

Yamaha News

No. 2

BIMONTHLY



Meet India's LIBERO And China's YBR125

The International Set



It's a New Wave, Call It

The Indian-made LIBERO and Chinese-made YBR125 are Yamaha products that achieve global quality standards while meeting local market needs

In this issue we turn the spotlight on two new Yamaha motorcycles that went into production in late 2002, the Indian-made LIBERO and the Chinese-made YBR125 "Tianjian." Both of these models will hit the market this year and both have something beyond the famed Yamaha qualities of great handling and stylish good looks, and more than just an array of features.

Both of these models are the products of new Yamaha challenges, in every aspect from the original product planning to service programs that will support the finished products. They are groundbreaking products of the "global production system" that Yamaha is pursuing.

From the interviews with the people involved in their development we get a picture of a new Yamaha world that encompasses global vision and a fuller realization of local needs than ever before.

Dazzling success of the YBR125 doubles share in Brazil

The story of Yamaha Motor India's new LIBERO and Jianshe-Yamaha Motor's YBR125 actually begins in Brazil, where in March of 2000 Yamaha Motor Do Brasil Ltda. (YMDB) began production of the YBR125. In the space of just two years after its debut, this first Yamaha 4-stroke model in its class doubled Yamaha's share in the Brazilian motorcycle market and prompted a boost in annual production at YMDB from 30,000 units in 1999 to 100,000 units in 2002.

The key to this model's success was the fine attention to detail in its design. The quiet-running, high-performance engine was fitted with a balancer to reduce vibration. This, combined with good handling performance made possible by an extra measure of frame rigidity and European-type styling, have made this a model with continuing popularity. Its Yamaha durability has also won the YBR125 a strong reputation among business and utility users

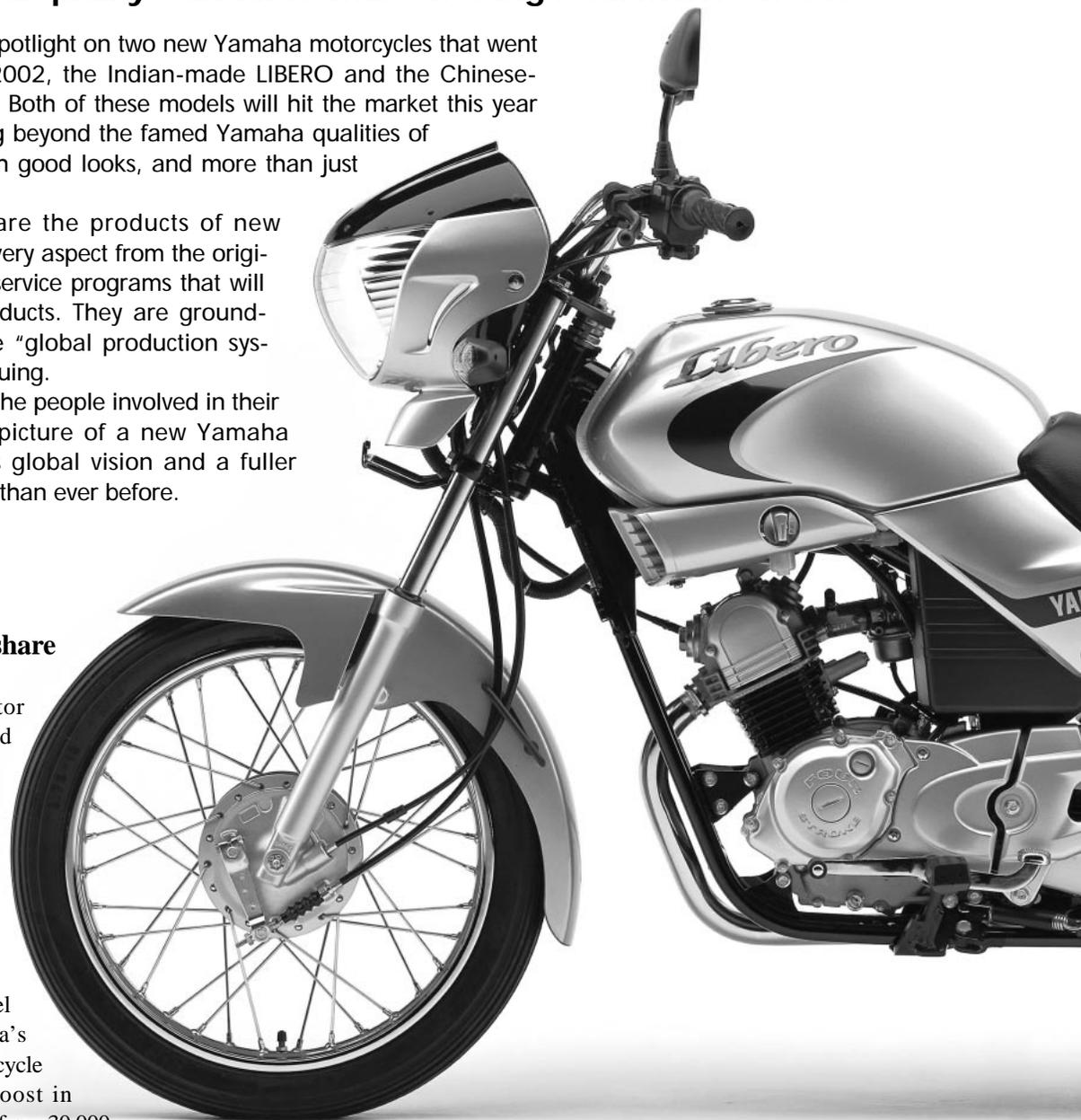
who run their bikes from 50,000 to 100,000 km annually.

At the start of production, the necessities of the production schedules and cost considerations made it advantageous to use global procurement to bring in some parts from Japan and other Asian bases. Then, in order to reduce the risks of currency exchange rate fluctuations, efforts were made to boost local part supply and make this model a regional success with exports to

Peru, Ecuador and Venezuela growing along with CKD supply to local Yamaha assembly plants in Mexico and Colombia.

LIBERO, a potent package of both fuel economy and performance

Ever since the first units began rolling off the assembly lines in October 2002, dealer orders have been pouring in for Yamaha Motor India Private Ltd.'s (YMI) new



"Glocal"

LIBERO. While taking the YMDB YBR125 as its base, displacement has been honed down to 106cc in order to maximize fuel economy, a top priority in the Indian market. Still, the primary focus of the product development team was running performance and character that would make the LIBERO a joy to ride.

The carburetor settings were an important key and exhaustive tests were conducted in local riding conditions to fine-tune the performance. "Indian customers like a



Indian customers appreciate the smooth engine performance of the new LIBERO



smooth-running engine, and we made a lot of detail refinements to make sure we had that quality," says Mr. Okada of YMC's engine testing team.

"We were constantly online exchanging test data and opinions with the local development staff every 30 minutes or so, and drawing up and refining counter measures with each new bit of input."

There were also fine adjustments made to improve fuel economy. "We took the engine from the existing Indian model CRUX (106cc) and made full-scale revisions to it on everything from the carburetor, cylinder, head and the crankcase to the ignition system. Improving durability and reliability was another top priority," explains Mr. Okada.

Measures were also taken to fine-tune the riding comfort. "The base YBR125 is in itself a very mature machine, but we were determined to tailor it even more to the specific needs of the customers in India," says Mr. Taira who worked on the chassis development team. "At first there was concern that the chassis was too rigid for the smaller

106cc engine, but we found we were able to maintain enough rigidity to handle a 125cc engine and still achieve an excellent balance by giving the rear arm pivot a rubber bushing."

Measures were also taken to deal with the speed breakers implanted in urban roads to limit vehicle speed. "At the Yamaha test course we got wooden poles of the same diameter used in Indian speed breakers and created an identical section of road to run our tests on," adds Mr. Taira. "This gave us the data we needed to fine-tune the suspension and raise the ground clearance by 10mm compared to the Brazilian spec YBR125 so that we got a very good balance of riding comfort and running performance." This improvement was eventually fed back to the Brazilian and Chinese models as well.

Another important point in developing the LIBERO was ensuring good comfort and handling performance in tandem riding. "We did repeated tests to make sure that we had good handling both in the case of tandem riding with two people weighing between 75 and 80 kilos and in solo riding. For our tests in Japan where we might have a 65-kilo test rider, we made sure to strap 15 kilos of weights on them. And in solo riding we didn't just load the extra weight on the tandem seat, because that wouldn't give the right center of gravity," says Mr. Ichikawa, who was in charge of tests to ensure tandem riding comfort and handling.

YMI's new Libero, with its sporty looks and performance and environment-friendly engine, won India's *Overdrive* magazine's "Most Exciting Bike of the Year" award. Exports to Sri Lanka, Bangladesh and Nepal are planned for the future.



Mr. Takayuki Okada,
Engine testing team



Mr. Kazushige Taira,
Chassis development team



Mr. Teruhiko Ichikawa,
in charge of tandem riding
comfort and handling tests



A new YBR125 to offer great handling at an affordable price

Last November, a month and a half after the start of production for the LIBERO, a new YBR125 model inheriting much of the know-how developed with the Brazilian model began rolling off the assembly line at the factory of Chongqing Jian-she-Yamaha Motor Co., Ltd. (JYM) in China. In the Chinese market, where many people long to own one of the high-quality models of the four Japanese makers' joint venture companies, in fact it is the cheaper makes that dominate market share.

JYM's new YBR125 model was developed to answer these market needs, and although it isn't as cheap as the imitation models put out by locally funded companies, it is a model that can be advertised as having Yamaha quality at an affordable price.

This is not a model that has just been transferred from Brazil in the same production package. The YBR125 has already won a solid reputation in Brazil for its handling, its good low- and mid-speed range torque, its riding comfort and its low vibration. What we did was to take this model all around China to see how far it would go in meeting the local market needs," says Mr. Hashimoto, the YMC engineer in charge of riding tests for the new YBR125. This was in the summer of 2001. We conducted surveys in both the interior and coastal regions, starting from Shanghai and moving inland to the rural areas of Zhejiang and starting from Guangzhou and moving up the coast to Zhengzhou. Every day we put owners of imitation models on the YBR and asked them to compare the performance and ride. Of course, we were also making surveys of the local road conditions at the same time," says Mr. Hashimoto. His staff also visited people's homes to see under what conditions their motorcycles were kept, including such details as how high a step had to be cleared by people who kept their bikes inside. "Our surveys of how the bikes are used in daily life gave us



The no-compromise quality of the new YBR125 is creating new demand in China

a number of detailed specifications to work toward, and they also convinced us to work on improving the handling."

"The store of development data and experience gained with the YBR125 in Brazil was a big help when we started work on tailoring it to Chinese market needs. It gave us a clearer picture of the kind of spec we needed and also helped reduce design and engineering lead time. That left us more time to work on developing the kind of handling where customers can feel the difference and know it's a Yamaha," recalls Mr. Hashimoto.

Meanwhile, the key to getting the affordable price that the market demanded was parts procurement. "We began by throwing out the idea of basing the manufacturing and parts procurement on the original Yamaha design blueprints. Design changes were made to fit the facilities and capabilities of the parts suppliers and some suitable parts were selected from our affiliated suppliers and ethnic-based makers in China that were available and could be improved on to meet Yamaha standards while maintaining a competitive price and stable supply," says Mr. Atsumi of the engine development staff. "And, to make sure we had a Yamaha-quality final product, we ran not one but three full-scale bench endurance tests with the completed prototype."

The same type of efforts were made by the



Mr. Motoaki Hyodo, Project Leader for the tree bikes



Mr. Kinnoh Hashimoto, in charge of riding tests

chassis development staff. One of the staff members, Mr. Nishikawa says, "In the development process it is the overall compatibility that counts, and there are a lot of things you can't know just by looking at the design blueprints. We had a lot of parts made locally in China, like frame, fuel tank and brake components, tires and suspension parts, sent to us in Japan so we could put them together and test them at our Fukuroi and Hamaoka test courses for ride performance and reliability."

While retaining some important CD parts, we made aggressive efforts to find and procure locally made Chinese parts that met our strict Yamaha quality standards.

"At first we were looking at the standard local models in the Chinese market as our competition and thinking of compromising some on quality in order to lower the price," says Project Leader Hyodo, who worked in Brazil on the development of the original YBR125 and then headed the development projects for the Indian and Chinese models after returning to Japan. "But from some point in the project both the staff here in Japan and at JYM got into a "no-compromise" mindset. This is part of our Yamaha pride, I guess."

The ideals and facts of Yamaha's "global manufacturing system"

While sharing the same basic engine and chassis, all three of these models have been tailored to specific market needs. And parts supply is not limited to one specific factory. Take for example the crankcase of the Brazilian YBR125. It was first supplied from our manufacturing base in Indonesia, after which production was shifted to India, and China and finally Brazil as conditions required at different stages.

The basic design adopts a structure that is made possible by the fact that the same kind of engine can be manufactured in each country. That engine is based on the air-cooled OHC engine of the Yamaha TTR125 which is presently so popular in Japan and the USA. Everything from the cam profile to the cylinder and head meets the same basic spec.

At YMC's Global Production Promoting Division, Mr. Okada spoke about Yamaha's global production efforts. "The YBR125 was the first model to be based on a full-fledged global production concept from the planning stage, and we have since employed it for other new-model launches. Having a system where we can shift production

of a certain part to a new regional manufacturing base when the first base reaches its full production capacity will contribute to investment savings and boost market competitiveness down the line."

Mr. Toizumi, also of the Global Production Promoting Division says, "We have gone beyond the level of simply realizing local procurement of parts. We have also made great efforts to achieve local supply of the dies and machining equipment used in the manufacturing. In the past we had to ship this kind of equipment from Japan to the overseas manufacturing bases. Now we have succeeded in local supply that reduces initial investment and speeds up time-to-production."

Marketing is an important part of the mix in any successful product launch and we talked to Mr. Takahashi, who worked on the marketing of the Brazilian YBR125, to find out what made it so successful. "We pushed this as the first model ever developed specifically for the Brazilian market and doubled the size of our dealer network in preparation for the launch. Promotional activities also began a full year before the scheduled release, which helped inspire everyone, including the engineering staff, so we had everybody from manufacturing to marketing fired up and working together like never before. And we stuck to a philosophy of building a solid basic product with true Yamaha DNA rather than a model spiced up with flashy features."

"The Chinese model YBR125 is off to a great start with orders for 24,000 units in the three months since production started in November. We are struggling to keep up with demand. But no sooner had the model hit the market than we start to hear new requests, like customers asking for genuine parts like a seesaw type pedal that won't scuff leather shoes," says Mr. Usuda who works on the Service staff. "We are now rushing to get such a part in production and to the market. Efforts like this will build customer satisfaction in the long run." This kind of communication with the customers is another important factor in realizing global quality.



By mid-2003 when the JYM YBR125 has proved itself in the Chinese market, export to regions like Africa are planned. Preparations are now under way at YMC's Cross Trade Promotion Section



Mr. Tomoyasu Atsumi, Engine development staff



Mr. Toru Nishikawa, Chassis development staff



Mr. Keiichi Okada, Global Production Promoting Div.



Mr. Yoshitaka Toizumi, Global Production Promoting Div.



Mr. Yoshihiko Takahashi, who worked on the marketing of the Brazilian YBR125



Mr. Youichirou Usuda, who works on the Service staff in China

Staying on Top Down Under

**Yamaha Motor
Australia Pty. Ltd. (YMA)**

Location:
Sydney, New South Wales
President:
Masayoshi Toyama
Employees: 250



Our reporter,
Mr. Sean Hawker, Advertising
and PR Co-ordinator of YMA

A land of sunshine and sports

Australia is the sixth largest country in the world in land area, about the same size as the continental USA.

The country covers vast tracts of red-earth desert and many forests rich in trails. Australia has more than 7,000 beaches, outnumbering any other nation, and the average Australian enjoys 3,000 hours of sunshine a year. That's 70 percent of total possible hours. Of Australia's total population of 19 million people, 6.5 million are registered sports participants.

A strong beach and marine based culture is ideally suited to the use of personal watercraft and outboard motors. Huge tracts of natural terrain and ample dirt riding possibilities mean off-road vehicles are big sellers. And a relatively large farm population provides strong demand for utility ATVs. Sales figures reflect this unique Australian environment.

Seven out of the top ten selling motorcycles in the country are road-legal dirt bikes. And YMA is proud to say that the two top selling bikes in Australia are Yamaha's WR250F and WR426F. Yamaha is a clear leader in the outboard motor market and enjoys a 21 percent share in the motorcycle market. In addition, YMA also wholesales WaveRunners, Golf Cars and generators.

YMA's head office, main warehouse, spare parts and service department and our



At the 2003 WR-F launch in New Zealand

As YMA celebrates its 20th anniversary this year, we are proud to be the leader in our core marine and motorcycle markets in Australia. This has been achieved through a systematic implementation of effective marketing plans. And, our success has been helped by the quality Yamaha products that outdoors-loving Australians find so desirable.

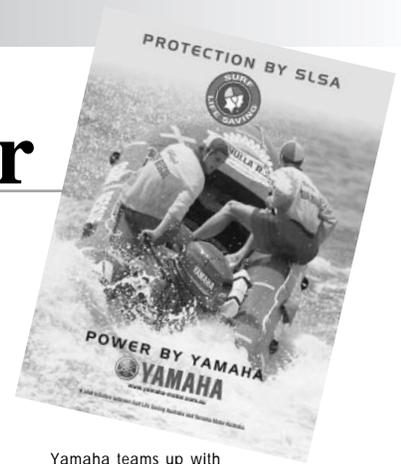


Golf Down Under means plenty of coastline to play with

Yamaha Motor Finance company (YMF) are all in one Sydney location. Each state operates semi-autonomously with a warehouse and sales and service office in its capital city headed by regional sales managers and sales team in charge of the dealer network. The New Zealand market also comes under YMA jurisdiction and is run from a newly built headquarters in Auckland.

Dealer involvement

Naturally, Yamaha is not the only company to offer attractive outdoors products. YMA makes great efforts to ensure that Yamaha is the number one brand in each product range in Australia. These efforts are strong at the dealer level with a constant flow of materials such as model information,



Yamaha teams up with Surf Life Saving Australia

posters, brochures, and point of sale promotional items.

YMA has invested heavily in technology, providing dealers with cutting-edge business systems such as our Yamaha Dealer Connect (YDC). A Dealer Management System (DMS) allows sales people to record dealer issues in real time, which are then acted on promptly.

Every second year, all dealers are invited to an elaborate conference held in February, where new ideas and initiatives are discussed and the latest models are unveiled. This is combined with a top performing dealer incentive program that has proved extremely popular over the years.

Quick and easy finance

YMA acknowledges that the customer is king and offers plenty to ensure people buy Yamaha blue. The plan is not merely to offer a product but to back it up with a full support structure so that the customer becomes part of the Yamaha family. This increases the likelihood of a customer buying another Yamaha product or recommending one to a friend. For instance, a customer can buy Yamaha product quickly and easily using the new 100% YMA owned finance system. Yamaha Motor Finance can be arranged for all Yamaha products, a service previously unavailable anywhere in Australia. If a customer visiting a dealership wants to make a purchase, they can directly access YMF's call centre or online facilities on the spot to receive loan documentation.



Joining the TRIBE

At YMA we make sure the customer will not be forgotten once the purchase is made. At time of purchase every customer is asked to fill in a dealer survey and invited to join TRIBE, the official Yamaha motorcycle owners club.

Via our successful YMA website, TRIBE offers members the opportunity to join



Dinner with the GP stars was the first TRIBE member benefit

other Yamaha owners on CircuitBreaker track days at major circuits, off-road trail rides, demo rides and at special events such as the Australian GP, where they have the chance to meet GP stars. The inaugural event took place at Phillip Island with 150 TRIBE members and was a runaway success. In November 2003 a TRIBE gathering is planned that will have on- and off-road motorcyclists from all over the country converging at one location for an event that will feature all Yamaha products in their natural environments.

Racing sells

Yamaha WR and YZ machines are top sellers in Australia as a result of intense promotion by YMA and our big investment in racing. The successful Craig Dack Racing (CDR) Yamahas are always at the front of the pack and motocross success translates directly into enduro sales. The hugely popular Yamaha sponsored Academy of Off Road Riding, which is run by off-road legends Stephen Gall and Lyndon Heffernan, introduces dirt riding novices to Yamahas.

The top selling road bike in Australia is Yamaha's R1 and the best selling 600cc machine is



the YZF-R6. This is partly due to Yamaha's involvement and investment in Formula Xtreme racing. Not only is Yamaha a sponsor of this elite road race series but Yamaha also dominates the front of the grid with the top riders and team. This year should see Yamaha extend its six Formula Xtreme wins and regain the Supersport title with a new race team. Team Nikon Yamaha will be spearheaded by gun Aussie rider Kev Curtain, with the young former 500cc GP rider Brendan Clarke as teammate. Racing is a big part of YMA's marketing spend but the results speak for themselves. Of YMA's annual bike sales, 46% carry the prefix WR, YZ or YZF-R.

In addition to press advertising, YMA recently commissioned a series of award-winning television commercials. The lifestyle storylines, dramatic images and superbly executed camerawork produced ads that have everyone talking, especially non-motorcyclists.

ATV success

ATVs form an important part of the motorcycle division and YMA ensures a Yamaha blue four-wheeler presence at farm days around the nation. Stephen Gall and his crew demonstrate sound riding techniques in all the main rural centres. YMA is committed to the safe use of ATVs and offers a comprehensive 40-minute instructional video free with every ATV purchased. Current Yamaha ATV owners can order their copy from our website.

ATVs have traditionally been a utility vehicle, but recently YMA has taken up the challenge of promoting these vehicles as a sports/leisure machine. As a result, YMA enjoys a healthy 85% market share in this growing area.

Marine scene

The marine division represents a strong element of YMA's business. In fact, Australia is the second largest wholesaler of outboard motors next to the US. In addition to targeting the lucrative fishing market with nationwide sponsorships of fishing events, YMA



Australian built Southwind SD500 from our Ourimbah factory

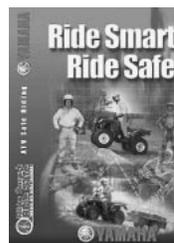
has recently struck a deal with the uniquely Australian association, Surf Life Saving Australia. SLSA is the organising body for 284 surf life saving clubs that make 12,000 rescues a year. Yamaha is SLSA's preferred supplier of outboard motors, WaveRunners and Kodiak ATVs. Each product is tailored to surf lifesaving needs. For example, short shafts and surf propeller guards are fitted to the 25XHMS for use in shallow, crowded waters and surf mats and gunwhale straps are fitted to the WaveRunners. Kodiaks come with flashing lights, equipment boxes and tow balls.

Regular *Yamaha News* readers will recall that Yamaha Motor New Zealand Limited is the exclusive supplier to the America's Cup. An army of international journalists who descended on the waters around Auckland ensured that around 200 Yamaha outboard motors enjoyed a highly visible profile. This prestigious sailing event provides a huge boost to the image of Yamaha marine products.

Exceeding expectations

Australia's outdoor environment gives YMA a unique opportunity to market Yamaha products. This opportunity is firmly grasped through every means available, such as promotions, sponsorship, advertising and even cross-promotion. For example, YMA recently sponsored a hole at the Australian PGA tournament in full view of free-to-air TV. The prize was not a Golf Car but a YMA Southwind boat.

YMA's market leading position has been achieved by offering products that exceed expectations. But this position has been maintained by offering value to customers and dealers that also exceed expectations. At YMA problems are seen as a challenge to relish and everyone digs in hard. You could say that Yamaha's Kando philosophy translates into a can-do attitude Down Under.



YMA's training video is offered free to all Yamaha ATV owners

This Is My Country



Australia

Country name:
Commonwealth of Australia
Capital city: Canberra
Area: 7.69 mil. sq.km.
Population: 19.4 mil.
GDP: Aus. \$117,472 million
Currency: Australian Dollar

A Multi-ethnic Continent Nation

Australia is the only country in the world that occupies an entire continent. Positioned south of the equator between the Indian Ocean and the southern Pacific, Australia occupies a land mass just slightly smaller than the United States of America. The country's name derives from the Latin terra australis, meaning the southern continent. Overall, the continent's climate ranges from arid to semi-arid. In July, the Australian winter, the average temperature is about 12°C., while in the summer temperatures range from 20 to over 30 degrees. Because there is little rain in the interior and that which does fall quickly evaporates, most of the population of Australia is concentrated along the coasts.

Primary industries like coal, cattle and wool make up a large share of Australia's national product. However, in recent years the country is becoming increasingly known for more diverse food products like fresh-frozen fish, rice and

numerous processed foods, as well as industrial and high-tech products. Due to the small size of its domestic market, Australian business has turned its eyes to overseas markets, thus giving many of its corporations a global outlook.

One of the things that makes today's Australia distinctive is the multi-ethnic nature of its population. The native Aboriginal population was joined by European settlers in the 19th century, while the 20th century saw a flow of immigrants from all over the world. In fact, you could almost call Australia an immigrant nation, because half of its population today was either born overseas themselves or have one parent that was born overseas (see table). This degree of diversity makes acceptance of others an important national trait that shows itself in all aspects of Australian life, from work and social life to the home. While the country takes English as its national language, any type of discrimination based on nationality, race, religion or gender is prohibited by law.

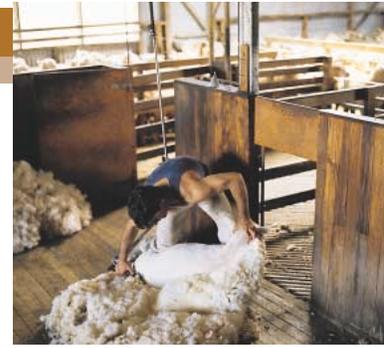
A wonderland of rare plants and animals

There are a wealth of plants and animals living in Australia that are not found in any other part of the world. The thick and relatively flat tectonic plate of the Australian continent separated itself from Antarctica and moved steadily north toward the equator between 10 and 55 million years ago. During this period a unique flora and fauna was able to develop and proliferate in almost complete isolation from the rest of the world. Long-term survival on the Australian continent favored the reptiles with their low metabolic rates and also the marsupials, like kangaroos, wallabies and koalas, whose young are raised in the mother's pouch. Today over 100 different species of marsupials are being protected in special wildlife preserves so that they can proliferate in their natural habitat. There are also rare animals like the river-dwelling duck-billed platypus, whose bill, webbed feet and otter-like fur make it a "living fossil" among today's species.

Australia is home to some 520 different species of lizards, among which the frilled lizard is especially loved by animal watchers for its extravagant neck fin and comical running style. In all there are about 350 species of birds that you will see only in Australia, including the kookaburra, with its human-like laughing



Local fishermen supply the seafood market. (Photos courtesy of Tourism New South Wales)



Sheep shearing. Australia is a leading wool producer

call, and the cute little fairy penguin. Meanwhile, the continent nation's flora and ecosystems are also highly unique. As of the end of 2000, Australia has fourteen natural environments registered under the World Heritage program, including the Great Barrier Reef, the native ecosystem of the southern island of Tasmania, the swamplands of Queensland and the Kakadu National Park. In order to preserve this wonderful natural heritage, the government, local communities and individuals across the country are involved in broad-reaching and often highly creative conservation programs and activities.

Delicious gifts of nature

In Australia today, the country's multi-ethnic makeup and its inherent wealth of foods are contributing to a national cuisine that is developing in exciting and unique directions. With luscious fruits and vegetables from the land, a boundless variety of fish and shellfish from the sea and the now world famous quality Australian beef and lamb, chefs have a rich palette of tastes to blend into their dishes, whether they choose to cook in traditional European styles or work with the spices of Oriental cuisine. Creative mixes of flavors from around the world with unique contemporary twists have also given birth to a distinctive vein of cooking known today as "new Australian cuisine." Good food calls for good wine, and the winemakers of Australia have taken advantage of the ideal soil and climate conditions in certain parts of the country to produce a full range of wines, from very affordable table wines to prize-winning vintages, that are increasingly popular around the world today.



The Aboriginal art of bark painting



The koalas are everyone's favorite



Harvest time in the wheat country



Cattle ranching is a big industry in Australia

(Above 4 Photos: Courtesy of the Australian Embassy, Tokyo)



Kings Cross is a centre of nightlife in Sydney (Courtesy of Tourism New South Wales)



Coral reefs off Cairns in the Great Barrier Reef

TOP SIX SOURCE COUNTRIES OF BIRTH OF SETTLERS, 1992

Country	Immigrants to Australia no.	Population of source country '000,000	Rate per million of source country's population no.
UK & Ireland	12,290	61.2	201
Hong Kong	9,820	5.8	1,693
Viet Nam	7,390	69.5	106
New Zealand	7,310	3.5	2,116
India	5,110	879.5	6
Philippines	4,930	65.2	76

Source: Overseas Arrivals and Departures; World Health Organization World Health Statistics Annual

Traffic laws	
Minimum age for driver's license	16 (in NSW, differs by state)
Minimum age for motorcycle license	16 years 9 months (in NSW, differs by state)
Motorcycle license classes	Learner, Provisional and Open
Minimum age for boat license	16 (in NSW, differs by state) Junior licence from age 12 with restrictions on speed, etc.
Cost of living	
Average lunch	Aus.\$10
Cup of coffee	Aus.\$2.50
Bus fare (Price for one-ride ticket in major city)	Aus.\$3.00
Gasoline (1 liter)	97 Aus. cents
Common image of Yamaha products in Australia	
Technically advanced, stylish	
Products that come to mind with the name YAMAHA	
Musical instruments, motorcycles, outboard motors	
National hero/heroine	
Ian Thorpe – World champion swimmer Kylie Minogue – Pop music artist	

Podium Days for Yamaha in AMA Supercross



Round 6 winner Reed and 2nd place Vuillemin (left)

The 6th round of the 2003 AMA Supercross series in the U.S.A. was a banner day for the Yamaha blues as Yamaha Factory Motocross Team riders Chad Reed and David Vuillemin raced to an impressive one-two victory at the Qualcomm stadium in San Diego, California, on February 8. These performances thrust Reed and Vuillemin into second and third places in the ranking as the AMA Supercross series enters mid-season.

With this year's series involving the "World Championship" title, Supercross fans everywhere are watching to see who is going to put the pressure on last season's champion, Carmichael (Honda). The competition has been hot and the fans enthusiastic, as evidenced by the three sold-out rounds held so far this season at the Edison International Field in Anaheim, California, home of the current baseball World Series Champions, the Anaheim Angels. Carrying the Yamaha flag in the Supercross competi-



Chad Reed races on the YZ250M at Edison International Field

tion this season along with Frenchman Vuillemin (#12) and Australian Reed (#22) is American Tim Ferry (#15).

It was Reed who jumped out to a great start, winning round 1 and scoring three 2nd place finishes before his round 6 win. He now stands in 2nd place in the season ranking close behind Carmichael. With a riding style that fits his mild manner, there is nothing

showy about Reed's cool-headed riding, and the consistent speed he maintains means he never has to push to catch up in the closing laps. That's why everyone expects this

young Aussie to be in the running for the title right down to the wire. Vuillemin missed the winners podium in the first three rounds but mounted it with 3rd place finishes in rounds four and five and his



Tim Ferry's YZ450F

2nd in round 6 that puts him third in the ranking. With a style that sharply contrasts Reed's, Vuillemin likes to come on strong in the closing stages of a race. Both of these riders compete on the YZ250M. Riding the 4-stroke YZ450F is Ferry. After 3rd place podium finishes in the first two rounds of the season, Ferry tried out the Yamaha 2-stroke in the final of round five but returned to the 4-stroke from round six. Said to be better at motocross than Supercross, Ferry is looking to be the first rider to win a series title on a 4-stroke. With the exception of two breaks, including one for Easter, the series will run every weekend until May 16.

Explanation of Supercross

Some 12,000 tons of dirt are trucked in to a stadium to create a Supercross circuit course with a series of large and small jumps of different types. At two points in a course there are places where three jumps come in rapid succession. The distance between the first and third jumps is about 20 meters and the riders try to clear the whole thing in one jump. Another place where the rider's skills make a big difference is the washboard type sections made up of small knobs close together, called the Woops. The tickets cost a reasonable \$10 which invites people of all ages, families and couples to come enjoy the weekend action.



Edison International Field



On the paddock



The entrance to the race venue

China

Guangzhou Motor Show highlights Yamaha's comprehensive brand strength

Over the five days from Nov. 21 to 25 last year, the top Japanese motorcycle makers displayed their products alongside those of the domestic Chinese and European motorcycle makers and parts makers at the Guangzhou Motor Show. With more and more cities requiring registered license plates on motorcycles, it is becoming difficult to create new motorcycle demand in the Chinese market today. Nonetheless, this year's show was marked by original designs and displays in the booths of the emerging Chinese makers that accentuate their rapidly improving technology and corporate growth.

Meanwhile, the Yamaha booth displayed new models like the "Avenue" by Zhuzhou Nanfang Yamaha Motor Co., Ltd. and the "YBR125" by Chongqing Jianshe-Yamaha Motor Co., Ltd., as well as the "FZS1000," which is a model imported from Japan. Also on display was the new



The new YBR attracted much visitor attention

Yamaha "Passol" electric scooter recently introduced in Japan, all of which made an impressive appeal for the wide world of motorcycling and the technological excellence of the Yamaha brand. At the Yamaha press conference on the opening day, Managing Director Miyao of Yamaha Motor Co., Ltd. (YMC) spoke before a large press corps about Yamaha policy for the Chinese market. During the course of the show, an especially large number of visitors asked questions about the new "Passol," reflecting the growing environmental consciousness in China today.



Visitor traffic at the Yamaha booth was large and active throughout the five days of the show

WORLD TOPICS

We always welcome your contributions.
Write to Chief Editor Shigeharu Maruhashi of the PR Division,
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Pakistan

YAMA4 excites 6,000 people at its DYL debut event



Six thousand people in attendance

In Pakistan, where political reforms are promoting open markets, the motorcycle market is expected to show continued growth after expanding 138% in 2002 vs. 2001 to record total demand of 166,000 units. In this booming market, the YAMA4 (YD100), the first Yamaha 4-stroke model produced for the



The YAMA4 getting lots of attention



Pakistan's top vocalist performing

Pakistani market, was unveiled on Nov. 4 at an event organized by Dawood Yamaha Limited (DYL), Yamaha's JV company. The event, held in Lahore and attended by 6,000 people including media representatives, dealers, private workshop owners and young bike enthusiasts, was a Yamaha event of a scale never before seen and included a performance by Pakistan's top singer.

This new YAMA4 has been specifically designed for the Pakistani market. It is based on the "T105" that has won such popularity in the ASEAN countries and mounts a newly designed fuel-efficient 4-stroke engine while adopting the exterior looks of the "YB100," which has been a status symbol in Pakistan for many years. At the same time it is also a product of Yamaha's "Glocal" manufacturing policy for part supply to achieve the right combination of product quality and competitive pricing.

Produced at the DYL Uthal factory, this new YAMA4 promises to be a key for the company to create new demand and increase its market share. "We predict a total demand of around 200,000 bikes in three years and an increased share of that for Yamaha," commented a company salesperson. "We are working to keep the percentage of CKD parts from Japan down and make efficient use of parts from countries like Thailand, Indonesia and Malaysia. Along with this, we want to develop our sales and service networks and produce the best products to keep our models competitive over the long term," he added.

From: Satoshi Ito, West Asia Business Div., YMC

Taiwan

All eyes on Yamaha booth at Taipei Motor Show

Last year saw a big change in the Taiwan motorcycle market, which already boasts one of the highest per capita motorcycle ownership rates in the world. As of July 2002, Taiwan opened its market to motorcycles with a displacement of over 150cc, which had previously been prohibited in the island nation. The result has naturally been a strong spurt in interest in the larger displacement models.

That interest was certainly evident at the 2003 Taipei Motor Show, held at the end of January in the nation's capital. Nearly 100,000 people visited the show during its four-day run, and many of them had their eyes on the lineups of bigger bikes on display at the booths of the Japanese and European makers.

For Yamaha Motor Taiwan Co., Ltd. (YMT), this show was a big opportunity to show a fuller range of Yamaha motorcycles than ever before and make a strong appeal for the Yamaha brand as a technology leader with more to offer in every class. The Yamaha booth was organized around the theme of "Touching Your Heart," and besides unveiling exciting new models like the "SV MAX125," a new version of YMT's popular Taiwan-market 125cc scooter model sporting an all new SV engine, special displays were prepared for a customized version



At the display of Yamaha's YZR-M1 Moto GP factory machine attracted crowds



A customised Majesty 250 from Japan was also displayed

of the Majesty 250 that is presently the rage among young people in Japan and the state-of-the-art YZR-M1 4-stroke MotoGP factory racer. Other attractions like an autograph event for the popular Japanese actress "KIMIKO" who is the TV commercial character for the SV MAX125 launch campaign and the hot Taiwanese talent Mr. Chang Chen, kept visitors lined up at the Yamaha booth throughout the four days of the 2003 Taipei Motor Show.

Spain

Almeria press tests bring rave reviews for the new R6

After the sensational unveiling of the 2003 remake of the popular supersport YZF-R6 at the Internot motorcycle show in Germany last autumn, the world's motorcycle journalists couldn't wait to get their hands on the real thing and take it out on the track. They got their chance at last at Yamaha's official press test event held at the Almeria Circuit in Spain from Dec. 3 to 22, 2002 and more than 100 journalists and test riders from around the world showed up ready to ride. Of course they were anxious to see what the new fuel-injection engine would feel like and how the new all-cast aluminum frame would handle. Each group of journalists was given a full 3-day introduction to the R6 that included a technical briefing, circuit test rides and finally a full day of riding on public roads in the surrounding countryside. The impressions they came back from those rides with have already been written up in the major motorcycle magazines and just a quick look will show that the journalists' praise was unanimous. Almost everyone said the handling and the engine response had improved, and that power had also been boosted in the mid-speed range. Rave reviews like the ones these magazines have printed after the Almeria event are sure to reach the dealers early this year.



On the track at Almeria the fuel-injection R6 proved it's a whole new machine

South Africa

Parts Managers Plan African Business Expansion

Durban, South Africa, was the site of the 2002 African Parts Managers' Convention, held over the three days of Nov. 18 to 20. This was the fifth holding of the pan-African parts managers meeting and was organized with the full cooperation and organizational skills of the host distributor, South Africa's Yamaha Distributors (YD). The convention's agenda included introductions of new parts and accessories products and seminars aimed at boosting know-how in parts warehouse management. There were also reports on present market conditions by the managers from each country and meaningful exchange of information and opinions on a wide range of subjects. The African parts market continues to hold great potential for growth, and to make sure that the most is made of this potential, YMC's Parts Operations will continue to hold conventions and seminars of this type for parts managers throughout the African market.

From Shigenori Hidaka, C&S America & Africa Department, Overseas Sales Div., Parts Operations, YMC



Managers from distributors across Africa gathered in Durban for the 5th Parts Managers' Convention

Japan

University Lectures on YMA Business Successes

A series of weekly lectures was given at Shizuoka Sangyo University, an industrial college located in Iwata city, home to the YMC head office, beginning Sep. 25, 2002. A total of twelve sessions were presented by five Yamaha Motor Group lecturers in the areas of research and development, manufacturing and marketing.

In the field of marketing, Mr. Hiroyuki Yoshino, Senior Managing Director, Yamaha Motor Marketing Co., Ltd. (YMMJ) utilized his business management experience in Australia as the subject for a series of three lectures beginning on Nov. 27. He cited the example of IT systems that were introduced at Yamaha Motor Australia Pty., Ltd. (YMA) as the result of research and analysis

of the company's strengths and weaknesses. Successful systems were created for the company's finance, warranty and parts divisions.

This program of lectures began at Shizuoka Sangyo University in 2001 and the associated expenses such as educational research fees and personnel costs are paid by corporations, organizations or individuals.

Lecturers have been invited from local institutions and corporations such as Iwata City Hall, banks and manufacturing companies.



YMMJ Senior Managing Director Yoshino giving a lecture to students in the Economics Department of Shizuoka Sangyo University

France

Mapping the Way to Global Service Excellence

Yamaha Motor France S.A. (YMF) and Yamaha's French manufacturing base, MBK Industrie S.A., were hosts to the 2nd Global Service Manager Meeting over the two days of Nov. 14 and 15, 2002. Following up on the successful first global meeting in 2001, the number of representatives and countries represented both increased this time to 52 and 35 respectively. What's more, the meeting was preceded on the 13th by another global meeting of Yamaha education base directors from 11 countries.

The emphasis of the service managers in this second holding was to prepare the way for global standards and cooperation in an even larger range of service activities, and discussions were held for the finalization of a medium term plan for service globalization efforts. The representatives also divided up into discussion groups to formulate proposals for an overall vision of global activities for the future.

There was a shared consciousness among the participants that they were setting in motion activities that will lead to truly exciting service to match the exciting products Yamaha supplies on the world markets.

From Kuninori Kaneko, Motorcycle Service Div., YMC



Discussion groups debated contents for a vision to guide global activities for the future



President J-C Olivier of YMF (Center) helped host the 2nd Global Service Manager Meeting attended by representatives from 35 countries

Japan

"Passol" Wins Japan's Most Prestigious Energy Conservation Award

For the first time ever, the Energy Conservation Center, Japan, has chosen a motorcycle as the recipient of Japan's most coveted energy conservation prize, the "Director General Prize of the Agency of Natural Resources and Energy." Naturally, the product this prize was awarded to is no ordinary motorcycle; it is the revolutionary Yamaha Electric Commuter "Passol." Released in the Tokyo metropolitan area late last year in a unique Internet test sales campaign, the "Passol" is an electric-powered commuter vehicle that employs a lithium-ion battery boasting one of the world's highest performance levels and super-thin design electric power unit, all mounted on a lightweight aluminum frame. The fact that it runs solely on clean electric energy means that it gives off no exhaust gases whatsoever, while providing a quiet but enjoyably powerful ride. Designed to meet the needs of short-distance urban commuting and riding, the "Passol" will run about 32 kilometers on one charging of the battery. And, thanks to its highly environment-friendly systems, the "Passol" achieves a roughly 60% reduction in CO₂ emissions, 90% reduction in NO_x and approx. 80% reduction in SO_x compared to a standard 50cc gasoline-powered scooter when evaluated by the ISO Life Cycle Assessment* system.

*Life Cycle Assessment (LCA) = An ISO14040 series international standard for evaluation of the entire environmental impact of a product throughout its overall life cycle from its raw materials through manufacturing and use to final disposal. It is a standard that aims to encourage reduction of environmental impact.

Mr. Futohashi, Senior Supervisor, Environmental Affairs Div. (left), and Mr. Nakamichi, General Manager, 4th Product Management Div. (right) at the booth



Colombia

Incolmotos President Named Ambassador to Japan



Incolmotos Yamaha President, Dr. Francisco J. Sierra will now serve as Colombia's Ambassador to Japan

Industria Colombiana De Motocicletas Yamaha S.A. (Incolmotos), the Yamaha distributor and manufacturing base in Colombia, is proud to announce that the man who has led their company for the past twenty-five years and made it the leader in Colombia's motorcycle market, Dr. Francisco J. Sierra, has been honored with the appointment to a 4-year term as Colombia's Ambassador to Japan by the country's President, Dr. Alvaro Uribe

Vélez. While Dr. Sierra and his wife, Mrs. Luz Stella Rodriguez, are fulfilling their new diplomatic duties in Japan, the presidency of Incolmotos will be assumed by Dr. José Luis Arango, a highly respected industrialist in Colombia who most recently served as President of the iron and steel company SIMESA and has been on the Incolmotos Board of Directors for nearly three years.

In more good news from Incolmotos, the star rider of the company's motocross team, Juan David Posada, rode his Yamaha machines to his sixth consecutive national championship titles in the premier 125cc and 250cc classes for the 2002 season. In the coming 2003 season Juan David will again carry the Yamaha banner to more victories. Meanwhile, the company is also working to build customer satisfaction by strengthening its service network with the holding of Yamaha Technical Academy (YTA) training and contests. Last year ten YTA Bronze training seminars were held in Medellin and the top service technicians from these seminars gathered to compete in the first YTA Technician Grand Prix ever held in Colombia. The winner was Mr. Edgar Guerrero, Service Manager from Incolmotos Bucaramanga. Incolmotos will continue to hold these seminars and contests because they help motivate Yamaha service people around the country while also showing which service skills need to be strengthened.

From Andres Gomez, Communication Department, Incolmotos, Colombia



Incolmotos motocross team ace Juan David Posada won his sixth consecutive National Championship title



Top finishers in the first Yamaha Technical Academy Grand Prix service technician contest held in Colombia.

We apologize for the fact that ALS MARINE CENTER was referred to as a dealership instead of a distributor in the No. 1 2003 issue of Yamaha News (page 12). We are very sorry for this mistake.

“New Spark” set to ignite sales



Pop stars added to the excitement of the launch party

In the booming Thai motorcycle market, where total demand grew 44% last year to 1.3 million units, Yamaha paved the way for a big boost in sales with the Dec. 2, 2002 release of the long-awaited 4-stroke, 110cc Yamaha moped “New Spark” (Thai market name). Featuring the kind of sporty styling young Thai’s prefer and performance that out-runs all the competitors, this new model also goes on sale with a line of special customizing parts that are sure to differentiate it from the budget-priced models released recently by the other Japanese makers.

At the product launch event, President Ishikawa of Thai Yamaha Motor Co., Ltd. (TYM) said, “From now on, Yamaha is going to target young people with a high-added-value strategy. The New Spark represents the first embodiment of this policy.” The excitement continued at the launch party that evening with the appearance of the hot pop group who will be the New Spark’s ad characters. The success of the launch soon became clear, as first orders from dealers completely sold out the initial TYM stock. Needless to say, the outlook is bright for big sales increases in 2003.

As preparations continue for subsequent launches of the New Spark in Indonesia, Malaysia and Vietnam, young marketing staff from these countries gathered in Bangkok from Dec. 17 to 20 at the end of last year for a “1st New Spark Camp” to work on plans for marketing campaigns for the new model. In the energy and originality with which the participants worked and shared ideas and opinions, one could sense the big things ahead for Yamaha in Southeast Asia.

From Hidehumi Kawai, Southeast Asia Business Div., YMC

Yamaha Managers Tackle “The Roof of Africa”

One of the world’s oldest off-road motor races is still running as big as ever in Africa, and many also consider it one of the world’s toughest races. So, when four managers from the Republic of South Africa’s Yamaha Distributors decided to test themselves and their products in the 2002 Lesotho Sun “Roof of Africa” race, it was no small undertaking. A three-day event, now in its 35th year, that starts with a “Round the Houses” race in the streets of the Maseru, the capital of the Kingdom of Lesotho, and a time trial on Thursday, the actual race is competed in two 212 km race stages on the legendary rugged terrain of the Maluti Mountains ranging up to 3,000 meters. The four Yamaha Distributors managers, Peter Corkin, Steve Thompson, Darryl Lovegrove and David Woodley, assisted by Sean Torney, took on the challenge of this grueling race to show the quality and performance of their Yamaha motorcycles in a tangible, high-profile way. All the bikes they rode, the XT350, TTR125 and the WR250F, were stock machines, and the TTR125 ridden by Darryl was the smallest bike in the competition. Still, they wanted to show just how reliable, competitive

and fun their Yamahas could be even in such a tough contest. And they did just that, with all four members of their team finishing the 558 km with no mishaps.

From Hanlie du Preez, Communications Officer, Yamaha Distributors, South Africa



The four proud Yamaha Distributors managers finished the tough Roof of Africa race



Maintaining top market share is the common goal



The Latin American marine importers meeting drew 29 representatives from 11 countries

Yamaha marine importers from across Central and South America gathered for the first full-scale meeting of Latin American distributors of Yamaha outboard motors and WaveRunners in five years. These

meetings, held on Nov. 25 and 26, 2002 in Sao Paulo, Brazil, were attended by 29 representatives from 15 importers from 11 Central and South American nations. In addition to a presentation of the new medium-term marketing strategy, the representatives were given detailed introductions of the new Yamaha outboard motors and WaveRunner models and a chance to test-ride them. The rapidly changing market conditions throughout Cen-

tral and South America in recent years have made the importers and dealers all the more determined to maintain the Yamaha brand’s top share within the present market conditions. This attitude was evident in the exchange of information and opinions seen everywhere during the beneficial two-day meeting.

From Jin Matsuno, Latin America Div., ME Company, YMC*

*ME Company is YMC’s reorganized Marine Engine in-house company

Japan

Winners Chosen in Children's Painting Contest

A panel of judges led by the famous Japanese painter Kazuo Kudo convened at the Tokyo office of Yamaha Motor Co., Ltd. (YMC) on Nov. 26, 2002, to make the final decisions on the winners of the 14th Annual Yamaha Children's Waterside Painting Contest. The panel selected winners in the upper elementary, lower elementary, and nursery school categories from among 420 paintings that had passed the initial judging of the full 7,858 paintings submitted between July and November of last year. Impressed by this year's submissions, Mr. Kudo said, "We saw some very original paintings this time with highly individual styles of expression different from the past, even though many were coming from the same schools that have submitted in past years. I believe that getting children to paint like this is not only a good way to instill a love of nature but also to keep young minds healthy and active."

Organized again by the Japan Marine Sports Promotion Foundation, the contest's painting themes were "The Beautiful Sea" (environmental preservation), "Working on the Sea" (fishing ports, etc.) and "The Sea is Fun" (marine recreation). The top four prizes included the Japanese Minister of Education and Science Prize, the Minister of Land, Infrastructure and Transport Prize, the Minister of Environment Prize and the Director-General of the Fisheries Agency Prize. The winning paintings can be seen introduced on Yamaha Motor's website (<http://www.yamaha-motor.co.jp/seascape/2002/index.html>).



The Japanese Minister of Education and Science Prize went to this painting by Japanese 6th grader Aya Fujii



The Minister of Land, Infrastructure and Transport Prize was awarded to 6th grader Kazuki Matsushima, Japan



The Minister of Environment Prize went to four year-old Stacia Edina Johanna of Indonesia



The Director-General of the Fisheries Agency Prize went to 5th grader Ryo Nakadoi, Japan



Japan

YNA Awarded for Promoting International Trade and Relations



Nutreco's Managing Director Philip Smith receives a commemorative gift at the award ceremony on Dec. 5, 2002 at the Netherlands Embassy in Tokyo

Yamaha Nutreco Aquatech Co., Ltd. (YNA) and YMC's joint venture partner Nutreco Holding N.V. of the Netherlands were recently presented the "Deshima Award" for major contributions in the fields of international trade and relations between Japan and the Netherlands. The Deshima Award, established two years ago under the auspices of the Dutch chamber of commerce and

industry office in Japan and the Embassy of the Netherlands, is given to companies that make outstanding contributions in export, investment and technology transfers to Japan. The recipient, YNA, is a company founded by YMC and Nutreco in 1998 to supply EP feed pellets (Been's) and feeding technology to Japanese operators of fish farming for yellowtail and sea bream out of its home office in Fukuoka, Japan. By supplying operators with nutritionally balanced feed pellets and Yamaha automatic feeders, YNA strives to reduce operating costs and increase the efficiency of their fish farming operations. As for Nutreco, it is an international company with leading positions in high-quality animal and fish feed industries and in fish farming. As companies involved in the important feed and fish farming industries, both Nutreco and YNA are keenly aware of their responsibility to provide quality, environment-friendly products and services.

Malaysia

Asian Golf Car distributors get look at new G-MAX



The participants in the 1st Asia Golf Car Sales Meeting

On Dec. 3 and 4, 2002, the 1st Asia Golf Car Sales Meeting was held in Johor Bahru, Malaysia. In addition to presentations of the Yamaha Golf Car market

policies and business reports from the various Asian distributors, the gathered representatives got the opportunity to test ride the lineup. This was the first time that Yamaha Motor Co., Ltd. (YMC) has organized a golf car distributor meeting specifically for the Asian region, which is now one of the main markets for Yamaha brand golf cars manufactured by Yamaha Motor Manufacturing Corp. of America (YMMC). One of the highlights of the meeting was the introduction of YMMC's new models "G-MAX 4-STROKE" and "G-Max 48V," featuring the biggest power in class and the smooth-riding Tru-Trak front suspension and mono-link rear suspension to handle all the ups and downs golfers are sure to encounter on most courses. Besides unmatched performance, the "G-MAX models" are also designed to be virtually maintenance-free. Another important purpose of the meeting was to build closer communication links and cooperation between YMMC, Yamaha Golf-Car Company, YMC and the Asian distributors. All the participants agreed that this aim had been served and expectations are high for a positive market reception for the new G-MAX models.

From Yoko Yamada, Overseas Sales & Marketing Div., Outdoor Power Equipment Operations, YMC

Environment-friendly products color Tokyo Boat Show green



The prominent Yamaha booth showed a full range of Yamaha boats, PWCs and outboard motors along with various marine information counters

The Tokyo International Boat Show is the big season-opening event where maker booths display what's new in marine leisure and sport trends, and again this year the show venue was packed with marine fans over its four-day run beginning on February 8.

The theme of the Yamaha booth this time was "The Sea – One-of-a-kind Weekends" and it was designed as a center for getting out information about all the products and software aspects of Yamaha's marine activities.

Products on display included ten motorboats, five personal watercraft, eight outboard motors and one sailboat. In addition, there was a marine accessories corner and counters for providing information about various services. In the outboard motor section, four models each of Yamaha's 2-strokes and 4-strokes that answer today's environmental needs were shown, like the new 240 hp 2-stroke "Z240A" with HPDI. Already launched in the U.S. last year as the "Z250," this largest horsepower HPDI model was the target of intense visitor attention throughout the show's run.

The personal watercraft on display were primarily environment-friendly models as well, like the 4-stroke engine powered "MJ-FX140," a cruising version of the same model, the "MJ-FX140 CRUISER," and the fuel injection 2-stroke "MJ-GP1300R" that

achieves cleaner emissions comparable to a 4-stroke.

In the boat section, the lineup of ten models from various genre, including the domestic-market fishing boat "YF-23" released in the autumn of last year, the "CR-33" cruiser designed to offer relaxed boating and the "AG-21" (AeroGear) specially outfitted for wakeboard towing, appealed to a wide range of visitors.



New Yamaha products like this environment-friendly fuel-injection WaveRunner GP1300R stood out at the Tokyo Boat Show

At the Yamaha press briefing on the show's opening day, Yamaha Motor Co., Ltd. President Toru Hasegawa spoke about the efforts that are being made to build a better and more complete marine leisure environment with leadership from the national and local governments around the country. Then he spoke about areas Yamaha is concentrating its efforts in.

"In order to increase the number of marine

fans in the future and promote the spread of sound marine leisure, the best thing we can do is to get more and more children to actually experience the greatness of the natural world and the fun they can have on the sea or waterside. Because of this belief, we have taken several measures in our booth to help elementary and middle school aged children experience the fun of marine leisure. We have also included educational contents concerning waterside activities for teachers who include outdoor activities in their curriculums. Yamaha has also joined other industry companies in active participation in the "Eco Boat" project of the Ministry of Land, Infrastructure and Transport for the development of a new type of boat construction utilizing injected foam to make boats that are more easily recycled or reused. In ways like this, we will work harder than ever in creating environment-friendly products."

CR-33 (New model)

This cruising boat with its neo-classic design offers a pleasing marriage of the new and the nostalgic. With features like thrusters front and rear (rear optional) that enable sideward motion and a spacious cabin, this model seeks a new level of piloting ease and on-board living comfort. Also, a new customizing system offers choices of interior and exterior color schemes and layout to fit the customer's individual tastes.

MJ-FX140 CRUISER (New model)

Like the MJ-FX140, this model mounts the "MR-1" 4-stroke engine with its exceptionally clean emissions and quietness. This is a family cruising model with hip supports built into the seats for greater comfort in longer cruising.

Z240A (New model)

The "Z" series outboards adopt the Yamaha-exclusive High Pressure Direct Injection (HPDI) system to achieve dramatic improvements in fuel economy and emissions while maintaining the strong points of the 2-stroke engine. Now, the new 240 hp model "Z240A" joins the lineup. Displacement: 3,342cc Max. output: 176.5kW (240ps)



New RX Warrior Expands the World of 4-Stroke Snowmobiling

It has been a year since Yamaha created a sensation in the world snowmobile market by introducing the first practical 4-stroke snowmobile production model, "RX-1." Now a new variation of this model is headed for the market, where total annual demand is estimated at about 200,000 units. The new model that was just introduced in North America in February is named the "RX Warrior" and it will be in shops by autumn of this year as a 2004 model.

This new RX Warrior has been developed around the concept of "performance solo touring." It takes as its base the RX-1, with all its new developments for 2004 and adds state-of-the-art technical features throughout its design with the aims of (1) achieving highly versatile running performance capable of handling a wide range of riding conditions and (2) even greater comfort in long-distance touring. In other words, Yamaha's engineers set out to build a 4-stroke "all-rounder" for the sport snowmobile category.

The new RX Warrior will feature as standard equipment the same 136 x 1.25 inch track belt as the '04 model RX-1, a rear suspension with a high-pressure-gas type shock absorber featuring a damping adjuster to accommo-

date all kinds of riding conditions, a slip-resistant step made of extruded aluminum to help the rider achieve more linear handling performance, plus a convenient reverse gear. These functions combine with the powerful 1,000cc 4-stroke engine to provide outstanding running performance not only on flat courses but on bumpy trails and in fresh, unpacked snow. But, despite taking the RX-1 as its development base, the RX Warrior is more than simply a variation model.

Says the Warrior's development Project Leader, Mr. Takuji Nakano, "The RX-1 we introduced last year was not so much a model that evolved in answer to existing customer needs as a model that we at Yamaha created to propose a whole new kind of snowmobiling. But, there are still many in the market who

think that a 4-stroke is too heavy to be practical for a snowmobile. What the new RX Warrior is, I believe, is a product aimed at convincing these doubters and stimulating the spread of 4-stroke sleds while at the same time reflecting a lot of the ideas that have come to us in our development work for standard models. In more specific terms, the 1,000cc 4-stroke engine is a power unit with the potential to deliver exceptional traction. The RX Warrior is in large part the result of our attempt to put this great traction potential to use in a snowmobile."

This aim is also reflected in the track belt. It may look pretty much the same as any other, but in fact it has a unique design with varied intervals between the tread fins that proves especially effective in new snow. There are reasons like these behind every design detail in the new RX Warrior.

