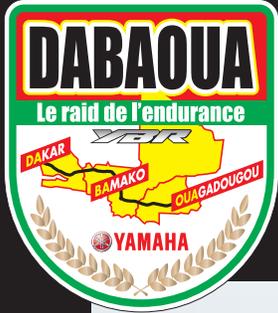


Yamaha News

No. 1
BIMONTHLY



Africa's new trailblazers

In a 2,500 km endurance raid across three countries, the Yamaha YBR125 made in China has proved that it has the quality, the toughness and the looks to make it the new bike of choice in Africa.



Three completely stock YBR125s cross 2,500 km of the African continent “DABAOUA” Endurance Raid

A group of riders and Yamaha staff took on the challenge of crossing 2,500 km through the African countries of Senegal, Mali and Burkina Faso in a combined endurance raid relay and grassroots promotional event to publicize the tough and reliable made-in-China Yamaha YBR125 now being newly introduced in these markets.

“DABAOUA” is the name given to this endurance raid that started on November 24 and reached its goal on December 2. The name takes the DA from the starting point at the Senegal capital of Dakar, the BA from the mid-point city of Bamako and the OUA from the final destination of Ouagadougou in Burkina Faso.



the lead, and Eddy Gyselinck from YMC’s Liaison Office in Dakar, who had the original idea for this event. The purr of the YBR125 machines softly broke the quiet of the still sleeping town as the endurance raid got under way.

As the bright morning sun rose above the horizon to our right and began to light the road and heat it up, the engines of the YBR125 machines ran smooth and strong. The baobab trees, which are a unique feature of this region, passed by one by one, each with its own distinct and expressive shape. The pavement of the road is pot-marked with holes of 30 to 50 cm of depth, so the riders had to concentrate fully on the road in front of them. As the riders got farther out of town the number of potholes increased to the point that at times they had to slow down and ride “S” curves between the holes. Still, they pressed on without

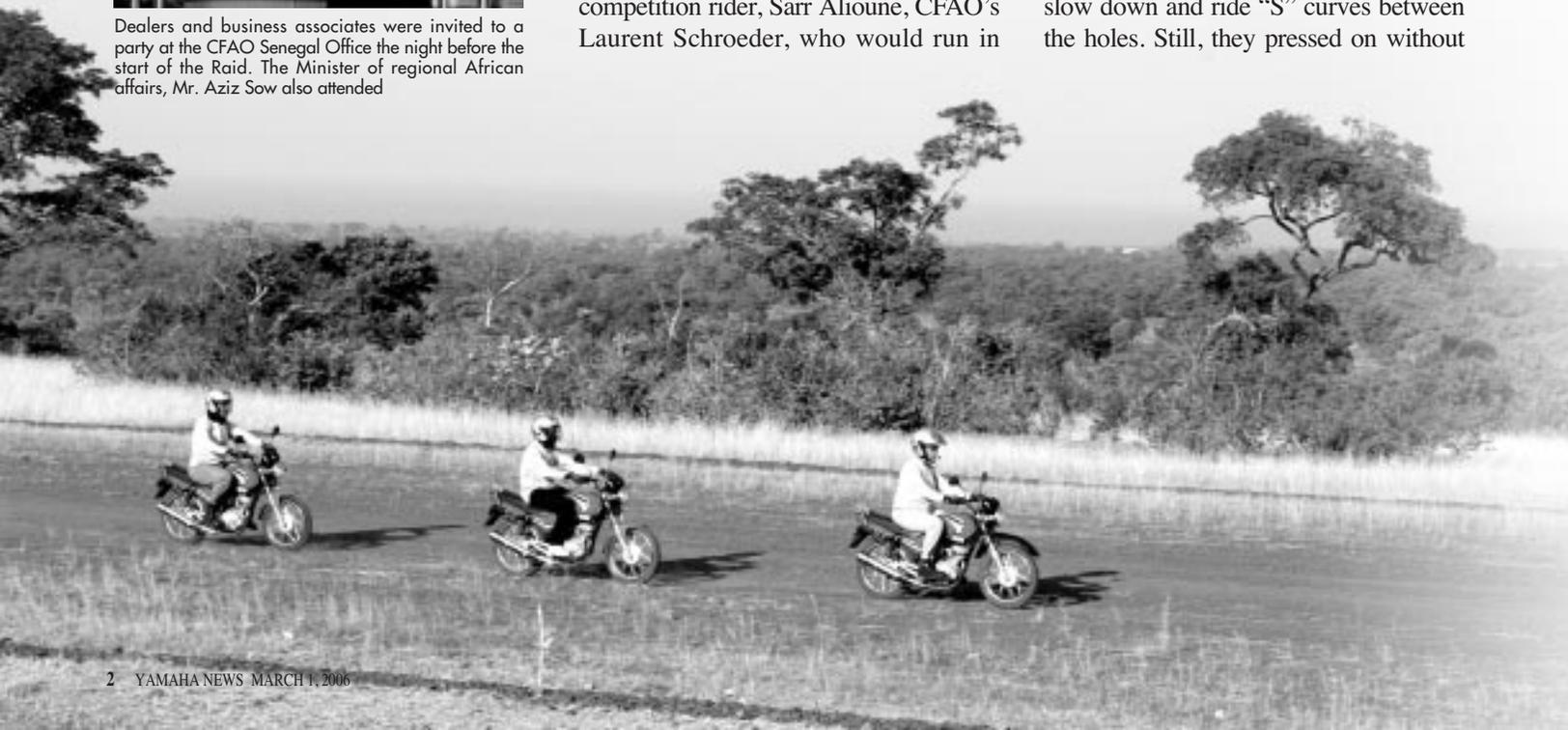


Dealers and business associates were invited to a party at the CFAO Senegal Office the night before the start of the Raid. The Minister of regional African affairs, Mr. Aziz Sow also attended

From Senegal into Mali

Leg 1

Before dawn on November 24 in Dakar, the capital of Senegal, the DABAOUA endurance raid was ready to start from in front of the head office of the local Yamaha partner, CFAO Senegal. The riders included an experienced local competition rider, Sarr Alioune, CFAO’s Laurent Schroeder, who would run in





Production of the Yamaha YBR125 began in Brazil in March of 2000. This was followed by the start of production in China in Nov. 2002 and India in May 2004. Despite some difference in specifications in these three countries, total production of same basic model has reached 800,000 units that have been supplied to 40 countries worldwide

mishap and were able to cover the 478 km of the first day's leg to the town of Tambacounda.

Leg 2

On the second day, November 25, the rally started out with the sunrise at 7:10 in the morning. The morning temperature is just over 20 degrees C. and the riders wear riding jackets. As the raid nears the Mali border, even the local rider Sarr is in new territory. Following Route 1 eastward, the road cuts through fields of the grass called paille, which is used for the thatched roofs of the houses of this region that we see more and more of as the raid continues. The remains of burst truck tires lying along the roadside speak of the harshness of the road conditions. Still the YBR125 machines cruise on without problem. At 9:55 in the morning we arrive at the Mali border, having covered a total of 647 km from Dakar. Here, the first change of riders takes place in what will be an ongoing relay for them.

"For me the 180 km of the second day was a new territory, so it was fun to ride through it, said Sarr as he handed over the key to his YBR125 to the next rider, Sidi Haidara from Mali. The first five km from the Mali border are unpaved dirt road, but the YBR machines take them just as well as the paved roads. There is plenty of torque giving the rear wheels strong traction, and soon they are pulling away and leaving the escort pickup trucks in the dust.

There are smiles on the faces of the villagers who wave to the raid riders from the roadside. Haidara, Schroeder and Gyselink ride their YBR125 machines on past blocks of traditional thatched-roof houses under the wide African sky to reach the day's goal at the town of Kayes. The total distance covered this day was 298 km.

A 200-km run of unpaved roads!

Leg 3

This day's course is the roughly 300 km between Kayes and Diema. The raid gets under way at 7:30 in the morning and soon the riders are crossing the Senegal River. It is a lively scene with people washing clothes and dishes, people bathing, fishermen fishing and mer-



Smiling children in the town of Kayes

chants crossing the river with a boatload of goods. The riverside is a gathering place for the villagers here and when the children see the YBR125 machines they come up to us with big, curious smiles. Soon the ferry landing is teeming with people.

As the endurance raid team moved on to the east, one of the riders was seen waving to the giant one-meter-long lizards that watched the bikes pass from the shoulder of the road. At noon we passed the village of Segala and soon saw a strange-looking outcropping shaped something like a spaceship. It was a very distinctive formation with the top layer of the hill was covered with grasses and trees, while the middle layer was dirt and the bottom layer sand. This region is

called Matar and they tell us it was formed when the rivers dried up leaving what were formerly islands in the river standing like bluffs.

The vistas at times reminded one of the American West and the roads often had the kinds of winding curves seen in the mountains of Europe that riders like to maneuver at high speed. But no matter what they encountered, the YBR125 machines took every turn with ease at cruising speed. By 4:15 in the afternoon the raid had covered the 300 km of today's course and reached our day's destination, the town of Diema. Since there is no lodging here, the plan was to camp out for the night, but thanks to the kindness of the mayor, Mr. Makon Cissoko, we were offered a space in the local radio station building to spend the night in. We were welcomed by the townspeople with a gift of a mutton dinner. Afterwards we lay down by candlelight in the mosquito nets we had brought along and said, "Good night."

Leg 4

Before dawn at 6:00 the YBR125 machines stood gleaming in the moonlight. At 6:50 the mayor came to see us off toward our next destination. The course ahead of us was some 200 km of unpaved dirt and sand roads. It was the toughest riding conditions we would face on this endurance raid. When we were warned that sometimes bandits wait for travelers on the road ahead, everyone was suddenly seized with a new kind of tension. In this area the baobab trees had been replaced by the red earth and green trees of central



This outcropping near Diema in the Republic of Mali looked like a spaceship



With the mayor of Diema

Africa. The only other traffic on the road was the large trailer trucks and an occasional car now and then. No motorcycles were to be seen on these roads.

Just before noon Schroeder suddenly stopped his bike. He had hit a rock in the road that bent the rim of his front wheel. He couldn't see the rock because of dust from the oncoming lane. He could still ride at a slow pace, but we knew that we had to get to our night's destination before dark. In order to keep the raid on pace we changed the wheel with a spare and started out again. The red fuel tanks of the YBR125 machines blended well with the red earth as the riders pressed on.

Soon we arrived at the town of Didjeni and had a grilled chicken lunch at one of the street stalls. We had covered 198.2 km of dirt roads to reach this point. "I was surprised at how well the YBR ran on these dirt roads," said Haidara, clearly impressed by the machine's performance. As the riders were talking some local people began to gather around them. "Where can we buy one of these bikes? Where can you get parts for them?" they asked. These questions

showed how attractive the YBR model looked to them.

After a short rest, we found ourselves riding on paved roads again. From here the raid would be riding straight south to Bamako. The country around us got steadily greener as we went. About 80 km out of Bamako we were once again riding through fields of paille grass. Finally the riders came over the top of one small rise to see the capital Bamako spread out in front of them. The sight of this city standing in the broad expanses of red earth had a warmth to it that somehow reflected the human warmth of the people we had met so far along the trip.

The fun of a riverbed ride

Leg 5

After stopping at the offices of CFAO



At the CFAO Mali office, 130 people, including invited regional dealers turned out to hear the team's mid-tour report and to give them words of encouragement for the remainder of the tour. The event also included a raffle drawing to win a YBR125 that excited everyone in attendance. The Minister of Travel, Mr. Bah A'Diaye was among the guests



The riders enjoy some off-road riding along a riverbed near the Mali-Burkina Faso border

Mali for a mid-tour report and to get words of encouragement for the road ahead, the team started out on the 5th leg of their journey at 6:50 in the morning on the 30th. The first thing on the day's riding agenda was a side trip to the east especially to get some film footage of the YBR125s and their riders from the air. The scenery changed as the raid traveled south on the straight line of road. The trees we passed had a more southern flavor, with palms and papaya trees in increasing numbers. The temperature which had been 25 degrees at the start in the morning gradually rose to a hot 36 degrees. Through that heat the riders pushed on for 389 km to reach the day's destination, Sikasso by 4:00 in the afternoon. The daily machine inspection once again showed no problems with the YBR125s.

Leg 6

This day's course was a distance of 212 km and would include a border crossing into Burkina Faso. The team got on the road at 7:15 in the morning and about 30 km short of the border the riders

found themselves running along a river for the first time in several days. The refreshing sight of the water made the riders forget the sweat of the road they had endured in the dry interior. Riding between the boulders of the riverbed, the three riders thoroughly enjoyed running through patches of water that came up to the hubs of their wheels, just savoring the fun of maintaining machine balance though the riverbed without thinking of going fast. The engine that powers their YBR125 machines is the same one chosen for the trial machines built by a French constructor, and as the riders maneuvered their bikes through the riverbed they were able to enjoy that torque-y performance the engine is known for.



With the people at the plant where the V80 is assembled in Bobo-Dioulasso

At 9:30 the team crossed the border from Mali into Burkina Faso. The immigration and customs procedures were finished by 11:50 and when we entered the country of Burkina Faso we were met by representatives from this country's CFAO offices bearing welcome refreshments. Here, the team changed riders once again, with Alex Somé of



With Miss Burkina at the goal

Burkina Faso replacing Haidara before the raid headed south for Bobo-Dioulasso. Cotton farms lined both sides of the road and harvest trucks came and went. Having long been used as a transport route, the road was rather bumpy.

The group that came out to meet us at Bobo-Dioulasso joined up with us at 2:20 in the afternoon. This is the city where SIFA, an affiliate of CFAO, has been assembling Yamaha V80 bikes for over 20 years since the 1980s. About a dozen riders came out to meet us on their V80 machines. Together we formed a caravan and rode on into the city, arriving at the factory at 4:00 in the afternoon. There was a lively welcoming party waiting for us when we arrived. This day's run was 212 km.

Welcomed by Miss Burkina

Leg 7

This day's course would cover 370 km to the capital city, Ouagadougou. Starting out at 7:10, we were amazed at the number of commuter bicycles and motorcycles pouring into the city as the raid headed east. Burkina Faso is a country where underbone motorcycles and bicycles are the popular forms of transportation and



The last checkpoint was at the Crocodile Park

the main roads have a special lane for two-wheelers, good evidence of the positive approach the government has taken toward traffic control.

At just before 9:00 a.m. we stopped at a cotton transport staging area and talked to some of the workers taking a break in their harvest work. Cotton is one of the main products in this region and the size of the yearly harvest has a big influence on the country's economy. After a 30 minute rest, it is back on the road. At 10:50 in the morning we pass a road sign saying it is 183 km to Ouagadougou, and another at 11:20 reads 145. The endurance raid is nearing its final destination.

The last checkpoint we stop at is the crocodile park at the town of Sabou. After a short rest at this natural park that is a sanctuary where crocodiles are raised, we are back on the road to run the last 85 km into Ouagadougou. When we arrive there at 4:15 in the afternoon, there is a welcoming group waiting for us at the Total gas station. The announcer for a live radio program interviews the riders. He tells his radio audience in a high-pitched voice that the riders have ridden all the way from Dakar on the YBR125. After the interviews a group of about 20 V80 owners form a caravan with us to parade into the city for 20 minutes led by a police bike escort. At 5:20 the parade arrives at a park next to the home offices of CFAO. There to greet us at our final goal are performers of traditional ethnic drums and music.

Waiting to congratulate the riders on a specially set up podium is the beautiful Miss Burkina. From the podium, one of the riders said, "We have to thank the people at Jianshe Yamaha for building such a great bike." Those words referred to the other starting point of this rally raid: the Jianshe Yamaha factory in

China. And it recognizes the fact that the "DABAOUA Le raid de l'endurance" was not just a story about endurance on the African continent, but one that involves quality Yamaha machines designed and built to go the distance.

Portraits of the Riders



A. Sarr (Senegal)

Sarr (25) is presently making a business of importing European brand motorcycles. He has been riding motorcycles since he was eight years old and in recent years he has been successful in off-road competition. His dream is to become the third person from Senegal ever to compete on the Dakar rally. "The handling and size of the YBR125 are very good and it was comfortable to ride. The last 180 km of the 2nd leg were completely new territory for me, so I had fun riding it," he said.



S. Haidara (Mali)

Haidara began riding mopeds at the age of 12 and the Yamaha YB100 from the age of 15. "I enjoyed this raid as a chance to see what I could do. It surprised me when we were able to run 200 km on unpaved roads on the YBR125," he commented.



A. Somé (Burkina Faso)

Somé is an employee of CFAO who normally enjoys riding his V80. This was his first experience of long-distance touring. "The first day of running felt long to me, but I enjoyed the powerful performance and stability of the YBR125. I was also surprised at how quiet it runs. I want to use this valuable experience in my business," he said.



L. Schroeder (France / CFAO)

Schroeder took on the responsibility of lead rider and pacemaker throughout the raid. "Besides the three countries we toured through on this raid, CFAO supplies quality products to ten countries here in Africa. This time we wanted to publicize the YBR as a new product for the region while also spreading the Yamaha brand name to new areas. We will be happy if this event also serves as a good sample for other sales networks in Africa," he commented.



E. Gyselink (Belgium / YMC Liaison Office in Dakar)

Gyselink is one of the originators of this endurance raid plan and also a bike-lover who rode the entire course. "It is hard to communicate what a great bike the YBR125 is and differentiate it from the competition just through means like press conferences. I thought that the best way to get people to appreciate it is to get local riders to actually ride it and experience it. By running 2,500 km with it we were able to experience the low vibration, good mileage and great suspension performance of this machine," he stressed.

Yamaha Motor Vietnam Co., Ltd. (YMVN)

Location: Hanoi, Vietnam
President: Takahiko Takeda
Employees: 2,300

Building a stronger a growing market



Our reporter: Masahiro Imada, YMVN



YMVN



Opening the Yamaha Town Da Nang

As the motorcycle market in Vietnam continues to grow, it has been vital for YMVN to find ways to promote the spread of the Yamaha brand in Vietnam and grow the sales of our motorcycles. As one of these measures, YMVN opened the fourth of its growing nationwide chain of “Yamaha Town” directly run retail outlets and showrooms in the central town of Da Nang on October 27, 2005. Da Nang is the third largest city in Vietnam after the capital Hanoi and Ho Chi Min City and it has been developing in recent years as an industrial center where numerous Japanese and other foreign invested companies have set up bases. This growth is expected to continue in the future.

At the new Yamaha Town Da Nang, customers can see displays of some 40 units of the Yamaha models “Jupiter MX,” “Nouvo,” “New Sirius” and “Mio” sold here in Vietnam. Also on display are race

The Socialist Republic of Vietnam is a country with a population of about 82 million people living in a land area of about 325,000 sq km, and it is said that one person in every seven rides a motorcycle, making this one of the biggest motorcycle-using markets in the world. Supplying Yamaha brand motorcycles to this important market is the mission of Yamaha Motor Vietnam Co., Ltd. (YMVN), a company founded in Oct. 1999 with 300 employees that has now grown to employ 2,300.

The Vietnam Market

At the time YMVN began operations, the market was so completely dominated by a single competitor brand that its brand name was used by the Vietnamese to mean “motorcycle.” Not only that, the vast majority of the people in Vietnam had never even heard of the Yamaha brand at the time YMVN began business.

Yamaha entered the Vietnam market first with a sporty model of the underbone moped type for which there is the largest demand in this country. Since then, YMVN has worked to differentiate itself from the competition and establish a clear Yamaha brand identity through strategic moves like introducing automatic transmission (AT) models and opening a first directly run showroom and retail outlet named “Yamaha Town” in Ho Chi Min City.

Meanwhile, there have been obstacles like the influx of cheap copy bikes from China and a government policy to limit motorcy-

cle demand, but the company has overcome these hurdles and continued its growth, to the point where the Yamaha now enjoys a 20% market share of the roughly one million motorcycles sold by the four foreign-investment makers in Vietnam in 2004.

With the coming relaxation of regulations regarding motorcycles, it is fairly certain that we will see healthy growth again in the Vietnam motorcycle market from 2006, and all the employees at YMVN are working together toward the day when the Yamaha name will be synonymous with quality motorcycles here in Vietnam.



Yamaha Town Da Nang

r product line and sales network for

machines and ATVs that express the larger Yamaha world. And, there are always twelve store staff members on duty to greet and deal with customers, not only for sales but also for promoting greater recognition of the Yamaha brand among the Yamaha Town's many visitors. At the same time, the staff is working to make this Yamaha Town an important business base for this area of the rapidly growing Vietnam motorcycle market capable of serving as a hub for building the dealer network and making a strong appeal for the Yamaha brand.

YSKS Contest 2005

In addition to the ongoing efforts to build its



The Yamaha Town Danang showroom



At the opening ceremony on Oct. 27



The participants of the YSKS contest



At final round of the YSKS contest

line of quality products and strengthen the bases in its sales network, YMVN is directing efforts to training the sales personnel who deal directly with the customers. The 1st YSKS Contest (Yamaha Sales Knowledge & Skill Contest) that was inaugurated on the same day, Oct. 27, in Da Nang, will be one of the main vehicles for this training program for sales people.

This is a contest in which outstanding sales people from around Vietnam compete with their sales knowledge and skills. The purposes of the contest are

to motivate sales personnel to deepen their knowledge about Yamaha products and those of the competitors as well as Yamaha's sales strategies, while also polishing their sales and customer handling skills.

Competing in this first contest were sales representatives selected from 249 dealerships nationwide, including 2-person teams from each of the four Yamaha Town stores and eleven dealerships that are scheduled to be given Yamaha Town status this year or next, making for a total of 30 competitors.

The contents of the contest included explaining the sales points of different models and having the team leader answer questions put forth by the judges on a one question-one answer basis. The competition consisted of two preliminary rounds and two final rounds. The resulting winners were the team from Yamaha Town Hanoi. It proved to be a very meaningful contest in



YMVN's President Takeda (center) with the winning team from Yamaha Town Hanoi and the other finalists



YMVN's President Takeda hands out prizes to the contest participants

terms of improving sales skills and motivating the contestants. Some of the comments heard from the contestants included: "I enjoyed it very much. I want to improve my skills for the next contest." "Having a contest like this is encouraging. It was a good opportunity to re-evaluate my skills." "To prepare for this contest I did a lot of studying. It was a good opportunity to review the knowledge I have."

In these ways, YMVN is taking the lead in the job of building and strengthening the sales network of Yamaha Town stores and local dealerships in the growing Vietnam market. And, through the development of both hardware and software aspects of these tasks, like training of sales personnel, YMVN is working to raise the level of customer satisfaction, spread recognition of the Yamaha brand and grow our sales.

2006 Yamaha race teams set sights on world titles

In 2005, Yamaha was able to celebrate its 50th anniversary by not only winning the “triple crown” of rider, manufacturer and team titles in MotoGP, the pinnacle of road racing, but also the championship titles of both the MX1 and MX2 classes of the World Motocross Championships. Led by these champions, Valentino Rossi (MotoGP), Stefan Everts (MX1) and Antonio Cairoli (MX2), Yamaha riders in many race categories around the world gave Yamaha a year to remember.

Now the Yamaha race program for 2006 has been announced, and it is one that will certainly have Yamaha in position to defend these titles and go after even more in competitions like the World Superbike and World Supersport championships and AMA Supercross and Motocross in the USA. The 2006 season has already started for some of these competitions and Yamaha teams are showing promising results that point to hopes for another title rush in 2006.

2006 Yamaha Race Program

MotoGP Machine: YZR-M1

Camel Yamaha Team



Valentino Rossi



Colin Edwards

Tech 3 Yamaha Team



Carlos Checa



James Ellison

WMX MX1 Machine: YZ450FM

Yamaha Motocross Team



Stefan Everts



Cedric Melotte

AMA SX/MX Machine: YZ450F

Yamaha Factory Team



Chad Reed



Heath Voss

WSB Machine: YZF-R1

Yamaha Motor Italia WSB



Noriyuki Haga



Andrew Pitt

Team Yamaha Motor France



Norick Abe



Sebastien Gimbert



Shinichi Nakatomi

WSB Podium finishes for Haga and Pitt on YZF-R1



Haga started the new season with a podium finish in the opener

The 2006 World Superbike championship series got off to a roaring start on February 25 with the opening round in Qatar. The Yamaha Motor Italia team got off to a good season start with its two riders, Noriyuki Haga and Andrew Pitt each grabbing a 3rd-place podium finish in the two heats.

In the first heat, Haga was running in 2nd position when he was forced to retire from the race on the last lap. In the second heat he led the race from the early stages and eventually finished 3rd. It was a hopeful start for the YZF-R1 now entering its second season.

The three Yamaha Motor France riders Norick Abe, Sebastien Gimbert and Shinichi Nakatomi were unable to finish among the winners but they still scored valuable series points. Abe had to start from last position on the grid with a spare machine the first heat but still ran a strong race, working up to 11th at the finish. He finished 11th in the second heat as well. Gimbert finished 16th and 17th and Nakatomi finished 14th and 15th.



Big things are expected from Abe in his second WSB season



Pitt captured his first WSB podium finish

WSS Curtain gets 2nd on new YZF-R6!



Curtain rode the new YZF-R6 to 2nd in the first race of the season. This is a good start toward a season title

In the World Supersport (WSS) championship opener held the same day, the Yamaha Motor Germany team entered Kevin Curtain and Bloc Parkes on the new YZF-R6. Curtain proved the competitiveness of the new R6 from the opening round by riding steadily on the tail of last year's champ, Sebastian Charpentier (Honda), to take the checkered in 2nd.

WORLD TOPICS

We always welcome your contributions.
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Indonesia

Dealer Meeting sets big sales target for new Jupiter MX



YMC's Senior Managing Director Togami and YMKI's President Takahashi (3rd and 5th from right) on stage at the Dealer Meeting finale

On Sunday, September 18th, some 2,800 Yamaha dealers and sales representatives from across Indonesia gathered at the Jakarta Convention Center in the nation's capital for a grand-scale Dealer Meeting to launch the new model Jupiter MX with an ambitious sales plan of 300,000 units in annual sales. After speeches by YMC's Senior Managing Director Togami and Yamaha Motor Kenkana Indonesia's (YMKI) President Takahashi, the launch program and next year's marketing strategy were introduced. It was a highly motivating meeting for the dealers, who have now set their sights high for sales of the new model.

From Eiji Tada, CV Div., YMC

Vietnam

Community contributions win widespread recognition

Three years ago Yamaha Motor Vietnam (YMVN) began a program of community service that contributes school supplies for elementary school children. In the past year alone the program has supplied notebooks and other supplies for some 352,511 students, including over 25,000 students in Socson and 145,700 in Haiphong in August and more than 88,000 in Cantho and 29,000 in Nhatrang in September. This program has won YMVN praise from these communities and a very significant strengthening of its brand image.

From Akihiro Maruo, CV Division, YMC



Students show the school supplies they receive through YMVN's contribution program

Russia

First Dealer Meeting for new Russian sales company

On November 28, the new Yamaha sales company in Russia, Yamaha Motor C IS (YMCIS) * held its first dealer meeting. The venue was the Meridian Hotel on the outskirts of Moscow and attending as a special guest was

YMC's President Kajikawa. The participants in the meeting included representatives from 84 officially appointed Yamaha dealerships across the country and the agenda included presentations of next year's policies and reconfirmation of the business approach under the new company as it begins its inaugural year. In the evening after the meeting, all the dealers deepened friendships in an enjoyable party atmosphere. (*CIS = Commonwealth of Independent States)

From Motoki Watanabe



A keg of Japanese sake (rice wine) was opened at the post-meeting party



YMC's President Kajikawa addressed the dealers

Mexico

Dealer Meeting takes 50th anniversary theme: Passion, Kando, the Future

Over the two days of November 3 and 4, Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) held its 15th Dealer Convention at the internationally famous resort city of Alcapulco. Despite a sudden change in venue due to Hurricane Wilma, the 84 nationwide dealers, YMMEX staff and guests attending heard presentations on the accomplishments of YMC and YMMEX over the past 50 years, as well as reports on the 2005 season business results and goals for each division in 2006. New programs like the "5 Star Project" to strengthen the dealer network and new models like the Nouvo and YS250 were also introduced. Guests from YMC, including Deputy Director of Motorcycle Operations, Mr. Naoki Omura, and Chief of Central and South American Operations, Mr. Masaki Asano, as well as YMUS' president, Mr. Tak Watanabe, stressed the importance of this market and surely contributed to dealer motivation.

From Paula Ospina V., Marketing, YMMEX



Conventioners heard reviews of 2005 results and plans for 2006 and beyond for the growing Mexican market

Indonesia

Large new Yamaha motorcycle factory launched in Indonesia



The new YMMWJ factory will have an annual production capacity of 600,000 motorcycles by 2007

The new factory specializes in moped type motorcycles and operates on a mass-production system that boosts productivity



Indonesia's President Yudhoyono welcomed the new YMMWJ factory investment as a big contribution to the economy

To meet growing demand in one of the world's largest motorcycle markets, Yamaha Motor Co., Ltd. (YMC) has now established the new company P.T. Yamaha Motor Manufacturing West Java. This new company becomes Yamaha's second motorcycle factory in Indonesia, joining Yamaha Indonesia Motor Manufacturing (YIMM), a company that already boasts the largest unit production of Yamaha brand motorcycles in the world and exports to 26 foreign countries.

On Jan. 27, an event was held to celebrate the founding of the new company and among the 300 honored guests were Indonesia's President, Dr. Susilo Bambang Yudhoyono, and YMC's Chairman, Mr. Toru Hasegawa. The new factory will mainly produce the 105cc 4-stroke moped "VEGA-R" with an annual production capacity of 300,000 units. Plans call for the combined production capacity of YIMM and YMMWJ to reach 1.8 million units by 2007, while strengthened R&D functions will also make them more fully independent business entities.

Malta

Distributors gather for Pan-Africa Summit and 50th anniversary celebration

On 16-18 November, 2005, the Mediterranean island country of Malta was the site for a Yamaha 50th anniversary ceremony and the 4th Pan-Africa Summit, gathering 105 people from 40 African countries, including OMDO staff. The presence of YMC's President Kajikawa and his wife also enriched the ceremony and inspired the distributors. Hosted by Gasan Enterprises, Yamaha's importer in Malta, the event consisted of a one-day conference with comprehensive presentations by OMDO staff and five selected distributors to provide ideas to increase sales, half-day test-rides of CT models and a one-day excursion around the island. The distributors and OMDO staff exchanged opinions and information to counteract the current tough market conditions and prepare for new challenges.

From Masayoshi Toyama, OMDO



Over 100 people from 40 nations attended the 4th Pan-Africa Summit in Malta

Yamaha booth shines at 2006 Tokyo Boat Show



A bird's eye view of the popular Yamaha booth at the Tokyo Boat Show

Over its 4-day run from February 9 to 12 the 2006 Tokyo International Boat Show attracted about 37,000 visitors, and the center of attention was the Yamaha booth, as Japan's largest comprehensive marine maker. Yamaha boats ranging from a 38 ft. cruiser to popular-size fishing boats were the highlight for many, while others had their eyes on the full lineup of Yamaha's world-renowned 4-stroke outboard motors, ranging from 2 to 250 hp. A lot of attention also focused on a display of Yamaha's new "Digital Network Gauge" that links the outboard's ECM to a digital dashboard meter panel to display everything from engine rpm, running fuel efficiency and trim angle to engine temp. and even water depth. Yamaha also introduced its new nationwide "Sea-Style" marine leisure club system offering boat rentals and other marine recreation to more users.



This 32 ft. Yamaha "convertible" cruiser was a special display model that drew big attention from visitors. Yamaha boats stand for unmatched quality in Japan

Indonesia

Planting a "Yamaha Forest"

On Dec. 11th, the Yamaha Motor group and the Yamaha Corporation group organized a tree-planting project that attracted around 1,400 people to plant some 5,000 saplings with the cooperation of local government staff in Sukabumi, West Java. This event was part of the "Yamaha Forest" in Indonesia project, which will plant 120 Ha with 150-200 thousand trees over five years, and is a social activity aimed at environmental preservation under Yamaha's "40,000 Peoples' V (volunteer) Campaign." A total of 59 people from the Yamaha Motor group, including Yamaha Indonesian Motor Manufacturing (YIMM), the YIMM rider club and the Yamaha marine distributors KG MARINE and PT. HASJRAT ABATI and YMC joined in the planting. Indonesia is one of Yamaha's biggest motorcycle markets and home of the world's largest Yamaha motorcycle factory. That is why the planting of CO₂-absorbing forests through this "Yamaha Forest" project is considered an important part of our CSR in Indonesia, along with seminars about environmental preservation and planned community and school support programs with the Japanese NPO OISCA - International.

From: Tomoko KAKEHI, Corporate Communication Division, YMC



YIMM touring club members leave after the volunteer tree planting



Director Otsubo from YMC, Director Hanamoto from Yamaha Corp. and the governor of Sukabumi (center) dedicate a monument commemorating the "Yamaha Forest" at the project's opening ceremony

Yamaha “chair skis” for IPC World Cup Alpine Skiing

Yamaha has proudly served as official sponsor supporting the IPC World Cup Alpine Skiing for the Disabled 2006 that was held at Shigakogen from Jan. 30 to Feb. 1, 2006. This sponsorship is a natural extension not only of Yamaha’s broad-ranging support of sports in all fields but also of YMC’s leadership since 1996 in a project with other Japanese organizations and corporations to develop the “chair skis” used in Alpine skiing for the disabled.

Chair skis designed and built by Yamaha have been used in the Paralympics that followed the 1998 Nagano Winter Olympics and the 2002 Salt Lake City Winter Olympics. For the IPC World Cup Shigakogen competition, Yamaha developed a next-generation “Torino Model” chair ski that was supplied to four members of the Japanese team.



Chair skis designed by Yamaha have won numerous medals in international competition



Yamaha Motor was title sponsor for the IPC World Cup Alpine Skiing for the Disabled at Shigakogen

Canada

YMCA selected as top 100 employer, again!

Yamaha Motor Canada Ltd. (YMCA) has once again been selected as one of the top 100 employers in Canada for 2006! This marks the third consecutive year YMCA has received this award from Maclean’s Magazine, Canada’s most popular weekly news magazine. The prestigious “Top 100” designation is based on a study of 7,500 companies and evaluates employment practices, work environment, communication programs, benefit programs, commitment to employees and the community. YMCA is extremely proud of this award.

From Peter Hastings, YMCA, Canada



V.P. Corporate Services, Peter Hastings (right) and National Manager Human Resources, Dealer Training and Services, Dawn Williams with YMCA’s three top 100 employer plaques

To have your topic included in *Yamaha News* World Topics:

- 1) Send us your text or an outline of the contents, making sure to specify who, what, when, where, why and how details.
- 2) Also send 1 or 2 high-resolution photos with explanations.
- 3) Submissions received in Japan by the 20th of odd-numbered months will be considered for the next issue.

Notice of when your article will appear in YN will be made after the editing process. Send your articles to me by e-mail, (Ms.) Rika Niwa, at the address below. E-mail: yamahanews@yamaha-motor.co.jp

Yamaha's new moped flagship, PAN-ASEAN TOURING "It's



The PAN-ASEAN TOURING caravan cruises through the Indonesian countryside



YMAC's President Iio raised the flag to start the sixteen T135s off on the Indonesian leg of the PAN-ASEAN TOURING

On Nov. 20, 2005, at a special starting gate set up on Malioboro Street in the center of the city of Yogyakarta on the southern coast of Indonesia's island of Java, a line of 16 identically colored sporty mopeds were lined up and waiting for the signal to begin a great undertaking. It was the start of an event called PAN-ASEAN TOURING "It's EXCITING!" that was set to tour some 10,000 km through six ASEAN countries over

the coming months to promote Yamaha's new flagship moped model and prove its performance and durability in actual ASEAN market riding conditions.

When President Iio of Yamaha Motor Asian Center waved the starting flag, the caravan passed through the gate and out onto the street to begin the first 20-day tour through Indonesia. Now the tour has completed its Thailand, Malaysia and Singapore legs and is headed on through Vietnam and the Philippines.



Dirt roads such as these are scattered along Sumatra (Indonesia)

The T135 is a sporty moped that was developed as Yamaha's new flagship model for the ASEAN market, and is a model that sets a new standard by featur-

ing innovative Yamaha technologies bearing comparison to sports models of other categories, including Yamaha's DiASil cylinder and forged piston. Sales began in Indonesia in October 2005 and are being followed by releases in five other ASEAN countries. At the core of the sales promotion efforts for this T135 is the PAN-ASEAN TOURING "It's EXCITING!" project.

By touring with the new T135, PAN-ASEAN TOURING "It's EXCITING!" aims to increase product visibility while

strengthening existing Yamaha relationships with the customers, dealerships and the media. Yamaha employees and members of the press from the various ASEAN countries are acting as the riders on this grand tour.

Indonesia, the first country to host the tour, is a market that is said to have an annual demand of 5.3 million vehicles, with mopeds being used as commuter bikes essential to the daily life and livelihood of their owners not only in urban centers but also in rural households. In this country, moped manufacturers are more familiar to the populace than carmakers, with each new model release drawing big attention from people of all age groups. The T135 used for the PAN-ASEAN TOURING "It's EXCITING!" was no exception: in a press conference held at Yogyakarta before the start of the tour, reporters thronged to learn about the T135 and its sales plans within the ASEAN region, demonstrating the high level of public interest moped makers enjoy.

After the PAN-ASEAN TOURING "It's

“T135” tours six ASEAN nations EXCITING!”



The 16 ASEAN riders pose with YIMM staffers (Indonesia)

EXCITING!” started out from the old capital, Yogyakarta on November 20th, it toured through the island of Java in a counter-clockwise fashion traveling around 300 km each day. Passing through Surabaya, Indonesia’s second

largest city; Semarang, where the Yamaha Cup (moped race) to decide the ASEAN Cup contestants was held; Sumedang, where a commemorative ceremony was held for Yamaha’s tree-planting “Green Campaign;” and the summer resort town of Puncak, where the tour arrived on

November 28th. The next day, the tour entered the capital city, Jakarta, and on the 30th they crossed the Selat Sunda straight by ferry to the island of Sumatra for another nine days of touring, often on demanding sections of winding, hilly roads. But the sturdy T135 always ran trouble-free the whole way. One Filipino journalist accompanying the tour said, “I’ve ridden many mopeds, but the T135 in particular has a taste of the future.”

On January 15 the Thailand leg of the PAN-ASEAN TOURING “It’s EXCITING!” began from the northern city of Chiang Rai with a new group of riders representing the six ASEAN countries for a two-week tour to the southern tip of Thailand.

As with the “Green Campaign” projects conducted as part of the tour in Indonesia,



The ASEAN riders toured the famous temple ruins at Ayutthaya on elephant-back (Thailand)



Yamaha donated trash recycling bins for the beach area of Phuket that was struck by the Dec. 2004 tsunami (Thailand)

the Thai leg also involved a number of special events to promote exchanges with people in each city and contribute to the local communities, like releasing seed fish at lake Bueng Kaen Nakhon and donating trash recycling bins for the tourist area of Phuket hit by the Dec. 2004 tsunami. There were also daily exchanges with local Yamaha rider clubs and welcoming ceremonies in every city the tour stopped in.

Then the tour moved to Malaysia, starting in the capital, Kuala Lumpur, on Feb. 27 and circling north with stops at the resort island of Penang and the northern city of Alor Setar and then south through the historical city of Malacca and on to the southernmost city of Johor Bahru. On the Malaysian leg of the tour a new “helmet exchange” program was added to the program in cooperation with Malaysian traffic safety officials. In this program, 50 brand new motorcycle helmets are handed out free of charge to users who bring old, damaged helmets that are no longer fully safe as protective gear. This adds another positive aspect to the welcoming ceremonies that greet the ASEAN tour riders in each city.

From Malaysia and Singapore the tour will proceed on through Vietnam and the Philippines, boosting the Yamaha image, promoting the T135 and spreading goodwill.



Local crowds greeted the ASEAN TOURING riders waving flags of the six ASEAN countries (Thailand)

The Riders' Dream Machine: YZF-R6

An extreme supersport machine that is fastest on the circuit



When the YZF-R6 debuted in 1998 as an "Exciting 600cc machine that is fastest on winding roads," it was immediately recognized as the ultimate 600 supersport model that the other makers had nothing to compare with. After that, the R6 continued to evolve, not only as a track performer but also as a machine that answered the needs of the users in practical, everyday riding.

As time went by and voices from the markets called for cutting-edge technolo-

gies that would bring even higher levels of performance potential in circuit riding, Yamaha sought to create a machine that not only made full use of the latest MotoGP race machine technologies but also sported an original look that was completely new. The model concept they arrived at in the process was "An extreme supersport machine that is fastest on the circuit."

Featuring a newly developed super high-revving engine and adopting state-of-the-art technologies like the world's first

electronic control throttle (YCC-T) on a mass-production motorcycle, titanium intake/exhaust valves, a twin-injector fuel injection system and more, this new model is designed to provide top-flight performance in everything from circuit runs to winding roads.

When you look at motorcycles from the standpoint of "speed" the ultimate machines are of course the race machines. The racing machine holds a special place in the mind of many motorcyclists, and they dream of the day they can sit astride one of these machines and take off. The supersport bike is a machine built just for this kind of rider. And now, with the arrival of the awesome new YZF-R6, these riders can climb aboard their dream machine and set out for the circuit or their favorite winding roads. And as they ride they will feel the race scene that once seemed a distant realm is now within their reach.

