THE WAY FORWARD

Two unique engineering concepts—GENESIS in 1985 and G.E.N.I.C.H. in 2005—have helped define Yamaha’s quest for the ultimate riding experience. Learn about them and how they point the way forward for Yamaha engineering and design.
There are two fundamental engineering ideals that form the backbone of Yamaha Motor Co., Ltd.’s “product creation.” But, that doesn’t mean that Yamaha is trying to build products that contain these two ideals. Yamaha engineers are always trying to build products that are fun, a joy to ride, fast or easy to use. And in the end, what we strive to develop is products that bring that special combination of excitement and deep satisfaction we call Kenko. The two engineering ideals that have emerged from this quest are GENESIS and G.E.N.I.C.H. They are not ideals that were drawn up intentionally but the natural and essential outgrowths of the bigger quest.

A machine called the FZ750

In the autumn of 1984, Yamaha unveiled a new machine at the Cologne Show in Germany. Its name was FZ750. The trend in large-displacement supersport bikes at the time was toward boosting performance by enabling optimum front-rear weight distribution, lower center of gravity and greater concentration of mass. This revolutionary design was something never seen before in a supersport model. Unlike the designs of the day that placed priority on spec numbers and treated the engine, chassis and all the other mechanisms of the bike as separate entities, the aim of the FZ750’s design was to lay out the various components in a more organic relationship that improved the overall performance of the machine in a way that put the rider and machine in perfect sync so that the rider could enjoy the true excitement of being in complete control of the bike. In other words, it was a design that sought to realize the Yamaha ideal of “unity of rider and machine.” And when the FZ750 was unveiled, Yamaha introduced the GENESIS concept at the same time as the engineering ideal that the FZ750 embodied. After the birth of the FZ750 and the GENESIS concept, Yamaha continued to release a series of supersport models including the FZ750 Fazer and the FZ400 that carried on this GENESIS ideal. And it was this same ideal that eventually led to the epoch-making YZF-R1 introduced in 1998.

Two decades after the release of the FZ750, Yamaha introduced two new electronic control technologies at the 2005 Paris and Tokyo motor shows. These were the YCC-T (Yamaha Chip Controlled Throttle) system adopted on the YZF-R6 and the YCC-S (Yamaha Chip Controlled Shift) system used for the first time on the FJR1300AS. Both of these were systems adopted on production motorcycles for the first time in the world (according to Yamaha survey). And with their release, Yamaha chose the name G.E.N.I.C.H. to describe the engineering ideal that had given birth to them. An ideal of actively using electronic control technologies to improve the quality of ride through a higher level of rider-machine communication.

Two Breakthroughs

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This revolutionary design was something new never seen before in a supersport model. Unlike the designs of the day that placed the engine and chassis right down to the individual components, with the aim of building in the type of total performance that creates a high level of “rider-machine communication.” But, that doesn’t mean that Yamaha is trying to build products that contain these two ideals. Yamaha engineers are always trying to build products that are fun, a joy to ride, fast or easy to use. And in the end, what we strive to develop is products that bring that special combination of excitement and deep satisfaction we call Kando. The two engineering ideals that have emerged from this quest are GENESIS and G.E.N.I.C.H. They are not ideals that were drawn up intentionally but the natural and essential outgrowths of the bigger quest.

The layout of the FZ750 remains the standard in the sports and supersport categories, not only for Yamaha but for all makers, in Japan and abroad. And this fact stands as proof that Yamaha’s GENESIS concept represented a true design breakthrough that gave birth to the sports and supersport categories as we know them today. In fact, you could say that it has become a shared asset of the motorcycle industry that helped move the whole industry forward and continues to evolve to this day.

GENESIS
(1985–)
This is the machine development concept that Yamaha introduced in 1985. It is an engineering ideal that seeks to create an organic integration of every mechanism and part of the machine, from the engine and chassis right down to the individual components, with the aim of building in the type of total performance that creates a high level of “rider-machine communication.”

G.E.N.I.C.H.
(2005–)
This is an engineering ideal that makes active use of electronic control technologies to further heighten the quality of the ride based on rider-machine communication. It is the acronym for “Genesis of Electrical Engineering for New Innovative Control technology with human orientation.”

FZ750, Yamaha introduced two new electronic control technologies at the 2005 Paris and Tokyo motor shows. These were the YCC-T (Yamaha Chip Controlled Throttle) system adopted on the YZF-R6 and the YCC-S (Yamaha Chip Controlled Shift) system used for the first time on the FJR1300AS. Both of these were systems adopted on production motorcycles for the first time in the world (according to Yamaha survey). And with their release, Yamaha chose the name a G.E.N.I.C.H. to describe the engineering ideal that had given birth to them. An ideal of actively using electronic control technologies to improve the quality of ride through a higher level of rider-machine communication.

Mr. Shinichiro Nishimura, who works in product planning for Yamaha’s sports models, comments: “GENESIS is an engineering ideal that aims to boost total performance by improving the interrelationship of the various parts of the machine (engine, chassis etc.) that can be considered the cardiopulmonary function, muscles and bones of the motorcycle. In contrast, G.E.N.I.C.H. represents the equivalent of control functions of the mind and nerves that can heighten the performance of the cardiopulmonary function, muscles and bones while also improving the athletic ability and coordination,” he says. Although the two approaches are different, the aim of both GENESIS and G.E.N.I.C.H. is “rider-machine communication.”

What were the factors that gave birth to the G.E.N.I.C.H. concept? “There are concrete limitations in the realm of hardware. For example, steel is not going to get ten times stronger than it is now in the next five years,” says Mr. Makoto Shimamoto, who worked on the development of the YZF-R6. Of course, we are always working to push back those limits, and those efforts will continue. But, it is still very difficult to achieve real breakthroughs in the hardware realm. At the same time, however, the expectations of the customers are getting higher all the time, and we have to work to answer those expectations. That is why we have been working aggressively in the area of advanced research in electronic control technologies for some time now. And the great advances in the memory capacity and calculating speed in the computer world recently have made it possible to design and put to electronic control functions that were impossible even a few years ago. This ability to achieve higher
Yamaha will continue to heighten rider-machine communication in its motorcycles through the synergy of the GENESIS and G.E.N.I.C.H. engineering ideals.

The YCC-S system adopted on the cruiser model FJR1300AS boasts running performance and convenience while also contributing to a more comfortable ride. The YCC-S system adapts to the rider's actions and the state of the machine, and the throttle valve opening can also be calculated in response to the slightest adjustments made by the rider. The YCC-T system analyzes engine rpm, running speed, gear position, and throttle opening, and the YCC-S system adapts to the situation by calculating the optimum throttle valve opening.

The YCC-T system (Yamaha Chip Controlled Throttle) is a new system for the first time on a production model, and the YCC-S system (Yamaha Chip Controlled Shift) is a new system that eliminates the need for clutch operation. The YCC-S system is controlled by the ECU, which calculates the optimum throttle valve opening based on the rider's actions and the state of the machine. The YCC-S system adapts to the situation by calculating the optimum throttle valve opening.

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levels of rider-machine communication with electronic control technologies as well as hardware is what gave birth to the G.E.N.I.C.H. engineering ideal,” explains Mr. Shimamoto.

Yamaha’s electronic control technologies go back to the fuel injection system adopted on the 1982 model FJX750D, the EXUP system of the 1987 model FZR400R, the ABS system of the 1989 model FJ1200A and also the Traction Control system of the Lanza. So, what is the difference between these electronic control technologies of the past and the ones used in the newly developed YCC-T and YCC-S systems?

Here is what control system developer Mr. Takeshi Matoda says: “The difference is that all these new systems have brought control technologies into the most fundamental operations of motorcycle riding, namely the clutch operation, the shifting operation and the throttle operation. But when you bring control systems into these basic functions, it is absolutely necessary that they be non-intrusive functions. For example, if the rider actually feels the control function kicking in, then it is already a failure. We have to create a control system that operates at the moment the rider feels that he or she is in charge and operating the machine as they wish, and at that moment, the system has to function to make the machine even easier and more enjoyable to handle than a machine without the control system,” he explains. Until now, motorcycles could only be evaluated in terms of the hardware elements of the engine and chassis. With the birth of G.E.N.I.C.H., though, there is now a new criterion for evaluation: the machine’s software. Hardware is a construction of materials and today anyone can and does copy a construction like the standard layout of the FZ750. But the software technologies being created by Yamaha today are the product of know-how accumulated by the company’s engineers over 51 years in the specialized environment of motorcycle development. That is why it can be said that the riding feeling created by G.E.N.I.C.H. technologies is purely and uniquely Yamaha, and it is something that no one can copy.

Says Mr. Yoshishiko Takeuchi, who worked on the development of the YCC-S: “People dislike actions that feel strange, and we instinctively seek to avoid such actions. That is especially true in the case of something like a motorcycle where the rider’s actions are crucial to the operation of the machine. The reason that the new FIJR1300AS and YZF-R6 models are receiving high praise in the marketplace is that their YCC-T and YCC-S systems fit human sensitivities. Just like the GENE-SIS breakthrough with the 1985 model FZ750, these two models are now creating another true breakthrough.”

The future of Yamaha technology
The motorcycle is a machine with about a 100-year history, and one of the things that makes it different from products like the electrical appliances we use all the time is that you need a license to operate a motorcycle. That license is a prerequisite for using a motorcycle today and only people who get a license can ride one. That is the very reason why changing the operating feeling of the motorcycle is something that all riders will dislike. In extreme cases, it could even make people unable to operate the motorcycle. That is why engineers have to be very careful about changing the basic systems that feel strange to the rider, but I believe that in the future we will be searching for control systems that introduce new developments which will enable Yamaha motorcycles to open up new worlds of riding enjoyment. Of course, what we will be aiming for is new evolutions of rider-machine communication. And when we do, that may be our 3rd Breakthrough.”

Yamaha’s aim has never been to create concepts like G.E.N.I.C.H. and GENE-SIS. We have simply been answering the call from the customers for motorcycles that are even easier to control, and in the process of trying to create products with those levels of controlability, these two concepts were born. As long as Yamaha strives to create people-centric products, the GENESIS and G.E.N.I.C.H. concepts will live on, and we will be aiming for new evolutions of rider-machine communication.

Controlling intake air volume to improve torque characteristics with a super high-revving engine
The YCC-T is a feature mounted for the first time ever on a production model (Yamaha survey) with the 2006 model YZF-R1. The system senses the throttle action of the rider and based on that information the ECU instantaneously calculates the optimum throttle valve opening (at 1000th of a second increments). The control signals then actuate throttle opening by means of servo motors to actively control intake air volume.

The ECU contains a CPU having a capacity about five times that of conventional units, making it possible for the system to respond with extremely high speed (some 2000th of a second increments) to the slightest adjustments made by the rider. In particular, controlling the throttle valve opening enables optimization of the torque curve and intake airflow speed to effectively bring out the performance potential of a large-bore, super high-revving engine and helps achieve smooth torque development across the full rpm range.

A new system that eliminates the need for clutch operation with the YCC-S system, information about engine rpm, running speed, gear position and throttle position (by TPS) is constantly fed to the ECU so that calculations can instantly be made in response to the rider’s gear selection to govern the appropriate clutch and shift operations. Since the YCC-S system has no clutch lever, no conventional clutch operation is necessary and gear shifting can be performed either by means of the foot shift switch (located where the conventional shift pedal would be) or by a hand shift operation. This eliminates the need for cumbersome clutch operation in city riding and makes for smooth riding in all kinds of situations by enabling a big reduction in chassis reaction during shifting for a more comfortable ride, greater convenience in shift operation and more.

Yamaha will continue to heighten rider machine communication in its motorcycles through the synergy of the GENESIS and G.E.N.I.C.H. engineering ideals.
Growing with the world market

Yamaha Motor Asian Center Co., Ltd.

Location: Bangkok, Thailand
Employees: 128 (Thai = 100; Japanese = 28)

In the wake of the 1997 monetary crisis in the ASEAN region, Yamaha Motor Co., Ltd. established a new company, Yamaha Motor Asia Pte. Ltd. in Singapore to provide financial support for the Yamaha manufacturing bases in the Southeast Asian region. As the region recovered from the crisis and its motorcycle market began to grow rapidly, Yamaha moved again to establish another company to concentrate on strengthening the competitiveness of Yamaha motorcycle manufacturing and product development in the ASEAN region by coordinating production and purchasing operations. The new company named Yamaha Motor Asian Center Co., Ltd. was established in Thailand and began operations in April of 2001.

The beginning of Yamaha Motor Asian Center Co., Ltd. (YMAC) came from Yamaha Motor Co., Ltd. (YM) looking for a new location in Thailand to expand its way to from which to strengthen motorcycle parts purchasing and supply in the ASEAN region under the AFTA (ASEAN Free Trade Area) scheme. Eventually, YM decided that the best location would be the central business area of Bangkok, Thailand. On April 1st, 2001, the YMAC office opened on Bangkok’s Sathon Road. At this same time, the winds of growth in the world market led YMAC to look beyond the ASEAN region to Yamaha group factories throughout the world. This is how YMAC came to introduce Yamaha’s very first “Complement Parts Business” which involves supplying parts to the factories in model sets rather than individual parts through our YMAC Order Control (ODC) operations. The YMAC offices were opened in two phases: first the YMAC Sathon office on 26th April 2001, and second our Bangna office also in Bangkok for our R&D Department on 11th February, 2002.

Technology Development to support the ordering process - Sathon Office

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Yamaha’s G-OP (Global Order Processing) system to support the ordering process which had been in operation at the Yamaha group’s major ASEAN factories for over ten years. This system was designed first of all to achieve smoother global logistics by sharing and upgrading accurate trading information. Secondly, it sought to improve the quality of our client services by providing (1) delivery information (Planned/Actual shipping bases), (2) detailed shipping information and (3) linkage within the Yamaha group’s management system for the ASEAN region. Lastly, it was designed to also provide effective, practical PSI control integrated with Yamaha’s production management system.

Ongoing systems improvement and business expansion

To improve the system and the ODC project from the standpoint of SCM (Supply Chain Management), YMAC put in place its G-OP phrase II in September 2005 to initiate comprehensive management of the supply chain from production to sales. The system was designed to make the process of ordering and supply in the ASEAN region more effective. In July, 2003, another YMC system called the “COMPORT” system was implemented to support the G-OP system used for Thai Yamaha Motor Co., Ltd. (TYM) and PT. Yamaha Indonesia Motor Manufacturing (YIMM). Its aim was to boost service and business speed in our dealings with the Yamaha factories. This system was designed from the outset to provide effective, practical PSI control integrated with Yamaha’s production management system.

The YMAC office was also in Bangkok for our R&D Department on 11th February, 2002.

Technology Development to support the ordering process - Sathorn Office

When YMAC first began operations in 2001, the parts ordering system used for cross trading among our Asian factories used a manual control system for receiving and issuing order documents, with YMAC acting as the intermediary between the factories and the parts makers. In April 2002, YMAC implemented the G-OP phrase II in September 2005 to initiate comprehensive management of the supply chain from production to sales.

In the meantime, YMAC has also had successful expansions in keeping Yamaha production volumes growing in the ASEAN region through continued development of both technology and business. During this time YMAC’s complement (set) parts business has grown from 480 model part sets in 2001 to 1,723 sets in 2005. In the meantime, YMAC has also had successful expansions in keeping Yamaha production volumes growing in the ASEAN region through continued development of both technology and business. During this time YMAC’s complement (set) parts business has grown from 480 model part sets in 2001 to 1,723 sets in 2005.

Yamaha has also had a significant role in maintaining its independence as a monarchy since the 19th century. The area of Thailand is 514,000 sq. km, excluding the northern mountain ranges, most of the area consists of highland and lowland plains. The central part of the middle of Thailand is one of the biggest breadbaskets in Asia. Temperatures in Thailand average 29°C for the year. In Bangkok, temperatures are highest in May and June, ranging from 25°C to 35°C, while temperatures in December average around 15°C.

Food & Drink: The staple food of the people of Thailand is rice. Thai food with its abundant use of peppers and garlic is exceedingly spicy. The most common sauce made of chili, cilantro leaf of coriander/cilantro, and three kinds of peppers and garlic is called “Nam Prik,” or chili paste. In addition, chili paste is used as a cooking ingredient for a variety of dishes as well. Another people’s favorite dish is “Pad Krapao,” which consists of meat and vegetables fried in a spicy sauce made of chili, garlic, and lemongrass. During the rainy season, it is very popular.

Yamaha Motor group has paid much attention to its social responsibility. Thailand also has various kinds of tropical fruits like durian, mangosteen, and mango because of its tropical climate. They are very juicy and have high sugar content. The durian, which is said to be the king of fruits, is quite popular. It has a very strong smell, which fills the entire room when it’s peeled. The most typical dish from Thailand is “Gai- pad,” which is a stir-fried chicken with chili paste. The manPlai, which is a stir-fried chicken with chili paste. The man

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Yamaha and Stefan Everts win sixth straight championship title!

On August 6, Stefan Everts achieved an amazing goal by riding his YZ450FM to win his twelfth straight round of the season in Round 12 of the 2006 MX1 series, the Belgian GP. This win also gave Everts his 99th career GP win and clinched him the 99th career GP win and clinched him the 99th round of the season in the 125cc, 250cc, 500cc and MX1 classes of the motocross world GP, Everts has won 10 world championship titles.

Everts has won 12 straight rounds since the 2006 season opener (21 consecutive heat wins). This latest victory gave Everts his 99th round win, leaving just one more for the incredible record of 100 wins.

Everts was even more pleased with his victory in the 2006 MX1 championship since he only needed one more point to achieve his 11th straight victory of the season with Everts winning the first two rounds but splitting the heat wins with Sebastien Tortelli (KTM). After that he continued to win heat after heat despite the best efforts of up-and-coming rivals T. Leok (Kawasaki), K. Strijbos (Suzuki) and S. Ramon (Suzuki) to keep him off the podium. At the 11th round of the season, the Czech GP, Everts scored another perfect win (winning both heats). This gave him such an advantage in the point standings that he only needed one more point to clinch the season title. The twelfth round brought Everts back once again to Belgium with a chance to win the title in front of his home supporters, which he did in style by once again winning both heats.

Everts has given part of the credit for this season’s title to his “wonderful machine” that “helps bring out my full potential as a rider.” This YZ450FM machine that he rode this season featured an aluminum frame for the first time and its performance was certainly a factor in the title win.

Although the season title is now won, there are still three rounds remaining and Everts’ challenge goes on. He still has one more goal to achieve in these remaining rounds: his 100th career GP win. Surely he will ride his YZ450FM to claim this final goal as part of his enduring legend.

On his 18-year racing career in the 125cc, 250cc, 500cc and MX1 classes of the motocross world GP, Everts has won 10 world championship titles. Heaisey announced 2006 would be his last season as a GP competitor, saying that he wanted to end his career as the best motocross rider ever. This final season began with Everts winning the first two rounds but splitting the heat wins with Sebastien Tortelli (KTM). After that he continued to win heat after heat despite the best efforts of up-and-coming rivals T. Leok (Kawasaki), K. Strijbos (Suzuki) and S. Ramon (Suzuki) to keep him off the podium. At the 11th round of the season, the Czech GP, Everts scored another perfect win (winning both heats). This gave him such an advantage in the point standings that he only needed one more point to clinch the season title. The twelfth round brought Everts back once again to Belgium with a chance to win the title in front of his home supporters, which he did in style by once again winning both heats.

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Everts was even more pleased with his victory in the 2006 MX1 championship since he only needed one more point to achieve his 11th straight victory of the season with Everts winning the first two rounds but splitting the heat wins with Sebastien Tortelli (KTM). After that he continued to win heat after heat despite the best efforts of up-and-coming rivals T. Leok (Kawasaki), K. Strijbos (Suzuki) and S. Ramon (Suzuki) to keep him off the podium. At the 11th round of the season, the Czech GP, Everts scored another perfect win (winning both heats). This gave him such an advantage in the point standings that he only needed one more point to clinch the season title. The twelfth round brought Everts back once again to Belgium with a chance to win the title in front of his home supporters, which he did in style by once again winning both heats.

Everts has given part of the credit for this season’s title to his “wonderful machine” that “helps bring out my full potential as a rider.” This YZ450FM machine that he rode this season featured an aluminum frame for the first time and its performance was certainly a factor in the title win.

Although the season title is now won, there are still three rounds remaining and Everts’ challenge goes on. He still has one more goal to achieve in these remaining rounds: his 100th career GP win. Surely he will ride his YZ450FM to claim this final goal as part of his enduring legend.
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Everts has won 12 straight rounds since the 2006 season opener (21 consecutive heat wins). This latest victory gave Everts his 99th round win, leaving just one more for the incredible record of 100 wins in a career that has seen him win 10 world championship titles since the MX1 class was established as the premier class of world motocross competition and his sixth straight title since coming to Yamaha in 2001. It also gives Everts an incredible record of ten career championships in world motocross GP competition. Everts stunned the motocross world last year by suddenly announcing that 2006 would be his last season as a GP competitor, saying that he wanted to end his career as the best motocross rider ever. This final season began with Everts winning the first two rounds but splitting the heat wins with Sebastien Tortelli (KTM). After that he continued to win heat after heat despite the best efforts of up-and-coming rivals T. Leok (Kawasaki), K. Strijbos (Suzuki) and S. Ramon (Suzuki) to keep him off the podium. At the 11th round of the season, the Czech GP, Everts scored his 11th straight victory of the season with another perfect win (winning both heats). This gave him such an advantage in the point standings that he only needed one more point to clinch the season title. The twelfth round brought Everts back again to Belgium with a chance to win the title in front of his home supporters, which he did in style by once again winning both heats.

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TYM Joins Celebrations Commemorating 60th Year of the King’s Reign

This year, Thailand’s Department of Industrial Works, Ministry of Industry organized a ‘Healthy Factory Project’ in commemoration of the 60th anniversary of His Majesty King Bhumibol Adulyadej’s accession to the throne, and Thai Yamaha Motor (TYM) was proud to be awarded as one of “Healthy Factories” organized many activities to honor the beloved King, including employees blood donations to the Red Cross, supporting royal endorsed products to donate for foundations, displaying yellow flags with the royal ceremonial emblem given to the Healthy Factory Award winners and encouraging all employees to wear yellow t-shirts embroidered with the royal emblem to show respect to His Majesty.

From Premchit Maneesarachun, Corporate Planning, TYM, Thailand

Yamaha Celebrates its 20th Anniversary

On June 15, Yamaha Motor Taiwan (YMT) celebrated the 20th anniversary of its corporate founding with a grand-scale party attended by some 650 guests including government officials, dealers, supplier representatives and business associates at the Grand Hotel in the capital, Taipei.

The opening ceremony began with a video tracing the history of YMT, starting with a prologue of YMC’s history and progressing to the founding of YMT as a joint venture one ambulance each to Taoyuan County and Hsinchu County where the company’s main factory is located. The party reached its climax when the guest representatives gathered on stage for a toast to YMT’s 20 years of success.

From Chou Chen-Chun, PR dept., YMT, Taiwan

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From Boy Borstink, Area Manager Central & Eastern European Markets, YMENV, Europe

The participants are together for a photo. The safety riding training and the S1 slalom event were both successful.

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First run in 1924 and sponsored today by Yamaha Motor Australia (YMA), the Yamaha 24 Hour Reliability Road Trial is one of the longest running motorcycling events in the world. Held in South Australia’s famous Barossa Valley wine country, the ‘24’ is an ultimate test of human endurance and machine reliability, where a single rider endures four laps of a 1,000-km circuit in 24 hours. Proving the reliability of the Yamaha WR450F by finishing 2nd and 6th overall in only their second year of competition were the 18-year-old twins Tristan and Sean Throup supported by Yamaha Pitmans. Another young rider, Luke Hewitt, finished 4th on a WR250 to give Yamaha 1st place in the prestigious Trade Team category.

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From Roy Horstink, Area Manager Central & Eastern European Markets, YMEV, Europe

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From Dave Ferris, YMA, Australia
**Donation for children of typhoon victims**
The devastating typhoon of the season that struck central Vietnam in May left more than 200 dead and missing. In response, Yamaha Motor Vietnam (YMVN) made a donation of 150 million dong (approx. 1.07 million yen) to benefit some 150 children whose parents were lost in the disaster.

The donation was presented by Vinh Van Cuong, president of YMVN, to some 150 children who lost parents in the typhoon.

**Kenya**

**YBR125 successfully debuts with rugged road test**

On April 27, Toyota East Africa Ltd. (TEAL), distributor of Yamaha motorcycles in Kenya, launched the 4-stroke YBR125 as the serious competitor in the Kenyan 125cc street bike category in the capital city of Nairobi. TEAL organized a customer-centric launch campaign with a fun event where TEAL’s staff met with and expressed their appreciation to customers, while introducing the YBR125 in the way that it deserves—with Pomp and Style.

To further prove the YBR125’s quality performance on Kenyan terrain, one was sent off on a high-profile 1,300 km trip on some of the country’s most challenging roads. When the YBR125 returned, the message was clear: “No Breakdowns, No punctures, and No Oil Leaks... just 1,300 km of electrifying trouble free riding! Now expectations are high for sales success.”

**Thailand**

**Another significant step to make Yamaha the customers’ “Only One” brand**

Thai Yamaha Motor (TYM) was the first in Thailand’s motorcycle industry to revolutionize the merchandising standard with its “Yamaha Square” showrooms featuring modern design for retail outlets that has been well received by customers and greatly enhanced Yamaha’s image. To maintain this leadership in retail outlet appeal and enhance the brand image even further, Yamaha has announced a new concept of the Yamaha Square to dealers nationwide. In a dealer meeting on July 17, presentations were made on Yamaha’s global brand strategy and implementation of Total Brand Design Management, including the new design and visual identity (VI) for authorized Yamaha dealers. Afterwards, all dealers visited a model Yamaha Square shop to see the new concept in practice.

From Prasert Maneerasarach, Corporate Planning, TYM, Thailand

**Japan**

**YSKS contest strengthened for second holding**

On June 2, Yamaha Motor Vietnam (YMVN) held the Finals of its second YSKS (Yamaha Sales Knowledge & Skill) contest, in which outstanding sales staff competed in a test of their Yamaha product knowledge and sales skills. Held at the Sofitel Vinpearl Resort & Spa near Nha Trang, this year’s contest was conducted on a larger scale than last year and the competitiveness was reflected in the serious attitude of the contestants.

The questions were more difficult than last year and the subjects were more realistic. But the answers of the contestants showed their skills had also improved. This year’s contest has made it clear the contest is meaningful to improve the motivation of the sales staff and improve their knowledge and skills.

This program is part of YMVN’s efforts to build the strongest sales network possible and plans are already under way for an expanded contest next year.

From Masahiro Imada, YMVN, Vietnam

**Firefighting with the Rhino**

The fire brigade of the canton of Graubünden in Switzerland has converted a Yamaha Rhino side-by-side-4-wheeler into a rapid deployment fire-fighting vehicle for first-stage fire extinguition. The Rhino was chosen because it can move a lot faster through the narrow lanes of the City of Chur than a normal fire-fighting vehicle. Likewise, it can reach fire scenes faster in the narrow Alpine valleys. The Rhino has been specially equipped with high pressure fire fighting equipment and a 100-Liter tank for water or foam, a 65-Meter hose as well as a high-speed loading system on the existing load bridge. It is also fitted with a revolving siren and a strong tone siren.

From Reto Wintjer, Product Manager, hosteller motoren ag, Switzerland

**Yamaha Austria Racing Team wins SBK class at Suzuka 8-hour**

In the July 30 “Coca-Cola” Suzuka 8-hour World Endurance Championship Race, round five of the FIM 2006 World Endurance Championship Series, the Yamaha Austria Racing Team (YART) ran a hard-fought race to finish 10th overall and win the SBK class. Starting in 38th position among the 70 teams, YART ran steadily as the teams around them dropped away one after another in a tough survival race. One of the teams to drop out early in the race after an unfortunate collision was the Yamaha Blue Racing team with riders Colin Edwards of MotoGP fame and WSB star Noriyuki Haga.

From Mauro Scarnato, Igor Jerman

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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 month 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 text to the editorial staff at the address below.

E-mail: yamahanews@yamaha-motor.co.jp
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In an event at the Yamaha Town Da Nang showroom, YMVN vice president Trinh Van Cuong presented savings account books directly to the children along with words of encouragement, hoping for a quick recovery from their grief and distress.

From Masahiro Imada, YMVN, Vietnam

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From John Troughton, TEAL, Kenya

**Yamaha Town Da Nang, where the event was held**

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From Reto Winter, Product Manager, hosteller motoren ag, Switzerland

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From John Troughton, TEAL, Kenya

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The specially outfitted Yamaha Rhino of the Grisons fire brigade team in operation.

**Switzerland**

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E-mail: yamahanews@yamaha-motor.co.jp
On July 3, the Yamaha Motor Company President Awards ceremony was held at the Communication Plaza at the corporate headquarters in Iwata. In this 31st presentation of the President Awards, five groups were awarded for their great contributions in a variety of areas.

The President Awards began in 1986 with the launch of the “Special Achievement Awards” as the highest awards given out by YMC. Today, the President Awards are a global program to recognize outstanding contributions to the Yamaha Motor group and contributions to society by individuals and groups, not only within YMC but throughout the global Yamaha Motor group companies. The awards are presented in the five areas of Marketing, Product and Technology Development, Manufacturing, Business Achievement and Contribution to Society.

Establishing the Yamaha Brand in the ASEAN Region

Category: Product and Technology Development
Theme: Development of the ASEAN market model T110
Award recipients: Representing the CV Operations Development Div., Mr. Takahiro Murata (for all the members of the T110 related development teams at YMC and YMAC)

The “T110” is an ASEAN market “sporty moped” model mounting a 4-stroke engine with transmission. It was introduced in 2002 as the new standard for 4-stroke mopeds. It quickly won the trust of the market with its excellent balance of performance, economy, convenience and sporty exterior look and as of April 2006 it has sold a total of 1.43 million units in the six ASEAN countries where it is marketed, thus making a great contribution to the Yamaha brand image and market share in the region.

Development of electronic control technologies Based on the “G.E.N.I.C.H.” Concept

Category: Product and Technology Development
Theme: Development of the YCC-T and YCC-S systems for mass production under the G.E.N.I.C.H.-ideal
Award recipients: MC Engineering Division, MC Business Operations; Component Development Division, Engineering Operations; Advanced System Research Division, Research & Development Operations; Quality Assurance Division, Product Assurance Department, Motorcycle Headquarters

Yamaha’s new “G.E.N.I.C.H.” design/engineering ideal involves the active use of electronic control technologies to create a high quality ride based on rider-machine communication. Two of the first products of this new engineering direction are the YCC-T (Yamaha Chip Controlled Throttle) electronic throttle system and the YCC-S (Yamaha Chip Controlled Shift) electronic shifting system that eliminates the need for clutch operation by the rider. These two systems are world limits on production motorcycles and have now won high praise on the YZF-R6 and FJR1300A models respectively.

Criteria for the President Awards

The standard for evaluation is achievement in realizing our corporate principles and outstanding job results.

- Areas of evaluation
- Outstanding achievement in realizing our corporate principles (Creating Kando, Surpassing Customer Expectations, Corporate Culture, Contribution to Society) and actions based on “Yamaha Value 21” plus exceptional contribution to society
- Activities that win a high level of recognition in the respective industry or from society
- Activities that strengthen our corporate structure and conditions and strengthen our competitiveness in the industry or in society

Development of a high added-value painting method

Category: Manufacturing
Theme: The challenge of achieving high-efficiency, high-quality robotic painting through development of a revolutionary painting method
Award recipients: 5th SyS Division (Exterior Painting SyS Team: Hirooka, Takai, Shirono, Hamada, and six others); Manufacturing Team: Nobutaka Takabayashi and 19 others; Manufacturing Technology Division (Painting Technology Group: Yauuhiko Matsumoto, Processing Technology Group: Kenjiro Fujita and two others)

An effort was undertaken to use a new approach to completely revise the hand spraying method for painting that had continued for a quarter of a century. The result was an all-robotic painting method that dramatically increased productivity and painting quality. Analysis of the airflow in the painting booth and the flow of the paint mist led to the creation of optimum painting conditions that enabled an exclusive, high added-value technology that achieved top-level paint adherence rate within the industry and in turn contributed to reduced cost, improved quality and contribution to society in terms of reduced VOCs.

Creating Business Opportunities with Corporate Efforts

Category: Marketing
Theme: Breaking a competitor’s monopoly by convincing French police to use FJR1300A police bikes
Award recipients: President and staff of Yamaha Motor France (YMF)

In the French police bike market which had been completely dominated by the time a German motorcycle maker, YMF set up a team to work aggressively on developing police bikes that would meet the French police requirements and open up a new business opportunity. Besides increasing sales and profits, the resulting FJR police bikes served to build the Yamaha brand image by helping to keep the peace, enforce traffic safety and escort state officials and visitors of foreign states.

Personnel Resource Development in Indonesia

Category: Contribution to Society
Theme: Contributing to society through continued holding of YES (Yamaha Engineering School) courses
Award recipients: Indonesia’s YMKI Service Division (for 80 YMKI staff and 50 dealerships)

In Indonesia with its high unemployment rate among young people, the YES (Yamaha Engineering School) program was launched in 1990 as a vocational training school for motorcycle mechanics with the aim of training highly qualified personnel and contributing to society. In 1991 it was certified by the Indonesian government as an educational institution and in the 15 years since it has trained 1,250 highly qualified technicians. The school has also contributed to the strengthening of service capability at Yamaha dealerships and increasing sales.

At the awards ceremony, President Kajikawa said: “All of the awards this year are for achievements in areas of ongoing long-term efforts or achievements based on lofty long-term goals. I hope that all of the winners this time will continue their efforts in their fields of endeavor and continue to be models for Yamaha Motor group employees around the world in the true spirit of the President Awards.”

*Organization names are those used before the July 1 name changes
Establishing the Yamaha Brand in the ASEAN Region

On July 3, the Yamaha Motor Company President Awards ceremony was held at the Communication Plaza at the corporate headquarters in Iwata. In this 31st presentation of the President Awards, five groups were awarded for their great contributions in a variety of areas. The President Awards began in 1986 with the launch of the “Special Achievement Awards” as the highest awards given out by YMC. Today, the President Awards are a global program to recognize outstanding contributions to the Yamaha Motor group and contributions to society by individuals and groups, not only within YMC but throughout the global Yamaha Motor group companies. The awards are presented in the five areas of Marketing, Product and Technology Development, Manufacturing, Business Achievement and Contribution to Society.

Development of electronic control technologies Based on the “G.E.N.I.C.H.” Concept

Yamaha’s new “G.E.N.I.C.H.” design/engineering ideal involves the active use of electronic control technologies to create a high quality ride based on rider-machine communication. Two of the first products of this new engineering direction are the YCC-T (Yamaha Chip Controlled Throttle) electronic throttle system and the YCC-S (Yamaha Chip Controlled Shift) electronic shifting system that eliminates the need for clutch operation by the rider. These two systems are world firsts on production motorcycles and have now won an effort was undertaken to use a new approach to completely revise the hand-pointing method for painting that had continued for a quarter of a century. The result was an all-robotic painting method that dramatically increased productivity and painting quality. Analysis of the airflow in the painting booth and the flow of the paint mist led to the creation of optimum painting conditions that enabled an exclusive, high-added-value technology that achieved top-level paint adherence rate within the industry and in turn contributed to reduced cost, improved quality and contribution to society in terms of reduced VOCS.

Criteria for the President Awards

The standard for evaluation is achievement in realizing our corporate principles and outstanding job results.

- Areas of evaluation
- Outstanding achievement in realizing our corporate principles
- Creating Business Opportunities with Corporate Efforts

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Creating Business Opportunities with Corporate Efforts

In the French police bike market which had been completely dominated until the time by a German motorcycle maker, YMF set up a team to work aggressively on developing police bikes that would meet the French police requirements and open up a new business opportunity. Besides increasing sales and profits, the resulting FIRE police bikes served to build the Yamaha brand image by helping to keep the peace, enforce traffic safety and escort state officials and visitors of foreign states.

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Imagine a motorcycle with a phosphorescent finish that glows in the dark, or a motorcycle with 3D-effect graphics that give a cool look of depth and volume to the body. That is exactly what customers get to choose from with special editions of Yamaha’s new “electric commuter” bike that went on sale on a limited basis in Japan recently. The name of this commuter bike that runs 100% on electric power is the “EC-02,” and what made possible the exciting look that adds fun and enjoyment to its just-released special versions is a new Yamaha-exclusive technology called “Film-on Graphics.”

Today’s customers are looking for products with more fashionable designs and a look of higher quality than ever before. In the field of personal vehicles as well, people want greater variety of colors and designs in the exterior parts that are hard for makers to provide with conventional painted finishes. That is why makers are looking for finishing technologies that give them a wider range of design possibilities.

One method that enables greater variety of designs with a look of higher quality than painted finishes is printing designs on film and applying the film to the product as the outer finish. Until now, however, such films have lacked the durability that exterior parts for products like motorcycles require, and it has also been difficult to apply these films in a way that makes them conform precisely to the shapes of the exterior parts.

Now Yamaha has cleared these hurdles and opened up exciting design possibilities with its newly developed “Film-on Graphics” technology. This method involves a new type of film developed by Yamaha and an exclusive vacuum-presurized method for molding the film onto the product surface. This method makes it possible to apply a film finish to either plastic or metal parts. What’s more, it is an environment-friendly process that reduces VOCs (volatile organic compounds) in the manufacturing process to one-fifth that of conventional paint finishes.

The film Yamaha has developed for this new technology consists of four layers. If phosphorescent material is added to one of these layers, it produces a phosphorescent finish like the one now being offered on one of the special versions of the EC-02. If a plastic layer with a lens effect is added, it produces a 3-D effect that gives an impressive illusion of depth.

This new “Film-on Graphics” technology can also be used on the covers, cowlings and fenders of other products like our ATVs and snowmobiles. Indeed, it is the type of unique technology that Yamaha is developing to differentiate us from the competition according to the strategy of our “NEXT 50-Phase II” medium-term plan that will take YMC through the year 2007. At the same time, it is a technology that expands our range of expression as the brand that brings Art to every product we design.