

# History of the Yamaha Motor Group

## 1955

- Motorcycle operations spun off from Nippon Gakki Co., Ltd. (presently Yamaha Corporation) and made independent in Hamakita City as Yamaha Motor Co., Ltd.
- Production of our first product, the 125cc Yamaha motorcycle YA-1, began
- YA-1 won the 125cc class at the 3rd Mount Fuji Ascent Race
- YA-1 captured first, second and third place in the 125cc class at the 1st Asama Highlands Race

## 1956

- Won both the 125cc and 250cc classes at the 4th Mount Fuji Ascent Race

## 1957

- Won both the 125cc and 250cc classes at the 2nd Asama Highlands Race

## 1958

- Took 6th place in first attempt at the Catalina Grand Prix in the U.S. (International racing debut)
- Yamaha de Mexico established

## 1960

- Yamaha International Corporation (YIC) founded in the U.S.

## 1961

- Listed on First Section of the Tokyo Stock Exchange (Capitalized at ¥800 million, 1.6 million shares)
- First appearance in road race World GP (Franc GP)
- Took 6th place in World GP 250cc class in round 4, the Isle of Man TT Race in Britain
- CAT-21 won 1st Pacific 1,000km Motorboat Marathon

## 1962

- Won Novice 250/350cc classes at the 1st All Japan Road Race Championship
- STR-18 won 2nd Pacific 1,000km Motorboat Marathon

## 1963

- Pearl Yamaha in India started production and sales of mopeds
- RD56 set a new record in winning the Daytona Grand Prix in the U.S.
- Won first 250cc class in the Belgium GP leg of the World GP

## 1964

- Boat production business transferred from Nippon Gakki
- Won 1st Japan Motocross GP in the 251cc and above class
- Captured first manufacturer and rider titles in the 250cc class (RD65) of the road race World GP
- Siam Yamaha founded in Thailand
- Yamaha Motor acknowledged in Japan as a company contributing to exports

## 1965

- Won 125cc class at the Isle of Man TT Race in the World GP for first time
- Captured manufacturer and rider titles for the second consecutive year in the 250cc class of the road race World GP

## 1966

- Yamaha-built Toyota 2000GT set world records in 13 categories at speed trials
- Technical assistance agreement made for motorcycle production in Taiwan

## 1967

- Took 125cc class manufacturer and rider titles at the road race World GP

## 1968

- Joint venture established with Wei-Ming Co. for local production for motorcycles in Malaysia
- First overseas subsidiary, Yamaha Motor Europe N.V. (YMENV), founded in the Netherlands

## 1969

- Yamaha Motor Malaysia began local production of motorcycles
- Completion of Yamaha test course at Fukuroi City

## 1970

- Yamaha Motor do Brasil (YMDB) founded
- Took 250cc class manufacturer and rider titles at the road race World GP (TD2)

## 1971

- Local production of motorcycles begun in Indonesia
- Won snowmobile manufacturer title at the Eagle River World Championship in the U.S.

## 1972

- Headquarters moved to present location in Iwata City
- First wins in Motocross WGP at the Swedish GP (250cc class) and Luxembourg GP (500cc class)
- Yamaha Motor Deutschland GmbH. (YMG) founded in Germany

## 1973

- Yamaha Motor Canada (YMCA) founded
- Opening of Yamaha Technical Center in Iwata City
- Won first manufacturer and rider titles in the 250cc class of the Motocross WGP

## 1974

- Joint venture PT. Yamaha Indonesia Motor Manufacturing (YIMM) founded
- Won manufacturer titles in the 125cc, 250cc, 350cc and 500cc classes of the road race World GP

## 1975

- Representative office in Nigeria opened
- Wing of Yamaha won 1st Single-Handed Transpacific Yacht Race

## 1976

- YZR750 finished 1-2 in the 13th All Japan Grand Prix Road Race

## 1977

- Yamaha Motor Corporation, U.S.A. (YMUS) founded
- KD production of motorcycles begun in Peru

## 1978

- R&D Minnesota opened in the U.S.
- Yamaha-built *Magician 5* won the quarter-ton world championship sailboat competition

## 1979

- Sino-Japanese friendship "Guangzhou Yamaha Exhibition" held in China
- R&D Amsterdam opened in the Netherlands
- XT500 won the 1st Paris-Dakar Rally
- Won Formula 750 class road race of the World GP for the sixth straight year

## 1980

- R&D California opened in the U.S.
- Joint venture with Benemoto Co. to produce motorcycles in Venezuela

## 1981

- Service center opened in Guangzhou and Beijing, China
- Took rider title in the 250cc class of the Motocross WGP

## 1982

- Sale of two-wheeled vehicle technology to NHW Co. in West Germany
- Two-wheeled vehicle production and marketing tie-up with Motobecane in France
- Joint venture with SEMSA Co. began production of motorcycles in Spain

## 1983

- Local production begun in Portugal through technical assistance agreement with SIS Co.
- Yamaha Motor Australia (YMA) founded in Sydney
- Joint venture with Escorts to produce motorcycles in India

## 1984

- Commercial tie-up to supply engines to Ford Motor in the U.S.
- Local production begun in France with technical assistance agreement given to MBK Industrie
- 13th consecutive Yamaha victory at the Daytona 200 Mile Race in U.S.

## 1985

- Signed contract to develop, produce and supply automobile engines to Ford Motor in the U.S.

## 1986

- Yamaha Motor Taiwan (YMT) founded
- Motorcycle production begun in Italy
- Yamaha automobile racing engine OX66 won first place in the All Japan F2 Championship Series
- Yamaha Motor Manufacturing Corporation of America (YMMC) founded

## 1987

- Yamaha Motor España S.A. (YMES) established in Spain
- YZF750 won the Suzuki 8-Hours Endurance Race
- Cosworth Yamaha OX77 won the first All Japan F3000 Championship race in its second appearance

## 1988

- Production of DOHC engine SHO for Ford Motor begun
- Completion of Hamaoka test course in Shizuoka Prefecture
- Cosworth Yamaha OX77 won series title in the All Japan F3000 Championship

## 1989

- West Zakspeed Yamaha team formed in Yamaha's first F1 challenge

## 1990

- Corporate Mission—*Kando* Creating Company—and long-term management vision announced
- Yamaha constructed 1992 America's Cup challenge boat, *Nippon*
- Yamaha Motor Portugal (YMP) founded

## 1991

- Established the Environment Affairs Division
- Functions of customer consultation offices expanded and strengthened
- Technical Training Center (TTC) completed
- Yamaha Motor France S.A. (YMF) founded
- Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) founded

## 1992

- Established CCS (Customer Community Satisfaction) Committee
- Established Yamaha Football Club Co., Ltd.
- Chongqing-Jianshe Yamaha Motorcycle Co., Ltd. (CJYM) established in China

## 1993

- European distribution center began operations in the Netherlands
- Announcement of the Action Plan for Environmental Conservation
- Signed agreement with Brunswick Co. in the U.S. to jointly develop 4-stroke outboard motors

## 1994

- Technical tie-up for manufacture and sale of surface mounters with Philips EMT
- YZF750 won the 58th Bordeaux 24-Hours Endurance Road Race
- Yamaha victorious in the 6th Whitbread Round the World Yacht Race

## 1995

- Escorts Yamaha Motor Ltd. established in India
- Yamaha Motor Thailand established

## 1996

- Yamaha Motor Argentina S.A. (YMARG) founded
- PT. Yamaha Motor Parts Manufacturing Indonesia (YPMI) founded
- Yamaha motorcycles, snowmobiles, ATVs acquired ISO 9002 certification

## 1997

- Yamaha Motor Nuansa Indonesia (YMNII) founded
- Motorcycle service skills training center opened in Colombia
- Second-place finish at the Hungary F1 GP world championships

## 1998

- Yamaha Motor Asia Pte. Ltd. (YMAP) established in Singapore
- Yamaha Motor Marketing Japan Co., Ltd. established

## 1999

- Announced 2010 Environmental Action Plan, Eco Cite YAMAHA
- Nine Yamaha Motor factory and office sites acquired ISO 14001 certification
- Production of motorcycles began at Yamaha Motor Vietnam Co., Ltd. (YMVN)

## 2000

- Corporate ties with Toyota Motor Co. strengthened
- IM Division reorganized as an in-house company

## 2001

- Won manufacturer and rider titles in the 500cc class of the Motocross WGP

## 2002

- Initiated three-year Medium-Term Management Plan, NEXT50
- Yamaha branding strategy launched
- Production of scooters for the Japanese market transferred to Yamaha Motor Taiwan (YMT)

## 2003

- Marine Engine Division reorganized as an in-house company
- Yamaha Boating Systems Co., Ltd. founded
- Yamaha Motor Distribution Singapore Pte. Ltd. (YDS) founded
- Net sales topped one trillion yen for the first time
- All-Yamaha ASEAN Cup Race started

## 2004

- Won the rider title at the MotoGP
- Won the MX1 class rider title of the Motocross WGP
- Sixteen bases at all nine Yamaha Motor office and factory sites in Japan acquired international certification for integrated Environmental Management Systems (EMS)

## 2005

- Initiated new three-year Medium-Term Management Plan, NEXT50-Phase II
- 50th anniversary
- Won manufacturer, team and rider titles at the MotoGP
- Won the manufacturer and rider titles in the MX1 class of the Motocross WGP, repeating the 2003 success
- OOO Yamaha Motor CIS (YMCIS) established in Russia
- Completed the Life Science Laboratory, an R&D center for the biotechnology business

## 2006

- PT. Yamaha Motor Manufacturing West Java (YMMWJ) began operation (Indonesia)
- Global Parts Center (Fukuroi City) began full-scale operation
- Established the Compliance Special Committee
- Plant for astaxanthin raw material completed; mass production begun
- Yamaha Motor Foundation for Sports established

## 2007

- Yamaha Motor Philippines, Inc. (YMPH) began manufacturing and sales of motorcycles
- Announced CF magnesium die casting technology and the world's first use of the technology in rear frames of mass-produced motorcycles
- Yamaha Motor's first health supplement, "ASTIVO," launched in the market

## 2008

- Launched the long-term vision "Frontier 2020" and initiated Phase I of the vision, the new Medium-Term Management Plan

- Yamaha Motor Cambodia Co., Ltd. (YMKH), a joint venture company for the manufacture and sale of motorcycles, founded
- India Yamaha Private Limited (IYM) founded jointly with Mitsui & Co., Ltd. for the manufacture of motorcycles
- Global Training Center opened in Indonesia
- Yamaha Riding Academy established in Thailand to promote motorcycle riding safety
- Won the manufacturer, team and rider titles at the MotoGP, repeating the triple crown performance of 2005

## 2009

- Announced policies and measures to "return to profitability on a consolidated income basis in fiscal 2010" and "achieve a consolidated operating income margin of 5% in fiscal 2012," in view of the revised forecasts of business performance
- Yamaha Motor Co., Ltd. and Yamaha Marine Co., Ltd. merged
- Announced the commercialization of the Y.C.A.T. (Yamaha Compact Automatic Transmission), a continuously variable transmission for moped-type motorcycles
- Won the manufacturer, team and rider titles at the MotoGP, claiming the triple crown for the second consecutive year

## 2010

- Yamaha Motor withdrew from life science business

## 2011

- Consolidation of Iwata South Factory's engine assembly lines with Main Factory's motorcycle assembly plant completed
- IM business established YIME in Europe and YIMA in the United States
- Commenced increased production of utility boats to support reconstruction efforts in eastern Japan
- Tie-up with Toyota Motor Corporation in Communications-linked, Next-generation Vehicles to build a "new mobility society"

## 2012

- Design Center established
- ASEAN Integrated Development Center (Thailand) and India Procurement Center established
- Began supplying electrically power assisted bicycle drive units on OEM basis in Europe
- Yamaha Motor founder Genichi Kawakami inducted into the Japan Automotive Hall of Fame

Snapshot

Interview with the President

Special Features

Overview of Operations

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