular with children in Japan and around the world. A Yamaha Workshop was created in October 2012 at



KidZania Cuicuilco in Mexico, where KidZania originated. This Yamaha Motor Workshop is the world's first KidZania on traffic safety, and aims to reduce traffic accidents by teaching children about traffic safety from

infancy. The Yamaha Workshop is supported by our local company YMMEX,* and offers courses in traffic safety and mini-bike license acquisition, and courses in motorcycle maintenance that involve using real tools and cover five items each. Roughly 15,000 children participated in the motorcycle maintenance courses from October through late December.

* Yamaha Motor de Mexico, S.A. de C.V.

OMDO's Clean Water Activities

Overseas Market Development Operations (OMDO) liaison offices are providing clean water and helping to improve sanitation in developing countries. A clean water facility fitted with solar power generation equipment was donated to a village outside the city of Saint-Louis in Senegal in 2011.

The facility is currently operated by a water management committee of local citizens.

OMDO's activity provides the village with light as well as water, and allows the villagers to charge their mobile phones, proving very popular in the village.

Elsewhere in Africa, a clean water facility equipped with a solar power generator was built with the help from the Japanese government's official development assistance in Diawling National Park in Mauritania, in December 2012.

In Asia, 20 local NGOs and companies including Group company YIMM* worked together to build facilities in a village near the city of Pontianak in Indonesia in 2012.

* PT. Yamaha Indonesia Motor Manufacturing



Photograph by Shinichi Kuno/JICA

40,000 People's V Campaign Encourages Volunteerism in Group Employees

We initiated the "40,000 People's V Campaign" in 2004 with the objective of raising awareness among employees about volunteering and also providing the required impetus for employees to participate in such activities. The aim is for all employees to volunteer at least once each year so that total participation in social contribution programs for the entire Group reaches 40,000 people. In 2012, participation reached 40,105; thus, the target of "40,000 people a year" was met for the fifth consecutive year.

During 2012, Group employees participated in a project, started in 2010, to revitalize Okinawa's beautiful coral reefs by planting coral in the water around Manzamo, under the guidance of the Onna-Son Fishery Cooperative. In addition, the Fun Engine Lab volunteer group of current and former employees held "Make Children Smile! Support Tohoku Project 2012" to continue their work from 2011 in the area damaged by the Great East Japan Earthquake. The Group held workshops in the town of Ongawa and the city of Sendai in Miyagi Prefecture to teach more than 250 participants how to make model wind-powered cars.