

Yamaha News No.4

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turnout, Marine, Yamaha Fishing Tournament, Panama, Celebrating 30 Years of YAMAHA Cup Racing, YAMAHA Cup, The new FIM President visits YMC FIM, Vito Topolito, Japan, Venemotos C.A., Yamaha wins National award for youth aid program, Yamaha Motor Vietnam Co., Ltd., Vietnam, The 2007 "YES! Rally" promotes "assurance," "reliability" and "Kando", Shanghai Yamaha Jianshe Motor Marketing Co., Ltd. YES! Rally What's New Supporting people who challenge to achieve in sports - Yamaha Motor Foundation for Sports, Yamaha Motor Foundation for Sports, YMFS Sports Challenge Grant Program, YMFS sports challenge experience grants, Zoom In "E350A" powering market growth with new value, and the world's largest hp for a 4-

Technology Without Borders

In a Yamaha first for pro-active transfer of technology, teams of engineers and technicians from Japan and Indonesia launched an advanced new manufacturing technology that is changing the ASEAN motorcycle market



Opening the doors to a new future of global technology deployment

Building an ASEAN market strategy around the “DiASil Cylinder” and the T135

In 2002, Yamaha Motor Co., Ltd. (YMC) began development of the world’s first all-aluminum die-cast cylinder for motorcycles, the “DiASil (Die-cast Aluminum-Silicon alloy) Cylinder.” And, before this new cylinder had even been successfully put into production in Japan, YMC joined with the Yamaha Motor group’s Indonesian manufacturing bases, PT. Yamaha Indonesia Motor Manufacturing (YIMM) and PT. Yamaha Motor Parts Manufacturing Indonesia (YPMI) in a project to put the DiASil Cylinder into production. That project reached successful completion with the release of the new ASEAN-market 4-stroke model T135 in 2005. In all, the project involved the cooperative efforts of over 100 Yamaha people from 14 divisions, and its success represented more than just the development of a new technology. In many ways it pointed the way to a new era in global Yamaha technology development and deployment.

Decisive leaders taking on new challenges

Creating a high-value-added market in the ASEAN region

In the mid-1990s, the ASEAN market underwent a critical change when the ASEAN countries introduced emission regulations like those already in place in markets like Europe, North America and Japan. The customers began to be increasingly aware of the need for pro-



(From front left) Shinji Terashita, Toshikatsu Koike and Hiroshi Yoshii (from rear left) Wataru Fuchigami and Mineo Yamamoto

tecting the environment, and with that consciousness came a shift from the 2-stroke motorcycles that had previously dominated the market to 4-stroke models. As a prominent maker in the 2-stroke category, Yamaha began to lose market share drastically to the 4-stroke models of its competitors.

Yamaha responded by introducing its own 4-stroke models, but that alone was not enough to win back the market share it had lost. As the ASEAN market continued to grow in importance, winning back Yamaha’s share of this market became a critical task not only for the regional Yamaha group companies but also for YMC itself from a global perspective. The strategy that Yamaha adopted to deal with this crisis was not one of competing head-on with the models of the other makers that had sold in the millions already, but to develop technologies that no competitor had and use them to pioneer new market sectors with high-performance, high-quality models based on those technologies. The model

that embodied this new strategy was the T135 with its all-aluminum die-cast DiASil Cylinder.

“That was a big decision to make,” recalls Shinji Terashita of YMC’s Motorcycle Headquarters, one of the leaders of that project. “If we had tried to compete with the market leader at the time with a 4-stroke model of the same quality as the one it had already established a dominant share with, it would be an uphill battle even to try to catch up. We believed that our efforts would be meaningless unless we could introduce a model so different and with such strong appeal that it could overturn the existing market. Also, we knew that it was important that this new model be manufactured there in the ASEAN region. That was because we believed that it was important to show the market and our rivals that we could pioneer a new market with our own unique technology. And at the same time, we thought it was important to have the employees of the local Yamaha group

companies experience that process and be a part of the eventual success. We knew that it would be a difficult task but we wanted to see YMC and the ASEAN group companies join hands and make an effort that would change the market,” he explains.

Says Wataru Fuchigami of (present) YIMM and a leader in the effort at the time in Indonesia to bring the T135 and its DiASil Cylinder into mass-production, “We knew that as a late-comer to the 4-stroke category, Yamaha would have a hard time opening itself up a place in the market with a model that was simply brought to market for the sake of introducing a 4-stroke. We knew that our challenge was to introduce a model with technologies that the customers wanted so much that they would pay the purchase price.”

Dedication to the DiASil Cylinder

The DiASil Cylinder research and development project got underway with the concept of creating a Yamaha-exclusive technology that would be a major asset in the company’s future. When it was introduced in July of 2002, it attracted much attention as a technology that enables good manufacturing efficiency, excellent

cooling performance and good recyclability. After that, it was decided to use the DiASil Cylinder on the Grand Majesty scooter model for the Japanese market. Then, on October 1, 2002 the project to mount it on the strategic ASEAN market model T135 was launched. Terashita and Fuchigami convinced the T135 development project leader, Toshikatsu Koike of Research & Development Operations about the necessity of using the DiASil Cylinder on the T135 and he set about the task of readying development for manufacture in Indonesia. “Developers tend to get obsessed with the idea of developing and using new technologies. However, in this case, after hearing over and over the importance of transferring the technology overseas to the ASEAN manufacturing base, I realized the importance of what they were saying. Two things came to my mind, the vision of the YIMM and YPMI staff taking over this technology with pride and successfully putting it to work and the vision of the satisfaction that customers would get from it. There would be the difficult task of getting the manufacturing process to the point where hundreds of thousands of units could be produced, but we all succeeded in taking

on that challenge and solving the problems to make it work,” he says with pride. Then he took the technology his team had developed and turned it over to the manufacturing division along with the inspiration he had received from Terashita and Fuchigami.

At this point the baton was passed to Hiroshi Yoshii of the 1st SyS Division, SyS Operations. “The level of performance and quality they wanted left no room for compromise. But I knew that their expectations were so high because of their trust in the manufacturing divisions. Seeing the passion in their eyes as they talked about setting up the DiASil manufacturing capability at YIMM and YPMI and then building a model that could change the market, made me want to say, ‘OK, we will do our part.’ It was a job that required technologies far more advanced than any casting technology of the past, but we on the Japan side and the staff on the Indonesia side all worked passionately and diligently on the job until it was done. And I believe that what we all achieved is more than just the establishment of a new manufacturing technology, it is something that will prove to be an important asset for Yamaha from now on,” says Yoshii.



The Indonesian market model T135 at its 2005 launch



The close cooperation between the Japanese and Indonesian staff was the key to the success of this technology transfer project

Another challenge and a new evolution

It is clear that the transfer of the DiASil Cylinder manufacturing capability to an overseas Yamaha base was successful because of the high levels of technological expertise of the design, development and manufacturing teams involved. But, in the case of a giant project like this involving more than 100 people from 14 different divisions, the role of an overall coordinator is also very important. That job fell largely to Mineo Yamamoto, presently of YMC's Production Control Division. He says, "The leaders of the various branches of this project had made a big decision and started a big project in progress with their efforts, and to bring it to success also required the dedicated work and passion of many other people. When we look at the project as a whole, I would have to say that the key to the project's success was the Indonesian staff involved. They brought to this task a greater passion than we had expected. This project was possible because everyone, including the technical staff on the Japanese side and staff the Indonesian side that took the technology and made it work, had a strong desire to do something that hadn't been done before and to make it succeed. All I did was to act as a bridge between the two." Mr. Terashita told us about another aim of this project besides regaining market share in the ASEAN region. "Until now, there has been a process of taking technologies that have been developed and proven in practice in Japan and transferring them in tact to overseas production bases. But the ASEAN region is now a very large market that has its own technical center in Yamaha Motor Asian

Center Co., Ltd. (YMAC) in Thailand. So, I felt that it was time for us to go one big step beyond the former process of simply transferring technologies as a complete package. By working as we did this time together with the local staff in Indonesia to establish a new manufacturing technology, I was hoping to see the spirit of taking on new challenges spread to more people while also building a sense of unity in members of the Yamaha Motor group that transcended national borders. We feel that it was the passion of the staff in Indonesia that made this project a success. Yamaha products are built in bases all around the world today, and if we are able to have technical development of the kind that took place in this project lead to high-level product creation and manufacturing around the world, this will be a tremendous strength for Yamaha. I believe that the success in Indonesia this

time is an important first step toward that kind of environment."

On March 17, 2005, the first ASEAN market production model mounting the DiASil Cylinder came off the assembly line in Indonesia. As *Yamaha News* spoke with the people involved in this important project, they all spoke with passion about the development process and the episodes involved, as if it were yesterday.

An important part of the spirit of Yamaha product creation is to constantly strive to develop new technologies. That is a big part of the reason why people around the world love Yamaha products. And it is a spirit that Yamaha people around the world should all share. The development of the Yamaha DiASil Cylinder and its transfer to overseas manufacturing is a typical example of that spirit.



From Nov. 2005 to May 2006, an ASEAN region promotional touring event was held as part of the launch for the new model T135. Participating riders from Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam showed people along the 6-nation route the potential and reliability of the T135

Yamaha people connecting Japan and the ASEAN region

Takeshi Oishi, Research & Development Operations

"In order to make this cylinder effective, we had to give the piston a ferro-plating, which is something that has never been done before for a motorcycle. On top of that the spec requirements from the design departments were also very strict, to the point that it was even hard to make the first prototypes. Time and again I went into the tests with confidence only to have the plating peel off. In Indonesia we had to begin by explaining what a ferro-plating was, and then we worked with our Indonesian counterparts through repeated tests until they got the plating technique working effectively. What impressed me most was the sense of unity that was born out of working hard toward the same goal, and the exhilaration of making this thing together. I will never forget the radiance of the moment when I finally saw the finished T135 on display in the Jakarta Motor Show."

Shoutarou Tanaka, Product Development Operations

"The customers in the ASEAN region are very sensitive to an engine's sound. When the engine begins to sound strange it is common for them to bore the cylinder again. With the DiASil Cylinder, however, you can't re-bore it. So, it was very important that we make it very durable and proved that durability. We gathered sleeved cylinders from various markets that had been run for long distances and examined them. Those tests showed us that the DiASil Cylinder technology would enable us to design a cylinder a much smaller clearance gap between the piston and the cylinder than with a conventional sleeved piston. With this, I knew we had a product that could beat the competition. In the endurance tests we conducted with the help of the Indonesian staff, I was really moved as a fellow Yamaha person to see them running up to 400 km a day to get a really significant test distance. Seeing that, I remember feeling that we were definitely going to make a success of this model."

Masashi Yagi, 1st SyS Division, SyS Operations

"I was in charge of the cylinder honing process, and I went all the way to Germany to do the test cuttings. I remember as if it was yesterday the day when we finally found the present processing method after a long period of trial and error. I was so happy I wanted to dance for joy with some of my colleagues. It was truly a difficult task to get that technique down, and then to transfer the process overseas to Indonesia was another important and painstaking job. The reason is that with this cylinder we must control a large number of factors like the size, the percentage and the exposure height of the silicon particles. And to evaluate these factors we have to take microscope photographs and compare them to standard photos with a trained eye. Seeing the rapid progress the Indonesian staff made in learning this analysis technique was inspiring and made me forget all of the tough work I had been through to that point."

Hiroki Yamaki of YIMM (at the time), currently of the 1st SyS Division, SyS Operations

"This was a casting process that had to be controlled to ensure that the right metallurgic matrix was achieved. YIMM was very positive about introducing this technology, and they had increased their staff and changed the layout of the factory space and acquired new equipment from two years prior to the start of production in order to be prepared. Also, we



The T135 drew big attention when displayed at the 2006 Jakarta Motor Show in Indonesia



(From front left) Takeshi Oishi, Masashi Yagi, Hiroki Yamaki and (from back left) Shoutarou Tanaka, Kunio Adachi, Mineo Yamamoto

were able to do more trial castings than are usual for a manufacturing set-up process. This allowed us to verify a number of important factors, such as mold erosion and wear. And these tests helped the Indonesian staff become quite skilled in a short period of time. Since we all believed that even one defective cylinder getting out in the market would ruin this development project made everyone work very hard and carefully."

Kunio Adachi, Service Division

"For many customers of the ASEAN region, a motorcycle is an expensive necessity of daily life. That is why it is common for them to re-bore the cylinders when an engine gets worn and try to use the machine as long as possible. And that's why we had the important task of educating the market about the fact that the DiASil Cylinder doesn't need to be re-bored. So we got the idea of working with the Indonesian staff to actively supply the market with information about the DiASil Cylinder. We also worked together with the development staff to conduct a 50,000 km endurance test in order to prove that reliability and durability. This in turn enabled us to introduce a warranty guaranteeing 50,000 km of use without boring on the T135 engine's piston and cylinder in the Indonesian market. This was a very effective way to show the dealers and the customers the superior performance of the DiASil Cylinder. And in fact, we are seeing a much smaller number of user claims concerning the piston or cylinder of the T135 compared to other models. This fact proves that the customers are getting good satisfaction from this model."

What is the DiASil (Die-cast Aluminum-Silicon alloy) Cylinder?

The DiASil Cylinder is an all-aluminum cylinder made by an exclusive Yamaha aluminum die casting method. The casting method derives from the Yamaha CF (Controlled Filling) die casting technology and enables mass-production casting using an aluminum alloy with a 20% silicon content, which could not be used in conventional casting methods. The resulting DiASil Cylinder features a cylinder surface with a high degree of hardness and

durability that eliminates the need for a conventional cylinder sleeve or special cylinder plating. Because this cylinder is made exclusively with aluminum, it is lighter in weight and has aluminum's superior heat dissipation quality, as well as aluminum's high recycle-ability. This cylinder is now used on the Japanese market model Grand Majesty, the ASEAN market T135 and the European market YP125.



At left is a conventional aluminum cylinder with cast iron liner. At right is the DiASil Cylinder. It is clear from the size how much more compact the DiASil Cylinder is

Looking to the frontiers – “Crossing the Eurasian continent on a Majesty 250”



Route traversing the Eurasian continent

Adventurer Shinji Kazama succeeded in crossing the Eurasian continent from Vladivostok in Russia to Cape Roca (Cabo da Roca) in Portugal on a Majesty 250. Three years before this adventure, he was involved in an accident while competing in the Dakar Rally in 2004. Though he still suffers from some of the aftereffects of the accident and underwent several operations, Kazama was able to recover enough to ride a motorcycle again. He said that his purpose was to “encourage people who were suffering from the same injuries as himself and to serve as part of his own recovery efforts,” but then the adventurer had a change of heart.

The adventurer Shinji Kazama

Kazama had been the editor of a motorcycle magazine when he took off on his first motorcycle adventure in 1980. “I wanted to ride everywhere I could on a bike. I wanted to go as high as it was possible to go.”

That year he was able to fulfill the dream



Shinji Kazama

Born: September 26, 1950

1980: Challenges to climb Mt. Kilimanjaro (Africa) by motorcycle

1982: Competes in the 4th Dakar Rally, first Japanese participant

1984: Climbs Mt. Everest from Nepal by motorcycle. Sets world record for highest elevation motorcycle operation at 5,880 meters

1985: Climbs Mt. Everest from China by motorcycle. Sets world record for highest elevation motorcycle operation at 6,000 meters

1987: Begins relationship with Yamaha in preparation for North Pole expedition. World's first motorcycle to reach the North Pole

1992: World's first motorcycle to reach the South Pole

2004: Suffers severe injuries to left leg in Dakar Rally accident

2007: Crosses Eurasian continent by motorcycle

that had come to him naturally when he first began to ride a motorcycle. He first set his sights on climbing Mt. Kilimanjaro in Africa. “There were almost no places on the mountain where I could ride the machine, so I had to push it and that definitely was not easy. But I thought it would be pointless if I didn’t do it with a bike. I knew that I wouldn’t have the same mental satisfaction if I didn’t,” said Kazama.

He continued on with adventures to the ends of the Earth, climbing Mount Everest and succeeding in rides to the North and South Pole.

A new adventure on a scooter

Something happened in 2004 that caused Kazama to change his outlook on life. While riding a Yamaha WR250F in the Dakar Rally competition, he was involved in a collision with a truck that was not in the race and had wandered onto the course by mistake. He was hospitalized in France where his doctor told him, “You’ll recover from the injuries to your leg soon; you’ll be as good as new.” After transferring to a hospital in Japan, the recovery did not go as well as expected. In fact, his condition worsened.

Amidst these difficulties, Kazama trans-



ferred to the Teikyo University Hospital, where he met Dr. Takashi Matsushita, who utilizes the Ilizarov method (a regeneration method for bone lengthening). Kazama was not only able to walk again thanks to this treatment method, he even recovered sufficiently to allow him to do the thing that brought such meaning to his life: riding a motorcycle.

Kazama says of going through this experience, “It really made me keenly aware of how important the bones and ligaments are to movement, and how important it is to be physically able.” It brought about a change in his state of mind. “I wanted to try to encourage people who had suffered the same sort of injury I had and were working hard toward their own recovery; I wanted to make people aware of the importance of this aspect of health, I wanted to witness the frontiers of med-



Riding through Siberia, here and there he'd have some trouble with the soft mud, but the Majesty got him through it



Members of the Association of Japanese Residents of Portugal and over 100 Portuguese riders gathered at the goal in Cape Roca

ical treatment in the bone and joint field with my own eyes.” He then decided to cross the Eurasian continent, visiting hospitals along the way as part of the World Health Organization’s “Bone and Joint Decade” program, of which his physician, Dr. Matsushita, is one of the directors. The means he chose to do it was by motorcycle. And as with past adventures, Kazama teamed up with Yamaha again.

Touring the Eurasian continent

Departure was from Vladivostok, Russia, on June 19, 2007. The grueling run would take him through ten countries in 52 days, a distance of 18,000 kilometers. “I would ride over 300 kilometers a day, spending an average of ten hours on the road. I went through Russia, the Ukraine, Poland, Germany, Austria, Liechtenstein, Switzerland, France, Spain, and Portugal. First of all, I rode west from Vladivostok through Siberia for 3,000 kilometers.”

“As soon as it started to rain, the road surface turned to mud, and to be honest, it was difficult going for the Majesty 250. But once I got through Siberia, the endurance of the Majesty put my mind to ease. No matter where I went, its unique and advanced design was the center of attention. I could talk to many people, and that was encouraging to me.”

One of the reasons Kazama cited for choosing the Majesty 250 was its ease of operation. Although he has difficulty moving his left knee and ankle, he is still able to ride a motorcycle, but rather than using his toe to make gear changes, it was easier for him to use his heel, so he decided that a scooter would be the best choice for the journey. On top of that, Kazama praised the superior features of the Majesty saying, “The aerodynamics

are amazing. I can ride for long hours in the wind and not feel tired; even in the rain I’m protected far more than I would have imagined.”

Kazama was quick to say that one of the highlights of his trip was the magnificent scenery in Siberia. “Up to now, I’ve always been focused on getting to one point in my expeditions. This time I was able to experience the scenery around me, and it was a pleasure to be enveloped by it.”

Visiting hospitals

Kazama wanted to encourage patients who had suffered injuries similar to his, so he paid visits to three hospitals that specialize in those injuries during his tour. The first was to the world-famous treatment center for orthopedic injuries in Russia that pioneered the Ilizarov method, the Kurgan Ilizarov Center (Kurgan Center of the Restorational Surgery and Orthopedy). He then went on to the state of Bavaria (Bayern) in Germany to visit the Trauma Centre in Murnau. Lastly, he stopped at the Pitie-Salpetriere Hospital in France where he was hospitalized after the crash in the Dakar Rally.

Kazama said that when making his visits to the hospitals, “I was glad that it was a



Together with the doctor who took care of him at the Pitie-Salpetriere Hospital in France directly after his injury. Tears welled up in Kazama’s eyes when they met again

comparatively quiet scooter with low-key refined styling. It never impinged on the quiet atmosphere of the hospitals or overwhelmed the patients with its visual appearance.”

Looking back on the experience, Kazama said, “I had gone there to encourage the patients, but instead was encouraged myself.” In addition to that, he saw some cutting-edge medical facilities not to be found in Japan.

“For example, the rehabilitation facilities there do a top-notch job. For patients who work as carpenters, for instance, there are programs to help them get back to work; they even have a kitchen set up for homemakers. It’s just taken for granted that the facilities are there mainly to get the patients back to their normal, everyday lives as quickly as possible.”

Future activities

In spite of the problems he still has with his leg, Kazama’s spirit of challenge has not been dampened and he says it will not stop him from continuing on with his adventures. As the WHO’s “Bone and Joint Decade” campaign continues until 2010, he would like to provide encouragement to people who are suffering from injuries by continuing to tour.



Visiting the Ilizarov Center in Kurgan. So much attention was paid to the event that a press conference was even held

“Bone and Joint Decade”

A professor of orthopedics at Lund University in Sweden in 1998 proposed the promotion of research into treatment methods to deal with the diseases and injuries affecting the ligaments, skeleton, and motor reflexes that are indispensable to body movement. Secretary-General (at the time) Annan expressed his support and in January of 2000 the WHO (World Health Organization) officially announced the inauguration of the “Bone and Joint Decade.” Over 750 academic groups and organizations in 96 countries around the world are taking part in a variety of different ways in this campaign that continues until 2010.

MX2

Antonio Cairoli and the YZ250F Win Second World Title!



At the season opener at Valkenswaard (Belgium) Cairoli won both heats by a margin of more than seven seconds over 2nd place



After 15 rounds and their 30 heats in the 2007 season, Cairoli has won 10 rounds and 21 heats while racking up an amazing 660 season points

At the 13th round of the World Motocross Championships, the Northern Ireland GP, Antonio Cairoli of the De Carli Yamaha Team clinched his second world title in the MX2 class, following his title in 2005.

It has been a season where Cairoli showed incredible dominance over the competition. After winning the season's opening round, Tony went on to win every heat except one through round five of the season, the German GP. The only heat he didn't win was the first heat of round two. In rounds 7, 8 and 9 as well, Cairoli continued his winning streak with his aggressive "wide open" (throttle) riding style, never letting another competitor run in front of him.

At an interview when Tony was in Japan for the Japan GP, he commented: "I trained hard before the season with the specific goal of not making the kind of mistakes that caused me to fall in a number of races last year and lose the title." The result of that training could easily be seen in his more muscular physique. Last season his "wide open" all-out riding style had turned out to be a double-edged sword that often led to disaster, but this year it has developed into a truly effective weapon. Now he is not only "fast" but "strong" as well.

Although overall wins escaped him at rounds 10 to 12, Tony came back to clinch the season title at round 13 with a perfect win (winning both heats). And his surprising performances didn't stop there. At the next round, the British GP (round 14), Cairoli jumped into the hotly contested MX1 class for the first time and won the overall victory there as well, riding the 2008 model YZ450F. Cairoli finished 3rd in the season ranking in his debut year in the MX2 class in 2004. Then in



At round 13 in Northern Ireland, Cairoli clinched the season title in the first heat. The team joined in the celebration!



At the Swedish GP, round nine, a fall at the start left Tony at the back of the pack. But he showed what "wide open" means in his subsequent charge to recover to 2nd place at the finish



In the Italian GP, round four of the season and Cairoli's home race, he won both heats. At this point in the series he already had more than 50-point lead in the ranking

2005 he became the youngest Italian rider to ever win the MX2 championship title and, at the same time, proved that his talent was truly world class. With that title, Tony was no longer just another promising young talent but a proven winner recognized as one of the world's top riders. From 2008 onward, Cairoli will continue to ride Yamaha bikes with the same "wide open" aggressive style and surely he will continue to thrill fans and bring *Kando** as the Yamaha ace.



* *Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.

MX1

Injuries drop Coppins to 3rd in the ranking



Marc de Reuver mounted the podium with a proud 2nd at the last round in his native Holland, proving his potential in his rookie year in MX1

Despite his painful fractured shoulder bone, Coppins bravely competed in round 14, the British GP. Riding as long and hard as he could, he finally dropped out after the first lap of the second heat

On July 29, the MX1 season took an unexpected and fateful turn for Yamaha ace Josh Coppins at the Czech GP, round 11 of the series. An accident and a shoulder injury caused him to finish out of the points in both heats. At first the shoulder injury was diagnosed as a light, but it was later found to be a bone fracture. That kept Coppins out of rounds 12 and 13 and caused his massive 107 point lead over 2nd-place Steve Ramon (Suzuki) to shrink to just 12 points.

Four weeks after the fracture, Coppins made a valiant effort to return to competition on August 26 at round 14, the British GP. Certainly he knew better than anyone else that he was still not ready to race. But what drove him to the desperate attempt to salvage his championship hopes was the dream of winning a world championship that he has nurtured ever since he left his native New Zealand at the age of 17 to race on the European circuit.

In the first heat of that round, Coppins surprised everyone by racing out in front and getting the hole shot. But he was racing in such pain that he couldn't even raise his bad arm from the handlebar to adjust his goggles. Needless to say, he was unable to stay with the leaders in that condition and ended the race in 14th place.

After the sighting lap before the start of the second heat Coppins felt that his attempt was futile, but still he clung to the hope that something might be different in the race. It only took one lap of the race to make him decide to drop out, however. With that no-pointer he finally lost the ranking lead that he had held from the first round of the season.

At his doctor's advice, he also decided to cancel his entry in the last round of the season. This gave the title to Ramon and left Coppins in 3rd place in the season ranking.

Meanwhile, Yamaha Motocross Team's Marc de Reuver, who had been in a slump after scoring 2nd and 3rd place heat finishes early in the season, came back into form in the last round in his native Holland. After finishing 3rd in the first heat, he came from behind to grab the win in heat two and mount the podium with a 2nd on the day. This performance brought his season ranking up to 14th.

Although this season Yamaha lost the MX1 title that it had held since 2004, Coppins still managed to win more rounds (5) and more heats (9) than any other rider in the MX1 series. This proved the performance of the YZ450FM and the fact that Coppins is still the best rider in the championship. Expectations are already building for great performances from Coppins next season and also for recovering the MX1 title for Yamaha.

RACING

EXPRESS

MotoGP Back on the top step of the MotoGP podium

In the last round of the first half of the 2007 MotoGP season, Valentino Rossi thrilled his fans by sprinting from 11th position on the starting grid to win an incredible come-from-behind victory in round nine, the Dutch GP. With this win, his third of the season, Rossi moved up to within 21 points of the ranking leader, C. Stoner (Ducati). Going into the German GP, round 10 of the series, it looked as if Rossi was back on track to make a run for the title in the second half of the season. But, while his teammate, Colin Edwards raced hard to a well-earned 4th, Rossi took a fall that left him out of the race. Fortunately, his rival Stoner only managed a 5th place finish that kept him from widening his point lead by much. Still, it was a painful no-pointer for Rossi.

For round 11, the series crossed the Atlantic for the US GP. Here, Rossi came through the first lap in 4th position and, after dropping back once to 5th, he fought back past D. Pedrosa (Honda) to take the checkered in 4th. There were big expectations for Colin Edwards in his home GP, but he eventually



Rossi won his 4th GP of the season at round 14 in Portugal

dropped from 6th position during the latter stages of the race to finish 11th.

The next round, the Czech GP, brought unexpected bad fortune for both Rossi and Edwards. While running in 8th position on lap two, Edwards took a fall that forced him to retire from the race. Meanwhile, Rossi began to suffer from poor tire grip while run-

ning in 5th position in the early stages of the race, and as conditions worsened he dropped to 7th position and managed to hold on to that to the checkered by adjusting his riding style to cover for the lack of grip.

In the meantime, Stoner's lead in the ranking had spread to 60 points and the pressure was on Rossi to regain ground at round 13, the San Marino GP. In the qualifying he came a respectable 2nd, but in the race he suffered another fall that knocked him out of the race while running in 4th position on lap five. Edwards had been in 6th position in the early running but gradually slipped back to 9th at the finish.

Like the true champion he is, however, Rossi came back after these disappointing races to grab the win at round 14, the Portugal GP and stand on the top step of the podium again for the first time in five races. With Stoner finishing 3rd, Rossi was able to narrow the point gap slightly, but with four races remaining in the season, he still stands 76 points behind Stoner in the ranking. No doubt these four races will be full of excitement, because for Rossi and his team, it's never over till its over.



As of the end of the Portugal GP, Edwards stands in 7th position in the ranking but hopes are high for the remaining four races

WSB

Round 11 win keeps Haga's title hopes alive!

Round 11 of the WSB series, held at Euro Speedway, Germany, turned out to be a very good day for Yamaha as the top two Yamaha riders, Noriyuki Haga and Troy Corser, covered all three steps of the podium in the two races, with a 1st and 2nd for Haga and a 3rd for Corser. Haga worked his way up quickly from 8th position at the start to 2nd position in the early laps of race one and then started seriously chasing the leader, Troy Bayliss



This is Haga's 10th year of full participation in the WSB championship. His experience should help as he chases his first title in the last rounds



Corser is 36 years old this year and racing strongly with three podium finishes in the last two rounds

(Ducati). After catching him on lap 14, Haga grabbed the lead on the next lap and ran on to his 4th victory of the season, while opening up a winning margin of 11 seconds. Meanwhile, Corser as involved in a heated battle for 2nd with Max Biaggi (Suzuki) but his tires began to lose their grip in the closing laps and he had to settle for 3rd. In race two, Haga once again passed the leader Bayliss on lap 14, and it looked at that

point like it might be a repeat of race one. But Bayliss fought back and managed to pass Haga with four laps remaining and leave him to settle for 2nd. Their results put Haga in 2nd in the series ranking, 41 points behind the leader James Toseland (Honda) with two rounds remaining and his chances for the title still alive. Corser's 3rd in race one and 5th in race two kept him 5th in the season standing. At the previous round 10,

the British GP, the Yamaha Motor Italia WSB Team pair had also won three podium finishes, with Haga 7th and 2nd and Corser finishing 2nd and 3rd. With this, the teammates had managed to bring Yamaha's total podium finishes in WSB racing to a momentous 150.

Things are looking better now and Haga definitely has good momentum going in his race for the WSB championship title.

World Endurance Championship

Top Yamaha team finishes 9th

Over the three days beginning on July 26, a total of 141,500 race fans gathered at the Suzuka Circuit in Japan to watch round three of the World Endurance Championship series, the Suzuka 8-hour Endurance Race.

The Yamaha teams from Japan entered in this race included the top support team, YAMAHA RACING 21 and the spot entry team YAMAHA RACING 81. They were joined by full-entry World Endurance Championship series teams from abroad that included YAMAHA AUSTRIA RACING TEAM #07 (YART), TEAM ZONE ROUGE YAMAHA BELGIQUE, the PHASE ONE ENDURANCE team from Britain, the ENDURANCE MOTO 38 and TEAM LTG 57 from France, the Amadeus X-one team from Italy and the MACO MOTO RACING TEAM from Slovakia. All seven of these teams used the 2007 YZF-R1 as their race machine.

At the end of the grueling eight hour race, the top Yamaha finishers were YAMAHA RACING 81 in 9th place with former GP rider Norifumi ("Norick") Abe and the 2006



After running for part of the race in 5th position, Stauffer said he wants to race the Suzuka 8-hour again



Among the full-entry teams the PHASE ONE ENDURANCE of Britain finished 15th

Australian Superbike and Supersport class national champion, J. Stauffer, as its riders. The YAMAHA RACING 21 team that became the focus of much attention by qualifying 2nd, eventually fell far behind the leaders after a fall on lap 21. Among the full-entry teams, PHASE ONE ENDURANCE from Britain showed true endurance team skills by avoiding the traffic of spot entry teams to finish 15th.

As of the end of round four of the series held in Germany on Aug. 11 and 12, the YAMAHA AUSTRIA RACING TEAM (#07) stands 3rd in the season ranking.



Now in its 30th year, the Suzuka 8-hour is Japan's "Summer Festival" of motor sports. This year more than 100,000 people came to watch the three days of action

RACING**EXPRESS**

WORLD TOPICS

We always welcome your contributions. Write to the editorial staff
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Germany

3,500 fans enjoy Yamaha Days event

On August 4 and 5, Yamaha Motor Deutschland GmbH (YMG) and local dealers held the 2007 Yamaha Days event at the famous Beuern motocross track outside of Frankfurt. As an off- and on-road oriented event for the whole family, it attracted a weekend total of 3,500 participants. There were



Hundreds of users signed up for test rides on the roads and the motocross course

organized test rides of street models, and all test rides of ATVs, Quads and WR off-road models, as well as ATV trials and Rhino-shuttles were offered on closed circuits of the off-road track. In addition to that, there were also kids areas for off-road test rides on the PW50, TT-R90 and YFM50. Saturday night there was a party at the Beuern motor sport club with a lottery game for all test-ride participants with an FZ6 ABS as the top prize.

From Karlheinz Vetter, YMG, Germany

Colombia

Beach clean-up event draws national attention

On August 5, Yamaha's marine distributor in the South American country of Colombia, Eduardoño S.A., joined in the global Yamaha CSR movement by organizing a beach clean-up campaign that gathered some 220 participants. Impressed by Yamaha's CSR efforts in Colombia, the country's Minister of Environment, Housing, and Territorial Development and the assistant minister joined in as participants too. This made it a very meaningful event for showing the people of Colombia a concern for the environment.

From Takuya Nagatani, YMC



Some 220 people, including Yamaha customers and their families, joined in the collection of litter on the beaches

Garbage collected during the one-day beach clean-up event



Before the ceremony Mr. Montilla and the other guests toured the YMES factory

Thailand

TYM booth wins "Best Design Award" at Bangkok Motor Show 2007



TYM management received the "Best Design Award" at Bangkok Motor Show 2007



The Yamaha Booth

Thai Yamaha Motor Co., Ltd. (TYM) set a new record in the motorcycle industry of Thailand by winning the "Best Design Award" at Bangkok International Motor Show 2007 for the second consecutive year. With the theme of "YAMAHA Let's Ride the Pride," the TYM booth reflected experiences of customers who take pride in owning a Yamaha. Apart from the indoor booth where people could enjoy the wide range of high-tech Yamaha products, there were specially priced accessories and apparel and a karaoke room. At the outdoor exhibits there were also exciting activities such as a customized bike contest, test rides, games and concerts for the young-generation visitors.

From Premchit Maneesarachun, TYM, Thailand

Ireland

29th Pan-European Distributors Meeting

From the 9th to the 11th of July 2007, Yamaha Motor Europe N.V. (YMENV) organized its 29th annual European Distributors Meeting. This year's event, with its theme of "Preparing for future growth" was hosted in Ireland by Danfay Ltd., Yamaha Motor's Irish distributor. The meeting was attended by top management from YMC, YMENV and distributors from over 20 Euro-



YMC's President Kajikawa (front center) joined top management from YMENV and distributors from over 20 European countries at the meeting

pean countries. Delegates heard keynote speeches, saw presentations and participated in a group workshop. Three case studies from Italy, France and Sweden helped share best practices. It was an excellent opportunity to present and discuss future marketing and sales strategy, while fostering cross-cultural understanding and strengthening business relationships.

From Communication Div., YMENV, The Netherlands

Spain

YMES mounts grand presentation for new Yamaha Neo's

The official launch of the new Neo's scooter was held on a grand scale on 29 June at Yamaha Motor España, S.A. (YMES). The president of the state government of Catalonia, the Honorable Jose Montilla, was in attendance along with representatives of Catalunya industry, YMES suppliers, partners and employees.

The event was highlighted by the speeches of Mr. Montilla and YMES's president, Mr. Jorge Lasheras, and a creative performance recreating the history of this scooter. Neo's has been one of the favorite 50cc scooters among Spain's young people since its debut in 1997, with total sales of 441,000 units. The new updated version

is Yamaha's answer to the latest needs of the European market in design and quality.

From Meritxell Romero, YMES, Spain

China

“Caring Donation Campaign” for flood victims

In mid-July, the heaviest concentrated rainfall in 115 years brought devastating flooding to the industrial city of Chongqing in central China. In response to this disaster, the management and employees of the Yamaha motorcycle manufacturer Chongqing Jianshe Yamaha Motor Co., Ltd. (CJYM) held



Donations were made at CJYM for the city's flood victims

a “Caring Donation Campaign” on July 28 to benefit the flood victims. After CJYM’s President Matsushita and Vice-president Zhou made their donations before a gathering of the company management and employees, one employee after another came up to make a donation. In all, a total of 22,7359.4 yuan (approx. 30,000 US dollar) was donated. We all join in prayers for a quick recovery for the city and its flood victims.

From Huang Feng Yi, CJYM, China

Panama

16th Yamaha Fishing Tournament draws record turnout

The Yamaha Fishing Tournament, which took place August 17-18 in Archipiélago de Las Perlas, is the most important fishing event in Panama, awarding more than \$75,000 in prizes. This year a record of 82 boats participated in more than ten categories such as Billfish, Mahi Mahi, Wahoo Fish, Red Snapper, Tuna and a special category for ladies and kids.

The first day of the event was around Punta Coco Island and the second was around Contadora Island, a paradise of dazzling beaches, abundant wildlife, as well as endless opportunities to practice water sports that make this island a favorite destination for sport fishing lovers around the world.

Without a doubt, the Yamaha Fishing Tournament is the most widely accepted fishing event of its kind in Panama.

From Monique Guinard, Tochisa de Panama, Panama



A record 82 boats turned out for the Yamaha Fishing Tournament

Japan

The new FIM President visits YMC

On July 27, last year’s newly elected President of the international motorcycle race authority FIM (Federation Internationale de Motocyclisme), Mr. Vito Ippolito, visited the headquarters of Yamaha Motor Co., Ltd. and met with the company’s President Kajikawa.

Mr. Ippolito is also the vice president of Yamaha’s Venezuelan distributor, Venemotos C.A. The mood was a harmonious one as the two exchanged opinions about the mid- and long-term outlook for motorcycle sports and goals for the future.

From Yukihiro Kurata, YMC



FIM President Ippolito (left) and YMC's President Kajikawa (right)

Germany

Celebrating 30 Years of YAMAHA Cup Racing

With a history of three decades, the YAMAHA Cup is regarded as one of the most successful motorcycle racing series worldwide, and many famous stars and world champions began their careers in the Cup. In Germany, the YAMAHA Cup races are integrated in the IDM racing series, as the YAMAHA R6 DUNLOP CUP, and it is the most attractive motorcycle race category in terms of prize money. During the Speedweek at Oschersleben on August 11 and 12, Yamaha Motor Deutschland GmbH (YMG) held a special 30th anniversary celebration attended by many guests and former riders. At the party there was a nice presentation on the last 30 years and a display of the historic race bikes—even the first XS400.

From Hideo Ishibashi, YMG, Germany



There were 30 years of memories and historical bikes to be seen at the YAMAHA Cup 30th anniversary celebration

Vietnam

Yamaha wins national award for youth aid program

On July 25, the Vietnamese government’s Youth Union presented Yamaha Motor Vietnam Co., Ltd. (YMVN) with a medallion of recognition for the company’s outstanding contributions to the health and education of Vietnamese youth through a number of programs such as sole sponsorship of a national soccer tournament for U-13 and U-11 age groups.

YMVN has also contributed to society through CSR programs like annual donations of school supplies to elementary school children and is dedicated to continuing these types of programs actively in the future.

From Daiji Matsuoka YMVN, Vietnam



The medallion award presentation was made at the awards ceremony for Yamaha’s elementary school (U-11) soccer tournament

China

The 2007 “YES! Rally” promotes “assurance,” “reliability” and “Kando”*

Last year, Shanghai Yamaha Jianshe Motor Marketing Co., Ltd. (YMSM) staged a grand-scale promotional “YES! Rally” motorcycle tour that drew a giant “Y” across the map of China with its course. This year three caravans of riders on Yamaha motorcycles departed from Shanghai, Jinan and Xiamen to tour a sum total of 15,000 km in 45 days over routes that formed a giant “E” before meeting in Chongqing, home of one of the Yamaha factories. The motorcycles used included the new model YBR250 and the C8, as well as imported MT-01, YZF-R1 and TMAX models. This event was designed to give riders an experience of the reliable Yamaha motorcycles while also encouraging good riding manners with the “SMILE PJ” campaign and spreading the word about “assurance,” “reliability” and “Kando” throughout China.



A giant letter “E” across China



* Kando is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.

YMSM’s president Wu Chengchang gave words of encouragement to the leaders of the three tour groups

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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.
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Notice of when your article will appear in YN will be made after the editing process. Send your articles to us by e-mail, the editorial staff, at the address below.
E-mail: yamahaneeds@yamaha-motor.co.jp

Users gathered at dealerships visited along the routes to join in the touring



Supporting people who challenge to achieve in sports – Yamaha Motor Foundation for Sports

When Yamaha Motor Co., Ltd. celebrated its 50th anniversary as a company in 2005, one of the commemorative programs initiated was the forming of a foundation dedicated to “supporting the sports challenges of young people,” “supporting the promotion of sports” and “development of sports culture.” The resulting foundation, named the Yamaha Motor Foundation for Sports (President: Toru Hasegawa; acronym: YMFS), began operations in November 2006. Here is an introduction to the activities being pursued by the foundation as it approaches the end of its first year of operations.



Throughout its half-century corporate history, Yamaha Motor has always made concerted efforts to promote motor sports and marine sports as well as educational programs in safety awareness. At the same time, the company has consistently worked to promote sports unrelated to Yamaha products, like football (soccer) and rugby. These programs are based on the belief that sport is one of the greatest forms of communication uniting people around the world. And, they also draw on the belief that the process of working hard together with teammates toward a

common goal in sports represents the same type of “spirit of challenge” that is an important part of YMC’s corporate culture. And this is why the proposal to create a foundation that benefits society as one of the commemorative programs to celebrate YMC’s 50th anniversary as a company in 2005 naturally led to the idea of forming a foundation dedicated to the promotion and development of sports. Among the various types of foundations active today in the field of sports, YMFS is characterized by its basic stance of supporting the challenges of people to

realize their dreams in sport. Its aim is to support the spirit of challenge itself in people trying to realize high goals, regardless of the type of sport or the present level of the people involved. Today, many athletes of the future and athletic instructors who have the desire but lacked the opportunity to devote themselves to their sport are receiving YMFS grants. Here we introduce just a few typical examples of “sports challenge experience support programs” from among YMFS’ wide-ranging grants.



YMFS Sports Challenge Grant Program

There are two types of YMFS Sports Challenge Grant Program grants. The first is the “challenge experience grants” that provide grants for various types of experiential (training) efforts by athletes attempting to further their sports careers or improve their skills. The other is “challenge research grants” to support academic/scientific research in the field of sports. For 2007, YMFS has awarded grants to support 15 individuals and organizations in the “challenge experience grants” category and 16 individuals and organizations in the “challenge research grants” category.

Competing against male student teams in a challenge to get “a first win!”

Chukyo Women’s University Hardball Club

Baseball is the most popular sport in Japan, but there is a lack of opportunities for women to play organized baseball. For example, even young women who practice with the males students on their school’s baseball team cannot participate in actual games against other schools’ teams because of a rule forbidding participation in league games by females. Of course there are some all-women teams, but not enough to form leagues. As a step toward building an environment where women can play baseball in a challenging and rewarding way, a hardball team was formed for students at the Chukyo Women’s University in Aichi Prefecture. Presently they are competing against male college student teams in the Aichi Prefecture’s 5th college league.

In the three years since they joined the league, however, they have yet to win a game. The male teams have proved tough opponents, and some of their early losses were by scores as high as 30 to 0. However, thanks to the Yamaha grant, they were able to buy a pitching machine for batting practice, and it has brought results. The team is working together now toward their initial goal of a first win.



A transfemoral prosthesis sprinter aiming for the Beijing Paralympics

Atsushi Yamamoto, Osaka University of Health and Sport Sciences Track and Field Club

The Osaka Univ. of Health and Sport Sciences senior Atsushi Yamamoto was a high school volleyball star with a bright future in the sport when he lost one of his legs in a traffic accident. After graduation he got a job at a maker of artificial limbs, and it was there that he discovered the world of track and field sports for the disabled. Presently he is training hard with the runners of the university’s track and field team.

Yamamoto has made rapid progress in improving his sprint times since beginning track and field, and he now holds the Japanese records for transfemoral prosthesis athletes in the 100-meter sprint and the long jump. His records have also placed him in the world ranking. At the moment he is actively participating in domestic and international competi-

tions with the dream of winning a medal at the Beijing Paralympics next year.

“When I first began track and field, I never thought that I would someday be competing in international meets,” says Yamamoto. “But now I have big expectations for my own potential in this sport and for the possibilities of transfemoral prosthetics. I want to devote myself thoroughly to the challenge of track and field competition for transfemoral amputees.”



YMFS sports challenge experience grants

A mission to spread the word about this great sport of handball!

Jun Mekaru, University of Tsukuba Handball Club

“I want to help make handball as popular in Japan as it is in the countries of Europe,” says Jun Mekaru, a senior on the Tsukuba Univ. handball team. “I have heard that in Europe the children love handball and shout the name of the Croatian superstar Balic when they play. I love the sport of handball and I want to spread the word about this great sport in Japan.”

After he graduates from university, Mekaru wants to become a teacher. Before that, however, he wants to gain experience for teaching handball by touring Europe and learning about the handball club system there, and hopefully gaining some experience by playing in Europe as well. “To promote the sport of handball in Japan, we need our own Japanese superstar. My dream is to become that kind of star, so that some day children in Japan will shout “Mekaru” as they play handball,” he says.



A challenge to return to pro soccer through college!

Tatsuya Okamoto, Juntendo University Soccer Club

Tatsuya Okamoto is now a freshman on the soccer team of Juntendo University, but last year he was a professional soccer player with one of Japan’s professional J. League team, Jubilo Iwata. However, he was cut from the team at the end of last season without ever having realized his dream of playing in a league game. After that he took the entrance exam for Juntendo University’s physical education college and was accepted. While other teammates who were also cut from the team sought to remain in the pro league by changing teams or going down to the minor league, Okamoto decided to take four years to re-train himself in college.

“At this point I don’t know if I made the right decision. But I want to try to become the kind of player that the pro teams will welcome by the time I graduate in four years. My ultimate goal is to become a world-

class player. To do that, I intend to make every day count during these four years,” he says.



“F350A” powering market growth with new value, and the world’s largest hp for a 4-stroke!

When Yamaha built the “F350A,” its mission was to create a state-of-the-art, revolutionary offshore outboard motor. That meant starting from scratch and building a high-performance 5.3 liter V8 engine with a Yamaha exclusive design boasting the latest electronic control systems and an unprecedented 350 horsepower rating. Add to this awesome power the unbeatable durability that Yamaha is famous for and you have a cutting-edge outboard more than up to the task of powering big boats through rough waves and strong currents in the ocean environment.

As demand in the outboard motor market continues to shift toward 4-stroke models with larger horsepower and the sophistication and performance of peripheral equipment progresses, the competition is intensifying among Japanese and North American makers to meet customer needs with advanced new models. These latest models

in the over 200 hp class now feature engine technologies rivaling automobile engines, with operating and steering systems to match.

Also, thanks to the advantages of outboard motors in the areas of running performance, on-board space saving and ease of mounting, boat builders today are designing increasing numbers of attractive outboard-use models in the 35 ft. (10.5 m) and over class that used to be dominated by inboards. Within this trend, a growing number of boaters are calling for outboard models that can power a 10-ton class boat at 45 mph and models with the power and durability to provide enjoyable and assuring offshore cruising with a large-class boat.

In order to build a model that would exceed customer expectations in this new market sector, Yamaha set out to design a model that offered not only the power and durability for the job of powering boats of

this class but also a completely new boating experience. The aim was to create a propulsion system that offered the joy of piloting and a quality ride like nothing ever achieved by an outboard or inboard rig before in this class.

It was this spirit and untiring development efforts that gave birth to the F350, a revolutionary V8 model boasting the world’s largest horsepower rating for a 4-stroke outboard at 350 hp, a higher level of propulsion efficiency and advanced features like a DBW (drive-by-wire) electronic throttle/shift system.

The outboard motor market has continued to be driven by a mutual stimulus between exciting new boat designs and exciting new outboard performance. With the introduction of the world’s largest horsepower 4-stroke outboard in the Yamaha F350, the world’s leading outboard maker has once again raised the bar by creating value that is sure to propel the industry to new heights.