The Art of Motor Shows

The 2007 autumn motor show season saw major shows worldwide. In this issue we look at Yamaha’s art of motor show booth creation with a focus on the Tokyo Motor Show and examples from the Paris and Milan shows.
The Tokyo Motor Show was held in October 2007. Here we look at the brand message that Yamaha sought to communicate with its booth for this show. Together with this we present impressions from the Paris International Two-Wheel Show (September) and the 2007 EICMA in Milan (November).

The Art of Motor Shows

Tokyo Motor Show: Showing where Yamaha is headed for the future

The Yamaha booth at the Tokyo Motor Show took as its theme “The Art of Engineering” for the third time, following the 2003 and 2005 shows. For Yamaha, the focus of this show is brand communication and the whole booth was designed as a “Yamaha Museum” to show the motorcycles and technologies as works of “art” born of Yamaha’s unique philosophy of product creation. “We believe that this year’s booth shows the directions Yamaha Motor is pursuing more clearly than ever before,” said YMC’s President Takashi Kajikawa at the show’s press conference. True to that message, it was a booth that gave visitors a vision of the directions Yamaha is pursuing into the future in terms of new technologies and product creation and what we want to communicate to the customers.

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Tokyo Motor Show: Ranking as one of the world’s five major motor shows, the Tokyo Motor Show was held for the 40th time this year from October 26 to November 11, drawing a total of 1,425,800 visitors. In the 2-wheeler and 4-wheeler categories there were 77 models making their world premiere and 103 models making their Japan premiere at the Tokyo Motor Show this time. Among the 1,003 models on show, 849 were motorcycles.

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One of the themes of the booth was “transparency.” The presentation of the products and technologies as art and the image of premium quality were the same as the world-leading environmental and safety technologies.

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Yamaha’s first 4-stroke motorcycle, the XS-1 released in 1970, this V-twin sport model features a simple, sculpted beauty with "Retro-modern" aesthetic elements and accents of Japanese style. The Yellowstone concept model features "Luminous" packaging with a chrome intake manifold; "Ergonomic" packaging with an adjustable seat and handlebars; and "Eco-friendly" packaging with an electric motor. It is an innovative matching of the handling, compactness and maneuverability of a motorcycle with the handling, compactness and maneuverability of a 4-wheeler. "Yamaha Hydrogen Fuel Cell System" that uses a liquid methanol-water solution as fuel to power Yamaha’s super-size YPU (Portable Integrated Power Unit). This fuel cell motorcycle achieves both lightness of design and eco-friendliness. (left)

"Yamaha Direct Methanol Fuel Cell System" that uses pressurized hydrogen gas as fuel to power Yamaha’s super-size YPU (Portable Integrated Power Unit). This fuel cell motorcycle achieves both lightness of design and eco-friendliness. (left)

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When Technology Becomes Art

**GENESIS:**

This is an engineering ideal that seeks to create an organic integration of man, machine and environment. The aim was not only to promote sales for the 2008 season but also to present a sense of the larger Yamaha world and Yamaha values.

**SMART POWER:**

Yamaha’s “Smart Power” concept aims at the development of new power sources for vehicles of the future. These power sources are based on a smart grid, which is a network of components, with the aim of down to the individual components, with the aim of creating an organic integration of man, machine and environment. The aim was not only to promote sales for the 2008 season but also to present a sense of the larger Yamaha world and Yamaha values.

**G.E.N.I.C.H.:**

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 technologies with human orientation.”

**VMAX Awakens -Need 6-**

A conceptual art work based on the VMAX model now in development is presented as a sort of interim report on the model’s progress as a symbol of Yamaha’s philosophy and technology.

**Origins of the “Need 6”**

It was many a “Theory of Human Motivation,” for psychologist A. H. Maslow divided human motivational needs into five levels and proposed the theory that the lower level needs (beginning with physiological and safety needs) had to be satisfied before the human being could move on to the higher level needs. To the different levels, Yamaha proposes an almost unlimited desire/need that has been the light for those who would be moved on to the higher level needs. Translating this theory into the motorcycle world, Yamaha proposes an almost unlimited desire/need to the higher level needs.

The international Motorcycle Exhibition in Milan (EICMA), which ran from November 6 to 11, 2007, the Yamaha display area presented exhibits centered around the 2008 models divided into the four motorcycle categories of supersport, sport, off-road and scooters. The models were displayed in a way that visitors could touch them and sit on them, and there were also peripheral displays to evoke a variety of riding scenes and environments. The aim was not only to promote sales for the 2008 season but also to present a sense of the larger Yamaha world and Yamaha values.

**The International Motorcycle Exhibition in Milan (EICMA),**

The Paris International Two-wheel Show, which ran from September 29th to October 7th, 2007, was opened with the press conference speech of J. C. Olivier, the President of Yamaha Motor France S.A. (YMF). At the much-awaited Yamaha booth, displays centered around the new models for 2008, including the YZF-R6, the TMAX and the XT660Z Tenere, and corners were prepared where the show visitors could actually touch, and sit on the display models.

**TMAX**

The TMAX model presently under development is the center of much attention in Europe. A special display was set up in the booth to introduce the VMAX concept model originally displayed at the 2005 Tokyo Motor Show, and here too it drew a lot of visitor interest.

**European Motorcycle Shows**

The three biggest motorcycle shows held annually in Europe are Italy’s EICMA show in Milan, France’s Paris International Two-wheel Show and Germany’s INTERMOT show in Cologne. The scale of these shows makes them important venues for the various makers to launch their promotional programs for the following year.
When Technology Becomes Art

*GENESIS:* This is an engineering ideal that seeks to create an organic integration of man and machine and part of the machine, from the engine and chassis right down to the individual components, with the aim of creating an ultimate integration of performance and enjoyment. Smart Power: Yamaha’s “Smart Power” concept aims at the development of new power source for vehicles, including hybrid vehicles, currently under major development. The future are based on renewable energy and the environment is at the heart of Yamaha’s river-machine communications. It is the acronym for “Genes of Electrical engineering for New Innovative Control technologies” with human orientation.

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**Touch & Try**

Many visitors were given the chance to touch and get on the display models, and get a firsthand experience of them. The booth design took it far from the 2005 Tokyo Motor Show Yamaha booth, with a white-based color scheme and curved booth structures to represent the essence of “The Art of Engineering.”

**Introducing Environmental Technologies**

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**An Experience of Yamaha for 2008**

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Motos Guerrero de Nayarit S.A de C.V. was founded in 1961 in the Mexican state of Nayarit with headquarters in Tepic, the state’s capital city. At the time, the dealership was a leader in sales and servicing of motorcycles in the region, but it was not until 1995 that it gained the status of Yamaha exclusive dealer. Today, the company has 21 employees and a branch shop in Las Varas in southern Nayarit, which shows the constant and sustained growth of the dealership, orchestrated by its General Director, Mr. David Guerrero Castellón.

The market for leisure motorcycles and ATVs

The market for scooters, motorcycles and ATVs is mainly oriented towards leisure use, and Motos Guerrero and Yamaha Motor de México, S.A. de C.V. (YMMEX) promote the products through outdoor events and programs developed by Yamaha like the “Yamaha Adventure” and “X-Touring” events that can last up to three days depending on the distance of travel and the conditions of the roads. Another important promotional program is our Yamaha Riding School (EMY), where customers-to-be have the opportunity to get to know our products first-hand, learn how to use them and enjoy them. This program also gives us the opportunity to point users toward the ideal motorcycle to suit their needs.

Launching the first “Yamaha Technical Service Center” in Mexico

One of the most important milestones in Motos Guerrero de Nayarit’s history has been a project undertaken with the cooperation of the national distributor YMMEX to completely make over both its main shop and service workshop into a specialized, full-scale Yamaha service center.

Called the Yamaha Technical Service Center, this state-of-the-art facility is the first of its kind in Mexico, and it was fully functional and began operations on August 28th, 2007, at the end of the nine-month project. Proof again that it takes time to make good things happen.

In the constantly growing Mexican motorcycle and ATV markets, our customers demand quality service provided by highly trained and specialized technicians.

This is what prompted the vision of the Director of Motos Guerrero, Mr. David Guerrero, and his Chief of technicians, Mr. Carlos Guerrero, to create a Service Center equipped to keep up with the market growth. It is equipped with pro motor-mechanic stations with seven work ramps suited for every type of motorcycle or ATV, from the 50cc scooters to big bikes such as sports or cruiser models. It also has a special built-in waiting room facility as another part of the facility’s Yamaha Fast Service (YFS) concept.

To make sure that very specialized service is offered by trained technicians at this center all of the company’s mechanics and technicians attended training programs at the Yamaha Technical Academy (YTA) at YMMEX. And all the work going on at the center is done under the supervision of a YTA silver-level technician, which is an outstanding plus and shows the capacity of the center to deal with every technical problem coming its way, and thus provide the quality service today’s customers need and demand.

At the center’s opening ceremony, Mr. Shigeto Mori, president of YMMEX, said: “I feel very pleased opening the best workshop in Mexico, and I am sure it is just the first of many of this kind to come.” These words were followed by those of Motos Guerrero de Nayarit Director, Mr. David Guerrero Castellón: “For us, promotion planning of motorcycle-use activities is very important. Thus, the final result is the one that counts: Achieving Our Customers’ Total Satisfaction.”

And, it is precisely on this idea of achieving total customer satisfaction that the first “Yamaha Technical Service Center” was built.

The Yamaha Technical Service Center (Centro de Servicio Técnico Yamaha) in Nayarit.

United Mexican States

- Capital: Mexico City
- Area: 1,972,550 Km²
- Population: 108,700,891
- Language: Spanish

Favorite foods in Mexico:

- Tacos and enchiladas are so popular, not only in Mexico but in the USA and Canada as well, that they have become a central part of the North America diet.
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Mole is a Mexican sauce made from chile peppers and other spices, including chocolate.

Favorite scenery in our country:

- The Mexican Independence Day, September 16, is the biggest fiesta (festival) celebrated in Mexico.

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Yamaha Motor de México and its dealer Motos Guerrero de Nayarit join to launch the first “Yamaha Technical Service Center”

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A stunning overall 1st-place finish at the tenth race in Delmont catapulted Langston from 3rd to 1st in the season ranking and 7th in round six. That win was not a mere fluke. He finished 2nd overall in the ninth round, and then in the following three races he finished 1st overall at Glen Helen, Worthing, and at the final race of the season in Glen Helen. Before the Washougal race, he was 52 points behind the leader and ranked 6th, but soon to jump quickly to the top. Looking back on the season, Langston says, “Winning is a great feeling. We got the new 2008 YZ450F, I started riding better and it was kind of a snowball effect.”

This AMA Motocross Championship win made this season a truly memorable one for Langston and the YZ450F.

Langston scores upset title victory on the YZ450F

Yamaha Factory Racing’s Grant Langston stood triumphant as the champion of the AMA Motocross Championship. And for Yamaha, it was a feat that had not been achieved since Doug Henry did it in 1998. The curtain rose on the 2007 AMA Motocross Championships in Sacramento, California. Langston failed to make it to the podium in the first two rounds, finishing 5th overall in round one and 6th overall in round two. The situation looked up in the third round with a 2nd place moto finish, but that was followed by a 7th overall in the fourth round, 6th in round five, and 7th in round six. A switch was made in the seventh race at Lakewood when the 2007 YZ450F was replaced with the 2008 model. Langston seemed to have turned over a new leaf but was still not able to display his potential as he crashed several times. Still, in spite of the fact that it was midseason, no one would have ever been able to guess that the bold challenge of changing machines to create a new environment would play such a big part in winning the championship. At the test in round three, experts believed that the new bike would play such a part in winning the championship.

Yamaha has not captured the title in this category since Doug Henry did in the YZ250F in 1998.

Parkes 2nd in season ranking

Racing

Rossi sets record at Phillip Island

Yamaha’s fervent attempt to recapture the 2007 MotoGP championship ended. Much to his chagrin, Valentino Rossi was ranked 3rd, Colin Edwards 9th. Casey Stoner (Ducati) had captured the season title. Rossi was on the top step of the podium at the 14th race, the Portugal GP, for the first time in five races, but at the 15th, the Japan GP, trouble compelled him to retire. With three races left at that point, the margin between Rossi and Stoner had widened to 83 points, deciding the title in Stoner’s favor.

Rossi captured 3rd place in the Australia GP that followed. It meant that Rossi has been on the podium ten consecutive times at Phillip Island. Then he placed 5th in the 17th race, the Malaysia GP. Rossi fractured his right hand in the qualifying for the last race of the season, the Valencia GP, but went into the race unwilling to give up on capturing 2nd place in the rankings. However, machine trouble from out of the blue regrettably forced him to retire. Speaking at a test session in Jerez after his hand had fully recovered, Rossi said he was determined to win back the championship title next season. Edwards finished 13th in the last race and will get off to a new start with the Tech 3 Yamaha Team next year: “I’m very glad I’m staying with Yamaha and now I’m just looking forward to getting started with the new bike!”

2008 MotoGP team programs decided

Yamaha Motor Co., Ltd. has announced the MotoGP Yamaha team programs for the 2008 season. The Fiat Yamaha Team will again enter Valentino Rossi, along with a new teammate in the two-time 250cc World Champion, Jorge Lorenzo. The Tech 3 Yamaha Team will enter Colin Edwards along with 2007 WSB champion, James Toseland. All four of these riders will be riding the new 2008 model YZR-M1 in their attempt to win the championship title. We hope that everyone will be cheering for them.

Yamaha captures 2007 WSB Manufacturers Title

Notiyuki Haga completed the 13th and last race of the season in France by finishing 1st in both races to grab 2nd place in the season ranking. His teammate Troy Corser fought hard for 3rd and 4th in that round and finished the season ranked 6th. Haga battled hard in the 12th race in Italy to finish 4th and 3rd, pulling within 33 points of the leader James Toseland (Honda), and was looking for his first championship in the last race. Haga put up two spirited races at Magny Cours in France that ended the season, winning both of them. As it turned out, Haga fought hard to narrow the gap with Toseland to a slim two points, giving him 2nd place in the season ranking. About having ranked 2nd for the third time in his career, Haga said, “I’m disappointed with 2nd in the championship, who wouldn’t be with a gap of just two points? But I’m happy.”

Corser finished 3rd in race 1 on the last day for a place on the podium and contributed to the 28-point lead that brought the Manufacturers Title to Yamaha.

Parkes 2nd in season ranking

Broc Parkes put up a good fight in the eleventh race in Germany to win and move into 3rd in the rankings. Then he battled hard in the twelfth race in Italy for 4th. With the 2nd ranking rider Fabien Foret (Kawasaki) low finish of 14th place, Parkes succeeded in narrowing the gap all of a sudden to 15 points. In the final race of the season, he captured 2nd for a podium finish, to pull ahead of Foret and finish the season 2nd in the ranking.

Parkes said, “The team have been great to be with again this year and I’m confident for the next season. I’d like to thank everyone for all their support and help during this year.”

Tommy Hill started competing as a factory rider on the R6 machine from the 10th race in the UK, but fell and had to retire to the 12th race in Italy. He was contending for 3rd place for a while in the final race of the season but fell back to finish 5th. Hill added, “I’d like to thank the team; they’ve been great to work with. I’ve had some good consistent results. I’ve not got on the podium in the four races, which I would’ve liked to have done, but that’s sometimes how it goes.”
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At the next round in Washougal, Langston had the 2008 model YZ450F well in hand to win the second moto. The new model YZ450F had proven of its potential. This was the first Motocross victory Langston was able to post and, at the same time, it gave the new YZ450F its first victory.

That win was not a mere fluke. He finished 2nd overall in the ninth round, and then in the following three races he finished 1st overall at Delmont, Wohrman, and at the final race of the season in Glen Helen. Before the Washougal race, he was 52 points behind the leader and ranked 6th, but soon to jump quickly to the top. Looking back on the season, Langston says, “Winning is a great feeling. We got the new 2008 YZ450F, I started riding better and it was kind of a snowball effect.”

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Haga pulled within two points of the leader for a bittersweet 2nd in the season ranking.

Detail of racing broken bones on this hand, Rossi never gave up on trying to take 2nd place in the rankings.

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The French team Yamaha GMT94 racing with the YZF-R1 posted a victory at the Bol d’Or 24 Hours endurance race in the fifth race of the World Endurance Championships that took place in France over two days from September 15, 2007. Yamaha GMT94 had a 30-second lead over the 2nd-place team up to the middle stages of the race. With four hours remaining, the 2nd-place team fell, enabling Yamaha GMT94 to build up a 10-lap lead. When the chequered flag fell, they ran 801 laps to take their first victory at Magny Cours circuit.

The three riders who competed in the World Superbikes Championships for the GMT94 team were Sébastien Gimbert, David Checa, and Olivier Four.
The Yamaha team GMT94 was victorious in the Bol d’Or 24 Hours race. Their strategy of conserving fuel and conserving their lead for the final stages of the race paid off, as they had a 30-second lead over the second-place team up to the middle stages of the race. With four hours remaining, the second-place team fell, enabling Yamaha GMT94 to build up a 10-lap lead. When the checkered flag fell, they had run 801 laps to take their first victory at Magny Cours circuit.

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Yamaha GMT94, Victorious in Bol d’Or 24 Hours

WPSA

Yamaha teams to compete in WPSA Power Sports Snowmobile Tour

The Yamaha teams and riders are competing in the WPSA Power Sports Snowmobile Tour championship series. This season two Yamaha teams are competing in the series. Yamaha M4 Racing Team entered Yuji Nakazawa in the WPSA Pro Open Class, while the Yamaha Factory Snowcross Team organized by Yamaha Motor Corporation, U.S.A. enters Steve Taylor in the Pro Open Class and Cory Davis in the Sprint Pro-Open Class. All three ride machines based on the Yamaha FX Nytro in their championship attempts, and the teams will be working to develop race technology and cultivating Yamaha snowmobile fans. The opening round of the season took place in Duluth, Minnesota on Nov. 23-25.

WPFA

Obituary: Norifumi Abe

Farewell, Norick

Norick played an active part in promoting water sports and was loved by fans all over the world.

Norikumi Abe, 32, who competed in the All Japan Championship JSB1000 Class, was involved in a traffic accident in Kanagawa Prefecture while riding his motorcycle on October 7, 2007, at around 6:20 in the evening, and passed away at 8:50 the same evening at the hospital that he had been taken to. Abe became the youngest rider ever to win the pinnacle 500cc class in the All Japan Championships in 1993. In the following year 1994, he moved to Yamaha midway in the season and began to compete in the 500cc class of the World GP. All told, he would go on to win three times, place 2nd four times, and record ten 3rd-place finishes in his GP career. Thousands of boaters of fans and racing world professionals attended a memorial held in Tokyo to mourn his untimely death.

From Bob Starr, YMUS: Yamaha’s all-new YZF-R6 at the YMUS annual dealer meeting

President Edgards gave the R6 high marks for its design features of the new R6, and then the test rides began. The riders exchanged impressions at a fast and furious pace and nearly everyone was excited to exchange their take on this new Yamaha.

Yamaha Factory Snowcross Team

Steve Taylor (Canada)
Pro Open Class

Yamaha Factory Snowcross Team

Cory Davis (U.S.A.)
Sprint Pro-Open Class

USA

Yamaha Motorcycle Corporation, U.S.A.’s (YMUS) annual dealer meeting was held on the east coast in Orlando, Florida, home of Disney World and Universal Studios. Featuring important 2008 model introductions and demo rides, the September 10 and 11 event was a great success. New-model introductions included the 2008 XT250 dual-sport bike, the high-performance street legal WR450F enduro, and Supercross-inspired WR250X, the fuel-injected Rhino 700 FI side x side and the all-new YZF-R6. There was also the eagerly awaited debut of the new 2008 Star Motorcycles Raider and Raider S, the industry’s first factory performance custom. A host of exciting demo rides, including the new Raptor 250 sport ATV, the Rhino 700 FI and the Raider and Raider S, concluded the day.

From Bob Starr, YMUS, USA

Turkey

Campaign introduces winter sports and leisure

The Yamaha Marine Department of Burda Makina Tıavt ve Yatırım A.Ş. is promoting a campaign to build interest and demand in the marine leisure sector in Turkey, a country where very few people enjoy the sea despite the country’s more than 6,000 km of beautiful coastline. Named “From 7 to 70, Let’s Go To Sea,” this project is targeted at children, adolescents and adults who have not yet seen the sea or been involved with it in a positive way. The campaign is in its third year, offering training with the help of expert personnel from Turkey’s “Emergency Marine Search & Rescue Team” (DAK/SAR) in the areas of basic boating skills, safety and navigation so that they can be taken to the sea and learn to enjoy it. This summer these training programs were held in June in Antalya, Bodrum and Izmir.

Through the program, Burda and its corporate partner Ergo Plaza A.Ş. want to “improve our adolescents’ love for the sea, to raise adults who are physically and psychologically sound and to reinforce the solidarity within families and the society by making use of marine resources.”

From Orhun Senturk, Burda Machinery Trade & Investment Company, Turkey

China

“YES! Yamaha Racing” team wins China Super Bike title!

This YES! Yamaha Racing team recently formed by Shanghai Yamaha Jianshe Motor Marketing Co., Ltd. (YMUS) took part this year in the GP125 class of the China Super Bike (CSBK) series that got its start on June 8, 2007, as the top road racing championship series in China. The team’s ace rider, Xiao Jin, rode a Yamaha TZR125 to three overall wins in the four-round series and, in doing so, decisively accomplished the goal of making YES! Yamaha Racing the top team in China. This race program has succeeded in training riders and mechanics in racing skills, promoting motorcycle sports in China along with the Yamaha name.

Japan

Test riding event for the YZF-R6

European motor sports journalists were given the opportunity to test ride the 2008 YZF-R6 at an event held at Sports Land Sugo over a six-day period from October 15 to 20.

Some 89 participants from 20 countries took part during the four days. Yamaha Motorcycle Europe N.V. (YMEV) invited the journalists in giving a presentation outlining the features of the new YZF-R6, and then the test rides began. The riders exchanged impressions at a fast and furious pace and nearly everyone gave the R6 high marks for its design and ease of handling.

Yamaha Motor Co., Ltd.

From Orhun Senturk, Burda Machinery Trade & Investment Company, Turkey

From Bob Starr, YMUS, USA

From Bob Starr, YMUS, USA
USA

Yamaha Motor Corporation, U.S.A. (YMC) recently presented world-renowned charity “Feed the Children” with a check for $5,000 with the support of the STAR Touring and Riding association and Yamaha employees. Yamaha has worked with Feed the Children for over 10 years, raising several thousand hundred dollars for this international nonprofit relief organization. After the check presentation ceremony by YMUS President Maximo Adduci, members of the Star Motorcycling Touring and Riding Association were led by Police escort to deliver the donated goods: a motorcycle to 400 local families in need.

From Kevin Foley, YMUS, USA

Colombia

YMMC wins Georgia state “Partner of the Year Award” for pollution prevention

On October 16, the “2007 Natural Leader – Partner of the Year Award” of the Georgia State Department of Natural Resources was presented to Yamaha Motor Manufacturing Corporation of America (YMMC). This award’s Advisory Panel noted that, “Yamaha continues to be a model to our other (Pollution Prevention Assistants) Partners on a number of levels, and the panel was particularly impressed with the YMMC facility’s continuous environmental commitment and results in 2006, while managing substantial business growth.” Located outside of Atlanta, Georgia, USA, YMMC manufactures Yamaha WaveRunner® watercraft, Golf Cars, and ATVs while maintaining a first-rate environmental management system.

From Yoshikida Ito, YMMC, USA

Fifth Central & South American Parts Marketing Conference

The Fifth annual Central & South American Parts Marketing Conference was held during the period of September 11th through 13th. During this successful conference a total of 25 managers from 16 parts distributors representing North Latin American countries gathered at the Global Parts Center (GPC) in Fukuoka city, located near YMC headquarters in Japan. Representatives from each Parts Division reviewed their performance on marketing activities and an exchange of ideas took place over the subjects. Preparations are now on underway for the commencement of operations at Yamaha Motor Distribution Latin America Inc. (YDLA) in Miami from March 2008. This new facility will be a primary support for the distributors’ marketing strategy and further Customer Satisfaction.

From Yasuro Ito, YMC

India

Yamaha Motor India – “New Yamaha” campaign

On July 11th, 2007, Yamaha Motor India Pvt. Ltd. (YMIL), launched a new internal campaign “New Yamaha – My Promise Dol Sa’i” means “From my Heart” during the company’s annual managers’ meet. This campaign highlights the changing times and initiatives the creation of a “New Yamaha” which will not only produce great results but also serve as a role model for its peers in the industry. During the event, YMIL’s MD & CEO, Tomotsuka Ishikawa, announced the company’s new Vision, Mission and Core Competencies (VMCC) statements along with the new Human Resources Management (HRM) system. He also stressed the fact that the commitment of the management can be translated into reality only if all the employees are focused towards building a “Customer #1” culture in the company.

From Nisheeth Joshi, YMIL, India

China

YES! Rally 2007 – promoting the Yamaha brand over 24,557 km in 45 days!

The “YES! Rally 2007” that Shanghai Yamaha Jamess Motorcycle Co., Ltd. (YMMC) has as an aim of its 3-year “YES! Yamaha” branding campaign successfully reached its goal in Chongqing on Oct. 10. In this large-scale touring event, three caravans of riders on Yamaha motorcycles departed from Shanghai, Xiamen and Xian, and Yamaha riders tour over routes that draw a giant “E” across the map of China with a sum total of 24,557 km in 45 days. With the last year’s “5 route and 2003’s Olympic year “7” route, the event will spell out “YES.” In addition to showing off Yamaha motorcycles, the campaign included riding safety courses and other programs like visiting public welfare centers.

From Van Holmes, YMUS, USA

Indonesia

YMMWJ starts production at second assembly line

On October 1st, production was started as scheduled at the new line 2 assembly facility of PT. Yamaha Motor Manufacturing West Java (YMMWJ). Thanks to the efforts of the many people involved, the start of production of the company’s second assembly line adds another 400,000 units of annual motorcycle production capacity for a company total of 800,000. Under a guiding motto of “Quality First,” YMMWJ will continue to increase production capacity with measures that will include construction of a new factory, while also introducing new models that answer expanding market needs.

From Narhtoro Watako, YMMWJ

Italy

“Open Doors Day” gets big community response

Aiming to boost group spirit, the Yamaha affiliate engine maker Motor Minarelli S.p.A. opened the doors of its entire building complex to all employees and relatives on September 8, allowing everyone to freely enter the offices and manufacturing and assembly shops. Attendance was far higher than expected with 1,200 people, including more than 200 children. Refreshments were served in the Building 2 Assembly Shop yard, thanks to a collaboration with Yamaha Motor Racing S.p.A., Valentino Rossi’s M1 bike was displayed and became a big attraction. At the end of the event all guests, adults and children, happily received Yamaha-branded gifts.

From Claira Costo, Motor Minarelli S.p.A., Italy

Japan

Doni – a hero from the ASEAN region

Doni Tata Pradita of the Yamaha Indonesia Racing Team, the 17-year-old who is aiming to become the first Indonesian rider in the MotoGP, competed a full season in the GP250 class of the All Japan Road Race Championships. Doni won the Yamaha ASEAN Cup in 2003 and 2004, which is an international one-make championship competition using Yamaha 4-stroke sporty model in recognition of his ability, Doni began actively participating in the All Japan Road Race Championships. He showed great progress by his last race of the season by putting up a fifth-place finish.

From YMC, Inc. & CEO, T. Itohsk, the Yamaha teams and various board members gathered in single file to repeat the slogan ‘New Yamaha – My Promise Dol Sa’i’ in unison.

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From Nisheeth Joshi, YMIL, India

China

YMSL moves to new office facility

The China-based system development company Yamaha Motor Solution Xiamen (YXSX) has relocated from its former offices in southwest Xiamen city to a new office facility in the Xiamen Software Park, one of the largest IT industry complexes in China. Guests at the facility’s Opening Ceremony on May 21, included former YMC President and current Corporate Advisor, Toru Hasegawa, and representatives from other Yamaha bases in the Asian region.

From Van Holmes, YMUS, USA

To have your topic included in Yamaha News Weekly Topics:
1) Send list of your text or outline of the contents, making sure to specify what, when, where, why and how details.
2) Also send 1 or 2 high-resolution photos with captions.
3) Submissions received in Japan by the 20th of odd-numbered months will be considered for the next issue.
4) Notice of when your article will appear in future editions will be e-mailed.

To submit your article to us by e-mail:
Send your articles to us by e-mail to the following address:
yamaha-news@yamaha-global.com

Announcement of the 2007 Yamaha Open Motorcycling event

The Yamaha Open is an annual event that is held to promote Yamaha motorcycles and to give motorcycling enthusiasts a chance to race on a Yamaha track. This year, the Yamaha Open will be held on July 21, 2007 at the Yamaha Open Motorcycling Event. For more information about the Yamaha Open, please visit the Yamaha Open website at yamaha-open.com.

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Yamaha News, December 1, 2007

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The check presentation ceremony was held at Yamaha’s Manhattan Customer Service Center in New York, NY on October 16, included former YMUS President and CEO, Toru Hasegawa, and representatives from YMUS Employee volunteers.

After the check presentation ceremony, YMUS President Masato Adachi, 60 members for this international nonprofit relief organization, “Feed the Children” with a check for $5,000 with the support of the STAR Touring and Riding association and YMUS employees. Yamaha has worked with Feed the Children for over 10 years, raising several hundred thousand dollars for this international, nonprofit relief organization.

YMUS was recognized by Feed the Children as one of the top donors during the year through office-wide giving activities and helped to feed the Children food bank with 400 boxes of food, shoes, and personal items.

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Submissions received in Japan by the 20th of odd-numbered months will be considered for the next issue.

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Yamaha introduces “CF Magnesium Die-casting Technology”

In September, Yamaha Motor Co., Ltd. introduced its ground-breaking new “CF (Controlled Filling) Magnesium Die-casting Technology” that now makes it possible to cast large, thin-walled chassis parts from high-quality magnesium. A rear frame manufactured by this new casting method has been mounted on the 2008 model YZF-R6, making it the first application in the world of such a magnesium frame part on a production motorcycle. Magnesium is one of the lightest of all usable metals, and the use of this new casting technology enables significant weight reduction in the motorcycle chassis. Also, being able to reduce the weight of a part like the rear frame which is far from the machine’s center of gravity improves the concentration of mass which in turn contributes to better handling performance. The new 2008 model YZF-R6 with this magnesium rear frame was unveiled at the Paris International Two-wheel Show (Sept.-Oct.), the Tokyo Motor Show (Oct.-Nov.) and Milan International Motorcycle Exhibition (Nov.), where it was the center of much industry attention. The weight of a motorcycle chassis is an important factor directly affecting the machine’s handling performance, fuel economy and the overall enjoyment of riding. And, with the overall weight of motorcycles steadily increasing with the additions of new components like electronic control systems, it is increasingly important to find ways to reduce the weight of the chassis itself. As part of the challenge of finding ways to lighten its vehicle bodies, Yamaha has long been pursuing the use of lighter metals like aluminum in an increasingly large number of chassis parts. One of the major breakthroughs in this ongoing challenge came in 2002 with the development of Yamaha’s exclusive “CF Aluminum Die-casting Technology” that enabled the efficient production of large, thinner sections of much industry importance. In addition to its lighter weight, magnesium is now the focus of attention as a next-generation material because of its abundance as a resource and excellent recyclability. Yamaha will continue to seek innovative new technologies and materials like this that add new value to our products.

Next-generation technology for chassis weight reduction

Our aim is service to make us the customers’ “Only One” brand

The 4th YAMAHA World Technician GP

Over the two days of October 30 and 31, selected Yamaha motorcycle mechanics (distributor and dealership service people) from 17 countries competed with their service skills in the “Yamaha World Technician Grand Prix 2007” held at the Yamaha Resort Tsu magazine in Kakegawa, Shizuoka Pref., Japan. This contest was begun in 2002 as a part of the exclusive YTA (Yamaha Technical Academy) program for service personnel education. It is a contest designed not only to boost the level of recognition and expertise of Yamaha service people around the world and strengthen the global service network but also to raise the service people’s consciousness of their important place in the global Yamaha group and provide them with new skills and experiences that they can apply in their local markets to win greater customer satisfaction. The 21 contestants from 17 countries, who had won tough regional competitions to compete here in the World Technician GP, were divided into two competition categories, a sports model class (9 contestants) and a commuter/business model class (12 contestants). In both classes they were tested in the three areas of (1) knowledge and theory (written test), (2) troubleshooting and repair (practical test) and (3) skills for dealing with customers, and the contestants with the three highest point totals in each class won the GP awards.

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Our aim is service to make us the customers’ “Only One” brand

The 4th YAMAHA World Technician GP

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<tr>
<th>Place</th>
<th>Name</th>
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<th>Dealership/company</th>
<th>Commuter/Business model class</th>
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<tr>
<td>1st</td>
<td>Dewa Putu Gunawirawan</td>
<td>Indonesia</td>
<td>Mahasurya Motor II, Singaraja Bali</td>
<td>1st Djarot Imam Kristanto Indonesia Hoya Motor, Klaten-Central Java</td>
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<td>2nd</td>
<td>Christopher Scott Sirucek</td>
<td>U.S.A.</td>
<td>Ray’s Sport and Cycle</td>
<td>2nd Wei Gang China Shanxi Ya-rong Motor Development Co., Ltd.</td>
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<td>3rd</td>
<td>Massimiliano Cordeschi</td>
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<td>3rd Christopher Scott Sirucek U.S.A. Ray’s sport and Cycle</td>
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The written test contained questions in knowledge about tools and troubleshooting methods.

The third part of the contest tested the service people’s customer handling skills in the situation of a customer bringing in a malfunctioning machine for repairs.

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The sports model class winners with Mr. Kajikawa, 1st place Dewa Putu Gunawirawan, 2nd place Wei Gang and 3rd place Christopher Scott Sirucek.

The commuter/business class winners with Mr. Kajikawa, 1st place Djarot Imam Kristanto Indonesia Hoya Motor, Klaten-Central Java, 2nd place Wei Gang and 3rd place Christopher Scott Sirucek.

The fourth YAMAHA World Technician GP results Sports model class

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The Yamaha WaveRunners are the embodiment of long years of design and engineering efforts drawing on the foundation of unique Yamaha technological expertise cultivated for motorcycle and outboard motors and the accumulated developments in hull technology for FRP boats and a host of other revolutionary technologies. And they are designed with the aim of achieving a harmonious balance between the needs of our customers and concern for the natural environment and regional communities. As Yamaha’s new flagship models, the “WaveRunner FX Cruiser SHO and FX SHO” boast superb riding performance, maneuverability, reliability, durability, environmental measures and riding comfort, plus many advanced features and a design that brings together in this model all the elements necessary to take the personal watercraft to a whole new level.

At the heart of this model is a newly developed in-line 4-cylinder, 4-valve, DOHC 4-stroke, 1,812cc supercharged marine engine designed specifically for this model. The supercharger is extremely quiet and compact, adopting a centrifugal system to minimize output loss. Outstanding power development characteristics translate the rider’s every intention into smooth and precise running. The hull benefits from nanotechnology by utilizing a newly developed “NanoXcel” material. This new material is extremely strong and smooth—enabling a beautiful finish—while also achieving a 25 percent reduction in weight compared to conventional materials. All of this means that along with higher top speed and improvements in performance, it also has better fuel economy.

What’s more, other features have been added to improve riding comfort and enjoyment and functionality. They include a Yamaha-exclusive cruiser concept based on in-depth ergonomics research, the “Q.S.T.S.” (Quick Shift Trim System) to control machine trim, the “Cruise Assist” function to maintain a chosen speed when riding for longer distances or towing a skier, and the “No-Wake Mode” that makes possible stable operation in low-speed (no wake) zones. The ultimate world of marine sports enjoyment offered by the WaveRunner FX Cruiser SHO and FX SHO has been made possible through a combination of highly intelligent design and exceptional power.

By achieving “Power with Intelligence” in this way, the new Yamaha flagship models point the way to the PWC of the future.