

# Yamaha News

No. 6

BIMONTHLY

## Let the Power Be With You

Used and loved worldwide, Yamaha generators have won a reputation for reliable electric power that doesn't quit. Now the next-generation models have raised the bar for quality, compactness and quietness.



# Building on Yamaha's core for today and tomorrow

The first Yamaha generator, the ET1250, was marketed in June of 1973. Three decades later, Yamaha generators are being used by people in more than 80 countries around the world. In output, the Yamaha lineup today ranges from 1 kVA to 26 kVA, while their engine types include nine different 4-strokes, two 2-strokes and four diesel-burning types. With specs tailored to the needs of each market, these models are now supplied in some 120 variations worldwide. In this issue of Yamaha News we look at the state-of-the-art technologies in Yamaha's flagship inverter models and talk to the people in YMC's Power Products Operations about the Yamaha generators of today and what makes them unique.



**Toshi Oikawa, Chief of the Product Planning Group**

"What makes Yamaha unique is the fact that we develop engines especially for our generators and all the major components are manufactured within the company. This is the reason for their high quality."



**Naoto Mazuka, Engineering**

"With our inverter models the challenge was to find where to make the designs lighter. The adoption of an electronic governor was one of the elements that helped reduce weight."



**Toru Sugimoto, Overseas Marketing**

"Yamaha generators are unique because of the fact that we make our own alternators within Yamaha. That enables us to get the best matching between our engines and alternators."

## The Challenge to build a lighter inverter generator

Inverter type generators are products that produce the same type of quality electric current with consistent wavelength supplied to households over public electricity grids. That means these generators can be used for powering today's sophisticated electric appliances with microcomputer control systems. Today, Yamaha offers a lineup of three inverter generator models, starting with the EF2800i (N. American model) introduced in 2000 and followed by the

1 kVA model EF1000iS and the 3 kVA model EF3000iSE with their noise-reduction features and revolutionary design.

The EF2800i debuted as the world's first 2 kVA class open type generator with an inverter function. Besides the quality current it supplies, this model has also won popularity for its light weight, taking the 45 kg of equivalent models down to a light 30 kg.

According to Mr. Toshi Oikawa, the product planning representative who worked on the EF2800i project: "At the time there were already a few low-noise inverter generators on the market from the other makers but because they were so heavy, they weren't really popular. We decided we would try to build the next-generation generator by first going around the market and gathering information about what the customers really wanted."

Mr. Oikawa adds: "What



Yamaha generators serve as portable power sources at many construction sites



EF2800iSE

# technologies, generators



we found by talking to workers who used generators at construction sites in Japan and other places was that they wanted generators with a weight light enough for one man to carry. What's more, many of the workers at construction sites today are older men. So, we decided to make lightness and compactness our main development aims, and we set about to build an open type with a target weight of under 30 kg.

The development project became a process of finding every possible way to reduce product weight. Besides designing a new light frame, a number of advanced technologies and unique Yamaha know-how were brought together in the design of this model, including an exclusive generating mechanism called a multi-polar alternator, a single cooling fan system to serve both the engine and the generat-

ing unit and new Yamaha advancements in inverter technology. Every component was examined to find possible weight reductions of even one gram. But these weight reduction efforts also produced some unexpected problems.

Says Mr. Naoto Mazuka, "With the early prototypes the body was lightened so much that when it was run the vibration would actually cause the generator to start moving around. In the end we solved this problem by improving the engine mount system and revising the balance, and we also found it best to actually add a few hundred more grams of weight than the initial prototypes."

This development project eventually gave birth to a new product that combined light weight and compact design with high-quality electric current, high

power, good fuel economy and environment-friendly performance. And the response from the customers was good. "In Japan, the high-quality of the electricity supplied by this model was especially appreciated. And, for customers who were using an inverter unit that they had bought separately as an attachable option, having a generator with a built-in inverter unit as standard equipment was both more assuring and less expensive," says the Marketing representative involved, Mr. Toru Sugimoto. "Meanwhile, in the US market where customers often carry generators in their camping cars, the lightness and quietness of this model were particularly well received. Of course, it was also popular at construction sites in the US as well," Mr. Sugimoto adds. In fact, 70% of the Yamaha generators sold in the US today are inverter types.

## The ABCs of Generators

### The Inverter Generator

This is a generator that produces an electric current with consistent waveform free of the small dips and bumps found in the waveform of lower quality electrical current. This is done by converting the initially generated AC current once into DC current and then using a controller to convert it back to AC current. Yamaha's inverter generators use a Yamaha-exclusive pulse width modulation (PWM) method to create high-quality electrical current.

### Sine Wave

When viewed on the monitor of an electricity evaluator, the electricity supplied through our public utility systems create clean, even waves with consistent wave height, and if the inconsistencies in the waves remain within a range of 5%, it is considered high-quality "sine wave" electricity. Yamaha inverter generators produce sine wave electricity with a rate of discrepancy of less than 2.5%. This makes it suitable for use with appliances containing microcomputer control systems.

### Open type generator

With this type of generator the generator unit is mounted inside a simple steel pipe framework with no particular noise-reducing structural parts.

### MZ Series

This is the Yamaha series of generator-specific engines launched in 1994 and now firmly established in the multi-purpose engine market. It includes the MZ85, MZ125, MZ175, MZ250, MZ300 and the MZ360. They all feature an OHV engine format. Besides generators, these engines are also used in other products like Yamaha golf cars.

## In search of a completely new design

Yamaha's second and third inverter generator models, the EF1000iS and EF3000iSE, added yet another element to the lightness, compactness and high-quality of the EF2800i: a completely new body design. "In the past we gave priority to practical functionality. But with the new models we wanted to offer the kind of attractive design that would make people want to take the generator along for leisure uses like camping. Of course, we made it a point to take the perspective of the user and design the product to be both pleasing and easy to use. So, we ended up adding a lot of elements that weren't in the original product concept," says Mr. Kiyomi Namai of Marketing.

"With previous models it was enough just to fit the generator within a straight-lined frame. But with the new low-noise type it was necessary to fit the generator function into a rounded, smoother body in ways that also improved ease of use and environmental performance. It was

a process of trial and error to resolve a number of conflicting needs. For example, giving priority to exhaust performance would make the cooling function suffer, while increasing noise-proofing invariably adds weight as well," says Mr. Jiro Miyasaka of Product Planning.

The EF3000iSE was born of these trial-and-error efforts and the end product was a model that achieved a quiet-running design, was lightweight and compact and had four casters integrated into the design. Performance-wise it achieved good fuel economy, high-quality electricity output, a control panel bringing together all the controls on one panel and environmental performance good enough to clear some of the world's most stringent emissions standards, the USA's EPA Phase II and CARB Tier II regulations, and all this in a sophisticated new body design.

We talked to some of the development engineers to find out what Yamaha technologies were key to the success of these models. "Our inverter technology research began two years before the product development projects. There was some trial and error involved here

too, because this was the first time that Yamaha was tackling the basic problems of what kind of waveform to create and developing the software to control the waveform. We did a lot of research and development to get just the right balance in the control function," explains Mr. Mitsuo Fukaya of Engineering.

He goes on to add that, "Our group company SOQI (\*1) has more than 20 years of achievement and know-how in alternator development. And another group company, Moric (\*2) has a wealth of experience in the development of alternators for Yamaha scooters. By bringing together all these technological resources, we were able to build a high-quality unit consisting almost entirely of Yamaha-made parts for the performance-related components."



EF900iS



**Kiyomi Namai,**  
Domestic Marketing

"In our Power Products Operations we have our own quality control system named TQAS under which our Manufacturing, Sales and Technology departments all work together in the product creation process."



**Jiro Miyasaka,**  
Product Planning

"The EF2800i was originally a product we planned for the Japanese market, but it also became popular in other markets like the US because of its light weight."



**Mitsuo Fukaya,**  
Engineering

"The key was what form of electricity the inverter could be made to produce. We developed the inverter performance with technology fed back from various Yamaha fields."



**Atsushi Endo,** Marketing

"The EF3000iSE features its own unique power boost function. This exclusive technology enables the generator to cope with sudden demands for high voltage, like when an air conditioner starts up."



Sturdy built-on casters on the EF2800iES make for easy moving

There are plenty of so-called "generators" on the world markets that are made by simply hooking up existing multipurpose engines with available production generating units.

But Mr. Atsushi Endo of Marketing has this to say about the unique character of Yamaha generators: "What truly sets Yamaha generators apart from the competition is the fact that these are not products that are simply pieced together from existing



The EF900IS is built light and with a convenient handle to make it easy for one person to carry

parts but ones where almost all the performance-related components, from the engines to the alternators, are completely designed and manufactured within Yamaha Motor. In terms of the product assembly as well, we have at SOQI an integrated manufacturing system that includes everything from press mold production to the pressing operation, welding, painting and assembly.” This integrated design, engineering and manufacturing system is surely one of the major strengths of Yamaha generators.

### The outlook in the conventional model category

Meanwhile, Yamaha also boasts long-time sellers in the so-called conventional model category of standard generators that don't require inverter functions. Today, some 70% of the generators leaving the factory for the Japanese market are of this conventional type, and of Yamaha's shipments to all markets, 60% are conventional types.

The engineers and product planners in YMC's Power Products Operations take a comprehensive view in the design and

development of generators. To develop the kind of reliable, easy to use products the customers have come expect from Yamaha, they combine engines specially designed for generator use with engine rpm-control governors designed for optimum accuracy and function in response to changes in the required electrical current. They design mufflers for effective noise reduction, special frames for optimum use of space and generating units for optimum compatibility with the chosen engines. It is this combination of factors that have given Yamaha generators the outstanding reliability that customers trust.

Now it is Yamaha operations in China that will carry on this tradition of quality for a considerable part of the next generation of the conventional model generators. In order to ensure that Yamaha can continue to supply competitive generators to the markets, SOQI established the joint venture company Fuzhou Ziaxin SOQI Power Products Co., Ltd. in China's Fujian Province in 2004. From January of the same year-generator production has already begun here under the traditional Yamaha method of integrated manufacturing including all steps from press mold production to the pressing operation, welding, painting and assembly. The plan for the first year is to produce some 50,000 units of five variations of three basic models, a 2-stroke model and two 4-stroke models of 1 kVA and 2 kVA.



Furthermore, another Chinese joint venture company, Yamaha Motor Taizhou O.P.E. Co., Ltd. (YMTTO) as recently celebrated the start of operations in July of the multipurpose engines that are the heart of a generator. This company is now producing the MZ175 engine. Over the next two years, all production of Yamaha MZ series engines will be shifted to China.

With this move, the MZ engines born in Japan will have crossed the east China Sea to a new production base in China from where plans call for them eventually to be shipped also to the USA. There they will be mounted in Yamaha products like golf cars. In this way we will see a global spread of Yamaha engineering DNA.

“We are constantly communicating with the overseas parts vendors. We discuss with them the important function each part plays in the finished product. This understanding leads to stronger motivation that in turn ensures higher quality control and stability of parts supply. It is the same thing with the assembly line in the factory. Solid and ongoing communication is essential to maintaining the purity of this Yamaha DNA,” says Mr. Oikawa.

In these ways, Yamaha generators are now evolving along two axes, technological advancement in our inverter models and increased market competitiveness for our conventional models.

\*1: SOQI Inc. is a Yamaha Motor group company that manufactures Yamaha brand ATVs, golf cars, generators, multipurpose engines and more.

\*2: Moric Co., Ltd. is a Yamaha Motor group company that develops, manufactures and sells electrical/electronic components for Yamaha brand motorcycles, snowmobiles, golf cars, multipurpose engines, etc.

## Motodynamics S.A.

# Aiming to be No. 1 in

**Location:** 14km National Road  
Athens-Lamia, Kifissia  
**Chairman:** Ulysses Kyriacopoulos  
**Employees:** 102



Motodynamics personnel

### Leading the Greek market

Yamaha products were first introduced in Greece by the company "Eliopoulos Bros S.A." in 1969. Eventually "Yamaha Motor Hellas" was established as an autonomous company in 1992, and changed its name to "Motodynamics S.A." in 2001 in preparation for listing on the Parallel Market of the Athens Stock Exchange, which is now in process.

Today Motodynamics S.A. is a vibrant company that achieved a growth in sales of over 5% year-on-year for 2003, a fact that also reflects the positive trend in consumer goods in the Greek market. The value-based market share of Motodynamics S.A. remains outstanding for both motorcycles and marine products. The total Greek market for two-wheelers increased by 6% in 2003, following a decrease of 16% in 2002. This positive trend is attributed to further fostering of motorcycle culture in Greece. Motodynamics' market share increased from 18.6% in 2002 to 19.1% in 2003 for our combined YAMAHA and MBK brands. In the marine market the increasing demand for the latest four-stroke out-

boards and the positive trend in the low and mid-class horsepower categories led to an overall growth of 10% compared to 2002. Motodynamics S.A. remains the indisputable marine market leader with a share of 29.2%. The demand for personal watercraft (PWCs) from rental operations with their fleet renewal needs, contributed to a significant increase in our Yamaha WaveRunner sales in 2003.

Meanwhile, our combined sales of parts, lubricants and accessories increased by 9% in 2003 and represents 18% of the total company revenue.

### Customer support makes the difference

Customer support remains one of Motodynamics' major competitive advantages. The high quality of the technical services we supply through a dedicated network of authorized workshops spread all over Greece, and the constant enhancement of the product lines and innovative services we offer, have established Motodynamics S.A. as one of the leading companies in the perception of the end-consumers.

Through our "Yamaha System" the customers enjoy the privileges of the most complete "services package" available, including flexible financing both for two-wheelers and marine products, insurance covering not only civil liability but also theft and fire risks, and extensions of the factory warranty at an attractive fee. In 2003, we also established "Motodynamics Insurance Brokers S.A." as a subsidiary of the company to enhance the "Yamaha System," which offers road assistance as well.



2003 Athens Annual Marine Show



Thessaloniki, April 2003

Among the main advantages of our "Yamaha System" is that the customer is able to buy insurance coverage at the time and place of vehicle purchase, without wasting additional time. Our Authorized Dealers have been trained to be able to

provide quality information equivalent to that offered by professional insurance agents.

The company is now in the final stages of the planning and implementation of a total customer relations management system. The objectives of this system are boosting our capabilities in differentiating customer groups, the earliest possible identification and satisfaction of customer needs and the utilization of an extended customer base to effectively make supplementary sales through focused initiatives. The final aim is building strong, long-lasting bonds with our customers.



A visitor-participation game at the Yamaha booth at the Athens Motor Show



Introduction of the new XT660X at the Motor Show in Athens, March 2004

# Greece

Capital city: Athens  
Area: 131,940 sq km  
Population: 10,939,605 according to the most recent census of 2001

# customer support



The Acropolis by night

**Historical sites:** The Acropolis is one of the most famous ancient monuments in the world, towering over the Greek capital. The word "acropolis" means city by the edge, and there are actually many acropolises all over Greece. The ruins of Apollo's temple at Delphi, 178 kilometres northwest of Athens, are located in one of the most breathtaking mountain settings in Greece. Meteora in the north-western corner of Thessaly creates a big impression on visitors with its medieval monasteries that perch impossibly on shafts of cylindrical rock.

**Interesting Events/Festivals:** The ATHENS 2004 Olympic Games were a grand celebration in which the Games returned to Greece, the country where they were originally born and the city where they were revived in 1896.  
**In vogue in Greece:** Pin collecting is a great new craze in Greece, with an increasing number of devoted fans who exchanged hundreds of thousands during the Olympic Games.

**Favorite typical dishes:** Moussaka is a casserole that layers ground beef or lamb with fried eggplant and douses them both with fatty béchamel sauce (butter, milk, and egg yolks).



The Athens Olympic Opening Ceremony

## Strengthening the dealer network

The products and services provided by Motodynamics S.A. reach the end consumer through 160 points of sales, enforced by 115 authorized workshops for two-wheelers and marine products,



At the YZF-R1 test-ride event

and through six "pilot outlets" run directly by Motodynamics. The quality of the services provided to the end consumer is one of the most important factors that differentiates Motodynamics from its competitors.

Having secured ISO 9001:2000 certification for our head office in 2002, Motodynamics conducted inspections to enable certification for our Dealers under the ISO 9001:2000 standard. This program succeeded in raising compliance level to 70% of our entire two-wheeler and marine dealer network. We are making sure that all our retail outlets comply to the ISO 9001:2000 standards.

Motodynamics also focuses on supporting the dealer network. In 2003, we organized a program that gave customers the opportunity to test-ride a large number of two-wheelers through a "caravan" of

motorcycles visiting dealerships all over Greece according to a set schedule announced to the public. In comparison to past practices, by which every Authorized Dealer selected test ride models based on their own judgment, this new program was centrally organized to cover a larger time period and reach the maximum number of locations.

## Looking to the future

In 2003, Motodynamics S.A. signed two very important agreements to become the exclusive distributor of the famous Swedish shock absorber brand, OHLINS, and the Italian exhaust system brand, TERMIGNONI, in Greece. Thus, we offer the most complete range of

main and supplementary product lines with genuine Yamaha parts and accessories, as well as accessories from several other brands and the YAMALUBE lubricants.

At the same time we are focusing on the satisfaction of our



Parts warehouse

own personnel. Constant training in new techniques and methods, group insurance, a special pension plan and a profit-sharing system are among the advantages that the personnel of Motodynamics enjoy. And, we strive to maintain a work environment that fosters mutual trust and respect. The latest "employee satisfaction survey" carried out by RESEARCH INTERNATIONAL showed that Motodynamics is a people-focused company where employees at all levels have confidence in the management and show a high degree of satisfaction. Among the most important messages were employee perceptions that the company ascribes great significance to customer service and to the quality of services provided.

*This report is from Marilena Dogani, Public Relations Manager, Motodynamics S.A.*

# Rossi Grabs 2004 MotoGP title with the YZR-M1!



Rossi (front) who won the title at round 15, the Australia GP

The 15th round of the 2004 MotoGP held on October 17 at Australia's Phillip Island was a race to remember for fans everywhere, a one-on-one battle that came down to a hair's breadth victory that clinched the season title for Yamaha's ace Valentino Rossi.

The stage was set from the beginning for an exciting head-to-head showdown between the 2004 season's two leaders, the Italian 3-time world champ Rossi and Spaniard Sete Gibernau (Honda). Even though Rossi was in position to clinch the season with just a second place finish in this round, he showed

that he was determined to win his fourth consecutive world championship in style. As the pair battled, the lead would change hands twice more before Rossi squeaked past his rival on the final lap to victory by just 0.097 seconds. This win gave Yamaha its first rider's title in the premier class since Wayne Rainey in 1992. It also gave Rossi his eighth win on the season, the most ever for a Yamaha rider in this class. As a worldwide audience thrilled to Rossi's 1:32.047 last lap, they were also seeing the performance of a machine that is a true pinnacle of Yamaha's unending spirit of challenge.



This win gave Rossi his eighth win on the season, the most ever for a Yamaha rider in this class

# Everts and YZ450FM win consecutive MX1 titles

In the 15th round of the world motocross championships held in Northern Ireland on September 11, Stefan Everts of the Yamaha L&M Motocross Team raced his YZ450FM to a 2nd place finish in heat 1,

and a win in heat 2, to clinch the 2004 world title in the MX1 class. For Everts, this marked an incredible eighth world motocross title and his 4th consecutive title since coming to Yamaha in 2001.

Then, in the 16th and final round of the series in South Africa on Sept. 26, Everts again finished 2nd in the first heat and was battling at the front of the second heat when a collision ended his race. Nonetheless, with his teammate Cedric Melotte battling to 7th position, Yamaha compiled enough season points to win the manufacturers' championship for 2nd straight year



Everts grabs the MX1 title again and gives Yamaha its 15th makers title in the world motocross championships



with a 2-point lead over runner-up Honda. This is Yamaha's 15th makers title in the motocross world championships including the 125cc, 250cc and 500cc classes of the former WMX.





Germany

## 2004 InterMot show boosts Yamaha brand image in Europe

From September 15 to 19 the InterMot show in Munich (Germany), showed that the European fascination for motorized two wheelers is still as strong as ever. Some 156,000 visitors—about 9,000 more than the last show in 2002—came to see the new models from the different makers. For the Yamaha booth, which spread over a space of more than 1300 sq. m, plus 500 sq. m for the MBK brand, Yamaha Motor Deutschland GmbH (YMG) provided more than 40 models, ranging from 50cc scooters up to big bikes and ATVs. Thanks to the tremendous combined efforts of the YMG, Yamaha Motor Europe N.V. (YMENV), Yamaha Motor Distribution B.V. (YMD) and Yamaha Motor Racing teams, the YAMAHA booth was a very impressive representation of Yamaha brand values.

The theme of the Yamaha booth at this year's InterMot show was "The Art of Engineering," a straight inspiration from the latest Tokyo Motor Show.

And it reflected the strong determination of YMG and YMENV to show Yamaha engineers' ability to create innovative new machines with daring and exciting model concepts, such as this year's revolutionary "MT01," the perfect illustration of Yamaha's reputation as a revolutionary motorcycle manufacturer. Within this booth visitors also saw some other remarkable reference models born of cutting-edge technologies and engineering as well as Yamaha's desire to provide new types of fun riding, like the "Passol" and "tricker" models already released in Japan (and currently test marketed in Europe) to concept models like the fuel cell motorcycle "FC06" and the "Air tricker" with its extreme sports image.

All of these models are products of the unique vision of Yamaha engineers.

At the Yamaha press conference on September 14 prior to the public opening, more than 1,000 members of the press listened to speeches by YMC's Senior

Managing Director, Mr. Kajikawa and YMG Managing Director, Mr. Weihe, after which they were given a very "sexy" presentation of our 2005 Yamaha line up. Lots of very enthusiastic and positive articles have already been published in the European magazines that demonstrate the widespread interest in the new MT01 and the exciting remake of the R6. Please look at <http://www.yamaha-motor-europe.com/products/information/events/InterMot.jsp> for a small video glimpse of the press conference show.



The InterMot show venue in Munich



The InterMot Yamaha booth



A model of the YZF-R6 designed in the image of MotoGP star Valentino Rossi



The popular "YZF-R6" has undergone a major model change for 2005 with boosted performance and a new look



The new big V-twin model "MT-01" was the center of much attention at the Yamaha booth

Germany

## Yamaha Offroad Days 2004



The freestyle performance show added excitement to the event



The free ATV test rides were popular

Following the success of July's Yamaha summer festival in Oschersleben we reported on recently in Yamaha News, Yamaha Motor Deutschland GmbH (YMG) organized another big event—Yamaha's 'Offroad Days 2004,' which was held at the Beuern Motocross track between July 31 and August 8.

Thanks to the wide variety of products available, three tracks were needed—one for motorcycle test-rides, one for ATVs and a third one for 'joy riders' with their own bikes. Visitors could test-ride an ATV or any Enduro bike (including a WR model) free of charge. The more adventurous visitors, meanwhile, had

the opportunity to ride on a Rhino with the professionals under extreme off-road conditions.

And as if that wasn't exciting enough, there were stuntmen performances in the freestyle show by Fabian Bauersachs and David Saalfeld on MX bikes, and Uwe Naumann and René Großmann on ATVs. Then there was the race show, where professionals demonstrated the real potential of off-road bikes and ATVs such as the WR450F 2-track. Even the kids were offered the chance to ride a PW50 'beginners' bike'—obviously under supervised and easy riding conditions.

To cap it all, on Saturday night there was a biker party with a DJ. Attendees could also stay overnight in the camping area. All in all, the first Yamaha Offroad Days 2004 was a great success for the visitors, who turned up. Yamaha also gained valuable feedback from the event. Interviews conducted by Yamaha Motor Europe's Wim Geutjes and consultant Sven Ermstang provided information that will prove useful for future off-road product-planning strategies.

*From Karlheinz Vetter, YMG, Germany*

Switzerland

## August 11th is Yamaha R-Fun-Day

On a beautiful summer's day in August, 66 Yamaha R-Series sport motorcycle owners were given the opportunity to ride their machines under the supervision and instruction of professional instructors at the Anneau du Rhin circuit in France. Organised for the fourth consecutive year by Swiss Yamaha distributor Hostettler AG, this event attracted a big crowd of race enthusiasts, most of whom were also anxious to participate in the prepared schedule of training sessions designed to improve the riders' skills in cornering, braking, speed control and race theory. Blessed with beautiful summer weather and happy faces all around, this day was another big success for Yamaha and the R-Series customers!

*From Gian Marco Badrutt, PTW Div., Hostettler AG, Switzerland*



Swiss R-Series owners gathered at the Anneau du Rhin circuit in France

USA

## Stars shine at 6th annual "Yamaha Star Days Rally"

Star Touring and Riding Association, the largest Star motorcycle owners group in the US, recently hosted its sixth annual Star Days national rally from July 20 to 23 in Roanoke, Virginia. The family-oriented event drew over 3,000 Star series motorcycle owners who were treated to four activity-packed days and warm, sunny weather in the scenic Virginia hills.

"Our members are so excited for the rally to come each summer," said Star Touring and Riding president, Alan Cease. "Star members get to meet old friends, ride with new ones and see hundreds of customized Star motorcycles—there is really something for everyone."

Hosted yearly in different parts of America, this event allows Star Touring and Riding members to participate in special riding events and contests. It should also come as no surprise that the demo rides were full each day! The "star" of the event was the newly released 2005 Royal Star Tour Deluxe cruiser motorcycle. With an innovative quick-release windshield and backrest, this motorcycle drew a lot of attention.



Star owners are proud to show off their customized machines

And if shopping for a new motorcycle was on the agenda, Star members could venture down "Vendor Row" for new parts and accessories from numerous aftermarket companies and customizers who support Star motorcycles. Visitors were treated to a full corporate Yamaha display which included the new 2005 Star cruisers, clothing and accessories, highly customized Stars, as well as a full fleet of demonstration Yamaha motorcycles.

Bob Starr, corporate communications manager for Yamaha Motor Corp., U.S.A. (YMUS), adds that members have one more reason to feel great about the event. "Through auctions and a well-attended charity ride, Star Touring and Riding raised over \$70,000 for Yamaha's corporate charity, Feed The Children," said Starr.

Star Days continues to grow in popularity and when the new location is announced for next year, the 30,000 Star Touring and Riding members will begin making plans for next summer's vacation!

*From Brad Banister, Media Relations, YMUS*



Riders lined up to test-ride the newest Road Star Warrior

The event welcomed Star bike riders and owners from around the country

Malaysia

## First single-maker motor show draws 16,000 weekend visitors

**Y**amaha distributor for the Malaysia, Hong Leong Yamaha Distributors Sdn. Bhd. (HLYD), became the first company in the country's automotive industry to hold a single-maker motor show. The venue for the week-long show was the popular "Times Square" area of the nation's capital, Kuala Lumpur, and the grand opening ceremony on September 9 was attended by such dignitaries as the Minister of Transportation. Local television broadcast reports of the event on their news programs and over the two weekend days of September 11 and 12 some 16,000 people turned out to see the full array of Yamaha vehicles offered on the Malaysian market, making this an unprecedented promotional success.

*From Ryouhei Nakata, Southeast Asia Business Div., YMC*



The Yamaha motor show attracted large crowds over its one-week run



Star riders getting married under a blue Yamaha tent

Visitors checking out the latest Star series models at the Nordegg, Alberta National Northern Star Riders Rally



Indonesia

## Latest Yamaha technologies highlighted at Jakarta Motor Show

**Y**amaha Motor Indonesia recently put its new brand slogan "Selalu terdepan" (Always one step ahead) into practice in mounting a booth at the recent Jakarta Motor Show held in the nation's capital from September 4 to 12. The Yamaha booth focused on the latest Yamaha products and technologies, featuring a next-generation Indonesian market concept model named the INFINEON-Z and a variety of category zones like the Racing Zone featuring the YZR-M1 MotoGP racer which continued to draw crowds throughout the show's run.

At the press conference the day before the show's public opening, representatives from YMC, including Mr. Hiroshi Yamagata of R&D Operation and Mr. Shigeki Hashimoto of Engine Development Div. joined YIMM Director Ishiguro in presentations about the latest Yamaha technologies like the DiASil cylinder, CF aluminum die-cast frames and Fuel Injection systems. Then, on opening day, crowds visiting the booth were treated to appearances by commercial celebrities and a popular rock band. On the 5th, another excited crowd gathered to watch Yamaha's Valentino Rossi win in a live broadcast of the MotoGP, for which Yamaha Indonesia was also the main sponsor.

*From Hideto Kawamura, Sales & Marketing Div. 2, YMC*



At the Jakarta Motor Show

Canada

## Star Appreciation Days, Canadian style

**S**ince the first Royal Star motorcycle was introduced to Canada in 1996, the Star series models have come to be recognized as a "Premium Brand" for the cruiser customer. To acknowledge the growing number of owners who have made the proud Star purchase and take this appreciation of the Star line to the next level, Yamaha Motor Canada Ltd. (YMCA) organized a series of "Star Appreciation" days. Held at four locations around Canada, including YMCA's head office and one regional office and two more in cooperation with major dealers, these events attracted over 3,000 appreciative customers in 2004. The people who attended had the opportunity to be the first to test-ride the new 2005 Road Star and V-Star models. They could also enjoy a World of Yamaha display, participate in "show and shine" contests, see the full line of Star accessories, talk with factory representatives, and attend service seminars.

One of the leading boosters of the Canadian Star rider is the non-profit, free-membership club, the "Northern Stars Riders," which has seen its membership grow from 300 members to over 1,000 members in the last 18 months. At their National event, attended by YMCA, a very unique union happened as two Star riders became one, when they were married under the Yamaha tent! YMCA's president, Mr. Roy Kojima outlined Yamaha's commitment to the Star brand during the closing ceremonies, which was greeted with a standing ovation.

*From Peter Swanton, Sales Dept., YMCA, Canada*

Sweden

## Scandinavian Yamaha Bike Meet great success!

Sweden hosted its second Yamaha Bike Meet organized through the efforts of Yamaha Motor Scandinavia AB (YMS) and the Yamaha Custom Club Sweden. Held in a camping ground next to a lake outside the town of Karlskoga, 250 kilometers southwest of Stockholm, this August event allowed enthusiastic participants the opportunity to try out the full range of products offered by YMS.

More than 500 visitors from not only Sweden but Denmark, Norway, Finland and the Netherlands came—150 more than last year. And, although there were all sorts of entertainment available, the main focus of this event was on test-riding the wide choice of Yamaha products, and having fun in the process.

In addition to riding motorcycles like the popular XV1700 Road Warrior, the XT660 and the FZ6-S, visitors could go to the ATV track and test-ride

leisure and utility models including the YFM 350R and the Grizzly 125, which was especially popular with young riders. Visitors could also have fun on the water with the latest marine products. There were long queues of people wanting to ride the WaveRunners, and Buster boats, Yamarin boats powered by Yamamaha outboards, were also prepared to take people out for a ride on the lake.

On Saturday, Edge Tour 2004 also made an appearance. They demonstrated their skills with a spectacular freestyle bike show and presented competitions for people to participate in, including a PW50 race for the youngsters.

Overall, it was a very successful event and although the exact date has not yet been confirmed, information regarding the third Yamaha Bike Meet will soon be announced on our site: [www.yamaha-motor-scandinavia.com](http://www.yamaha-motor-scandinavia.com).

*From Wera Andersson-Allo, Public Relations, YMS*

Guatemala

## A new work shop to fill customer needs

**C**anella S.A., Yamaha distributor for the Central American country of Guatemala, recently opened a new service workshop at one of the company's showrooms at a branch office in the capital, Guatemala City. While the showroom itself displays Yamaha products along with automobiles and electrical goods by other makers Canella distributes, the new workshop inside is designated specifically for larger-displacement Yamaha motorcycles and ATVs.

Neatly designed and equipped with all the necessary special tools together with a washing area and a spare-parts warehouse, this conveniently located workshop allows the customer the opportunity to watch the mechanics at work behind a glass window. It also seeks to boost customer satisfaction with a simple service appointment system and friendly staff. Canella is confident that their customers will be delighted with this new 900 square meter facility.

*From Eddy Bregni, Canella, S. A., Guatemala*

Canella staff are ready to offer top-flight service at the new workshop



USA

## Team Yamaha's Omori first foreign Bassmaster champ

**J**apanese bass fishing pro Takahiro Omori recently won the USA's most prestigious fishing tourney, the 2004 Bassmaster Classic. Omori competes on the US bass fishing circuit for Team Yamaha, supported by Yamaha Motor Corp. USA (YMUS). Until Omori's victory in this year's event, no foreign competitor had ever won this prestigious event, and the news spread quickly to bass fishing fans back in Japan. This 33rd Bassmaster Classic was held over the three days from July 30 to Aug. 1 at Lake Wylie outside of Charlotte, North Carolina. Omori took the lead in the first day but lost it again on the second. His luck didn't come back until the last five minutes of competition on the third day, when he caught two big bass in succession and raced back to the weigh-in to score a dramatic come-from-behind victory and the applause of a gallery of some 13,000 spectators.



Omori smiles with his long-awaited trophy

"I fell in love with bass fishing after I caught my first bass at the age of nine," recalled Omori afterwards. "By the time I was 15, my dream was to become a pro and someday win the Bassmaster Classic," said Omori.

Omori has competed for Team Yamaha since 1997 using the Yamaha VMAX200 outboard. "I feel that no other maker can compare in terms of reliability," he says.



Germany

## YMG delivers a first with FJR1300A police bikes

**Y**amaha Motor Deutschland GmbH (YMG) recently won a commission to supply 19 units of the FJR1300A to the federal state of Hessen. Despite stiff competition from the German maker that has long been procurer of police bikes here, YMG succeeded in getting an order to deliver 19 units of the Yamaha FJR1300A. This marks the first-ever German order for police bikes from a Japanese manufacturer. This model is well suited for police duty with its shaft drive, regulated three-way catalytic converter and ABS. And with the cooperation of Baumeister & Trabandt, a specialist in police vehicles, these modified motorcycles are now equipped with all necessary items like sirens, beacons and radio. From such success in a sector dominated until now by another maker, YMG hopes to expand its police bike business to other federal states in Germany.

*From Karlheinz Vetter, YMG, Germany*



The modified FJR1300A for German Police

Finland

## Yamaha-Yamarin Fosi Racing Team gains fourth world title

**T**he Yamaha-Yamarin Fosi Racing Team has chalked up a remarkable fourth victory in six years in powerboat racing's S-850 class when Finland hosted the World Championship in July. Backed by Kesko Marine, Finnish Yamaha importer and maker of Yamarin boats, the team's local ace pilot Joachim Brunila won three heats of the competition held in Loviisa to clinch his first World Championship. Commencing on July 10, this intense two-day event saw 16 competitors from five countries battle for the world title. Right from the start, competition was stiff. In the opening qualifying round, Brunila equalled the time of last year's world champion, Pedro Fortuna of Portugal. But, despite losing the draw and starting second in the first round, Brunila executed a perfect start and pulled away to win the first heat with his 4.1m catamaran powered by a 70 hp Yamaha outboard. Faultless driving also brought him first places in the next two heats. This victory by the 26-year-old Brunila, whose previous best was coming third in the 2002 world championship, gave the Yamaha-Yamarin Fosi Racing Team its fourth world title in six years. The previous victories were in 1999, 2000 and 2002, with "Flying Finn" Anders Forsstrom as driver.

*From: Tuija Soikkeli, Communications and Development, Kesko Marine, Finland*

Grouped around a triumphant Joachim Brunila, the victorious Yamaha Yamarin Fosi Racing Team proudly hold up the class S-850 World Cup



## “Yamaha Motor Town” opens in Taipei as communication base

**O**n September 5, a “Yamaha Motor Town” showroom and shop opened in Taiwan’s capital city, Taipei, as a retail outlet managed directly by Yamaha Motor Taiwan Co., Ltd. (YMT). Despite cloudy weather, the press and large numbers of customers turned out for the grand opening event of this new shop in Taipei’s most fashionable shopping district, and visitors filled the showroom and the specially prepared outdoor event area. The opening ceremony combined Taiwanese and Japanese elements and was further livened by the guest appearance of popular pro baseball stars from a YMT affiliated team. The stars, three of whom had just returned from the Athens Olympics, participated in talk-

show type interviews and signed autographs for the visitors. In addition to serving as a showplace for things like customized versions of the YMT-made Yamaha scooters and a place for gathering information on young customer trends, the new showroom will also play an important role as a base for dissemination of information from Yamaha as a global maker, and for building the Yamaha brand image in Taiwan.

*From Hidenori Miyake, Advertising and CRM Dept., YMC*



Popular baseball stars came to support the event

Yamaha Motor Town

## The Yamahas for 2005: “Riding is Believing”

**T**o inform dealers about the corporate message for the 2005 models in each region of the country, Yamaha Motor Canada Ltd. (YMCA), organised five regional ‘Yamaha Canada for 2005’ events from June 15 to 21. Involving the Motorcycle, ATV and SSV (side-by-side vehicle) divisions, these meets introduced the new 2005 motorcycle line-up which included the Royal Star Tour Deluxe, the Road Star “Canadian” Midnight Special Silverado (featuring select value-added accessory pieces), and V-Star 650 Silverado. Other bikes displayed included the Majesty scooter, TTR230, V-Max 20th Anniversary Model and the new YZ/WR series changes, which were all very enthusiastically received.



Dealers preparing to test the new 2005 Kodiak series

But the highlight for all ATV dealers was the eagerly awaited 2005 Kodiak 400 and 450—both with new independent rear suspension, revised technical specifications and new bodywork styling. Sales for these two models make up approximately 35% of total sales and they are the cornerstone of YMCA’s strong market share position in the ATV category.

Each dealer had the opportunity to test the Kodiak 400 and 450 in ‘real world’ conditions and the comments were unanimous: “After a 5-minute ride I can feel a noticeable difference in ride comfort. The old Kodiak series was good, but these changes make it great!” said one satisfied dealer.

*From Peter Swanton, Sales Dept., YMCA, Canada*

## Outboard mechanics trained in AOTS program

**O**ver the five days from August 23 to 27, Japan’s Association for Overseas Technical Scholarship (AOTS) organized the latest overseas training program of its General Industrial Technology Program in the Caribbean island nation of Jamaica. Held in the capital, Kingston, this “Service Training for Outboard Motors” course gave instruction to 25 outboard motor mechanics selected from nationwide applicants. The trainees were given instruction in the structures of 2- and 4-stroke outboards and the theory of engine operation, followed by hands-on practice in disassembly/assembly, engine troubleshooting, propeller selection and test running of motors.

These mechanics will now apply their newly acquired skills in the servicing of the many outboard motors presently at work in Jamaica’s coastal fishing industry and tourist resorts. This training course was made possible through the cooperation of the staff of the local Yamaha marine distributor, YAMAHA ENGINES LTD., a company dedicated to customer service.

*From Minoru Fukuda, Service Group, OMDO, Japan*



The trainees absorbed a lot from the five-day AOTS program



The trainees listen to a lecture by Mr. Peter McGhie

## Rider tours Middle East with peace message on a XTZ 125E

**M**r. Rodrigo Fiúza, a 29-year-old miner, has just returned to Brazil after traveling 20,000 kilometers through the nine countries of Turkey, Syria, Iran, Lebanon, Afghanistan, Pakistan, Tibet, Nepal and India on a Brazilian made Yamaha XTZ 125E. His mission was part of the UNESCO affiliated “Caminhos da Paz” (Roads of Peace) project initiated in April 2003 with the intention of promoting cultural exchange and peace in the world.

Mr. Fiúza left Brazil on April 21 for one of the greatest adventures of his life, carrying with him a peace message translated in several languages and signed by the Brazilian president, Luiz Inácio Lula da Silva. The message was given to common people, soldiers and government officials in all the countries he passed through.

“We, me and my Yamaha XTZ, endured heat of 50 degrees in the desert and cold of -5 degrees in mountains near the border of Iraq,” he said. During his travels he saw the devastation of long years of war and listened to the tales of the people. From his past adventures, including a 45,000 km crossing of the Americas from Antarctica to Alaska on a Yamaha XT 225, Mr. Fiúza was well prepared for the hardships and dangers of his trip. He was accompanied by a journalist who recorded most of the trip on video. Now Mr. Fiúza is writing a book on the journey and speaking to children in Brazilian schools about international friendship and peace.

*From Marcel Mano, Brazilian Yamaha Motor Group, Brazil*



Mr. Fiúza carried his peace message throughout the Middle East



Entering Iran at the Mirjaveh border terminal

## Canadian Ambassador Visits YMC



Canadian Ambassador Wright and YMC's president Hasegawa exchange commemorative gifts

On September 15, Yamaha Motor Co., Ltd. (YMC) was proud to welcome the Canadian Ambassador to Japan, Mr. Robert G. Wright, the Counsellor & Consul, Mr. Louis M. Gaetan and the Commercial Officer, Mr. Hiroyuki Kunitake when they paid a visit to the company's headquarters in Iwata. After touring the Iwata 1st Factory and the Communication Plaza (CP), where

the guests showed keen interest in the state-of-the-art manufacturing facilities and the displays of historic Yamaha models at the CP complete with sound simulators, Ambassador Wright and his colleagues met with YMC's President Hasegawa. In their talks, the Ambassador was glad to note that Yamaha Motor Canada had recently been selected as one of the country's Top 100 Corporations and expressed his hopes that corporations like Yamaha Motor will continue to invest in the Canadian market. *From North American Group, Motorcycle Operations, YMC*

## New Yamaha motocross team supports junior competition riders



Alain Escobedo



Antonio Macías



Ichiro Igartua

Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) proudly announces that it will be supporting for the first time a team of very talented young motorcycle competitors through its Yamaha Junior Racing Team (YJRT) program. Begun in April this year, the program is supporting the racing careers of Alain Escobedo (17) in the road race Novice 600 class (YZF-R6), Antonio Macías (14) in the motocross 85 Advanced class (YZ85), and Ichiro Igartua (15) in the motocross 250 Novice class (YZ250F) by offering economic

and logistic incentives during the 2004 season. As with older professional riders, this support is performance based, and thus available on the condition that the YJRT riders maintain a high level of race performance as exemplified by consistent podium finishes.

At YMMEX we are committed firmly to supporting the careers of well-prepared young riders as role models to be followed by Mexican youth. We are proud to be pioneers in applying a program of this type and hope it will provide a breeding ground for gifted young competitors who in the future will try to be the best and go on to a career at the international level.

*From Magdalena Flores, Marketing Dep., YMMEX, Mexico*

## Yamaha outboards power successful Optimist Class World Championship

When the South American country of Ecuador was chosen to host the 2004 World Championship Regatta for Optimist Class youth sailing, Yamaha served as official sponsor and supplier of outboard motors for the event through its exclusive distributor for Ecuador, Almacenes Juan Eljuri Cia. Ltda. During the competition, 268 young sailors from 52 countries made memories that will surely last a lifetime. The final winner was Wei Ni of China, with Paul Snow-Hansen of New Zealand and Eugenio Diaz of Spain finishing 2nd and 3rd. Meanwhile, the host country delighted to a proud 3rd place finished in the team competition.

Thanks to the reputation of the products and Eljuri's long record of supplying reliable after-sale service, Yamaha outboards were the natural choice for the event organizers, and almost all the participating teams from around the world were glad to see Yamahas provided for their team boats. In all, Eljuri supplied 36 units of 25 and 48 hp Yamaha Enduro and the FT 50 hp outboards for the official, rescue and coach boats. They also provided a service crew to inspect and service the outboards every day to make sure the event went off with no problems. The successful holding of this event is a big feather in the cap of Eljuri and a very significant boost for the Yamaha brand image in Ecuador.

*From Jaime Alban, Marine Division, Almacenes Juan Eljuri Cia. Ltda., Ecuador*



The Optimist Class World Championship was a showcase for Yamaha outboards

The three happy winners on the awards podium

## CCS touches the hearts of fishermen in work and play

Indonesian Yamaha distributor Angkasa Mesin recently took its CCS (Customer and Community Satisfaction) program to the fishing village of Pacitan on the south coast of Java. For Angkasa Mesin, the fishermen of Pacitan are customers who have responded with great enthusiasm to the company's service campaigns, always anxious to learn about proper maintenance and part replacement. As a result, the village's fledgling fishing industry that began just eight years ago has already succeeded in raising itself to mid-size fishing port status, and one where 95% of the users rely on Yamaha Enduro outboards.

In the spirit of Yamaha's CCS policy, Angkasa Mesin sought to repay this user loyalty with a community-oriented event that would bring satisfaction in an area unrelated to business. The original plan was to sponsor a soccer event, but when it was learned that beach volleyball was the favorite sport here, plans were quickly changed. All the participants were happy for this chance to play their favorite game in beautiful Yamaha beach T-shirts prepared by Angkasa Mesin. After the event, the local participants were anxious to thank Yamaha for coming to their small village with service and recreation that truly touched their hearts.

*From Eddy Susanto, Angkasa Mesin, Surabaya, Indonesia*



A pioneer Yamaha owner in Pacitan, Mr. Jumino has helped in the spread of Yamaha outboards



The volleyball event participants

## WORLD TOPICS

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

Notice of when your article will appear in YN will be made after the editing process.  
Send your articles to me, (Ms.) Rika Niwa, at the address below.  
Address: 2500 Shingai Iwata Shizuoka Japan E-mail: yamahaneews@yamaha-motor.co.jp

# Yamaha Exhibits at ITS World Congress

At the 11th World Congress on ITS (Intelligent Transport Systems) Nagoya, Aichi 2004, Japan which opened on October 18, Yamaha Motor Co., Ltd. (YMC) was among the prominent exhibitors of next-generation technologies to make the traffic environment safer for everyone. Since the first ITS World Congress was held in Paris, France in 1994, this international conference has been the venue for the introduction of advanced transportation safety technologies and systems. In this second Japanese hosting of the Congress, following Yokohama in 1995, some 250 government agencies, universities and corporations from 53 countries mounted displays.

YMC began research and development of ITS technologies almost a decade ago in anticipation of the coming era of ubiquitous ITS technologies. The products of this research were on display from the second day of the ITS World Congress on a Majesty-based "ASV" (Advanced Safety Vehicle) prototype. This prototype boasted features including (1) an easy-to-read LCD meter panel with multiple functions specially designed for motorcycles, (2) an easy-to-hear sound system for motorcycle riders including wireless communications capability, (3) a multi-directional cornering light system for improving nighttime visibility on turns and (4) a CCD camera-based rear-view system that covers the rear-view mirrors' blind spots with a video image displayed on the meter panel's monitor. World Congress visitors were especially impressed by the



The Yamaha booth at the 11th World Congress on ITS



The helmets for the HMI system for motorcycles (sound)

two Yamaha ASV demonstrations prepared. One of these showed them the multiple functions of the LCD

meter panel, with its capability to receive and display road information transmissions, like real-time images of what lies ahead around an approaching turn, GPS road navigation map display and rear-view image display functions, in addition to the conventional meter panel display. The other demonstration let them experience the advanced motorcycle sound system with its wireless communications capability that lets the rider receive voice-instruction signals like curve information and also talk easily with the tandem passenger or riders on other bikes riding nearby via Bluetooth-based in-helmet headsets.

Yamaha's original applications of advanced electronics and control systems are also drawing international attention recently outside the traffic safety/control area



The cornering lights

with sophisticated GPS-based autonomous vehicles for the land, sea and the air that are capable of coordinating observation tasks between each other.

Mr. Juichi Otombe of YMC's Manager of Testing Div. comments about the Yamaha ASV: "The concept behind ITS (Intelligent Transport Systems) is to use communications technology to connect the driver, vehicle and the traffic environment through vital information exchange that makes for safer, more convenient transportation. At the 11th World Congress on ITS, Yamaha has introduced a research vehicle with systems designed for both greater safety and greater enjoyment. The safety features include an HMI (Human Machine Interface) system and new systems that supplement nighttime and rear-view visibility significantly. The enjoyment features include a multi-function shortwave system that enables rider-passenger and bike-to-bike communication. These are some of the directions in which Yamaha will be developing safer and more enjoyable motorcycles for the future."



The "Yamaha ASV" special exhibition model



The multi-display meter system

# New NOUVO debuts with a sharp new look and a ride to match



The motorcycle markets of the ASEAN nations have continued to show dynamic growth over the last several years, to the point where the total annual demand for the region has topped five million units. In 2002, Yamaha introduced a model in this market that was designed to create a whole new type of commuter bike by combining the best features of a scooter and the mopeds that have long been the bike of choice for the people of the ASEAN nations. That new model was appropriately named the NOUVO, after the French nouveau, and combined the convenience, fun and stylishness of a scooter with the performance, economy and sense of security people found in their mopeds. Mounting a 115cc engine with an automatic (CVT) transmission, the NOUVO won a popular following for its spirited ride, nimble handling and convenient features like plenty

of usable storage space. The popularity of this model awakened ASEAN users to the convenience of automatic transmission models, which had virtually been non-existent before the NOUVO. Now, the new 2005 model NOUVO builds on the popular features of the original to answer calls from the market for a bike with an even more enjoyable ride and even more sophisticated styling.

To answer these market needs, the new NOUVO was developed under the concept of an "Upgraded Quality NOUVO." Knowing that they had a good and popular, basic model, the Yamaha engineers concentrated on how to build a whole new look around the existing framework. All the exterior parts were redesigned to achieve a sharper, more dynamic look by concentrating on defining lines and edges of its surfaces. At the same time, the detail finishes were designed to accentuate an appealing metallic image. These touches gave the finished model a

look that communicates a sense of quality and sporty performance at the same time.

When customers take the new NOUVO for a ride, they will experience how changes in the handlebar and footrest positions and the newly designed seat create a more comfortable and enjoyable ride—even if they don't notice how the new exhaust system has increased its environmental friendliness. As this new NOUVO was released this September in the ASEAN markets beginning with Thailand, the region's bike lovers are sure to find that Yamaha has brought them a model that is not only good-looking but also true joy to ride in the proud Yamaha tradition.



Yamaha race star Valentino Rossi on a NOUVO with YZR-M1 replica coloring (on the MotoGP pad-dock)