

YAMAHA MOTOR CO., LTD.

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Yamaha News

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BIMONTHLY



The new look of people power!

Born in France 80 years ago, mopeds have a long tradition as popular personal vehicles. Three years ago Yamaha reinvented the moped with three new designs now being manufactured in Turkey. With these convenient and affordable bikes, Yamaha is pioneering new markets

Venturing into new fields

It was in April 2002 that production began on three new moped models at the factory of Yamaha Motor's Turkish affiliate, Beldeyama. In the two years since the first of these models was released in Turkey in 2002 until the end of 2004, some 30,000 units have been sold in the African, Turkish and French markets, constituting a quiet little boom of popularity.

These three markets have a combined annual moped demand of about 100,000 to 120,000 units, and in terms of production the mopeds marketed under the Yamaha name in Africa and Turkey and MBK name in Europe had top share in 2004. For this issue of *Yamaha News* we spoke to the staff at YMC's Overseas Market Development Operations (OMDO) responsible for the African market to learn about the story behind the development of these new moped models and the "Yamahism" they embody.

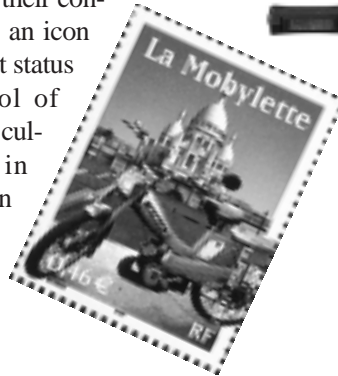
What is a moped?

The name moped takes the "mo" from motor and the "ped" from pedals, and as vehicles they combine the functions of a bicycle and a motorcycle. The engines used on most mopeds are 50cc piston valve type 2-strokes that run of premixed gasoline and oil. The engine is started by pumping the pedals just like a bicycle

and once the motor is running it is operated with the throttle just like a motorcycle.

The history of mopeds goes back to 1923 and the founding of the maker Motobecane in France. Thanks to the popularity of the company's mopeds, shipments of these vehicles have exceeded one million units at their peak. Entering the 1980s, Yamaha Motor decided to make a major investment for management reasons and restart the company as MBK in 1984, and the work motivation and energy of the employees was maintained.

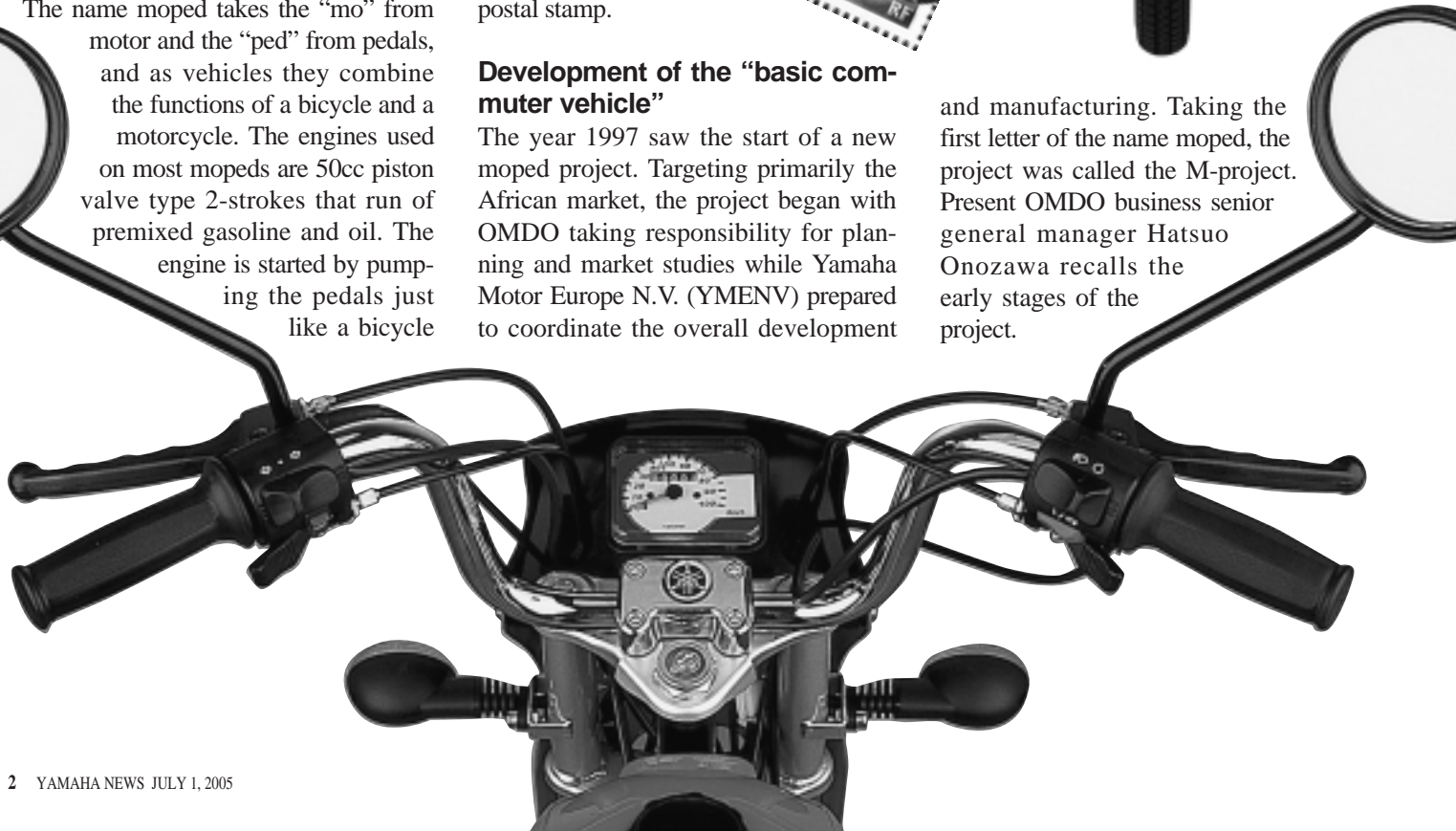
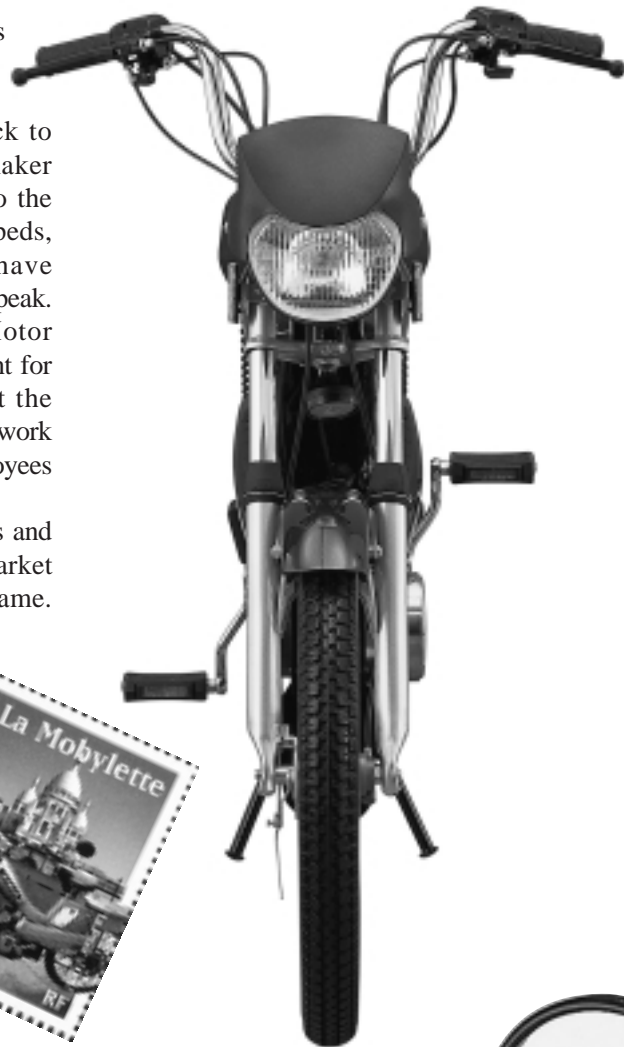
MBK inherited the moped business and continued to manufacture and market mopeds under the MBK brand name. Mopeds have been popular in the marketplace thanks to their convenience and stand as an icon of French culture. That status as a historic symbol of French transportation culture was expressed in recent years when MBK's "AV881P" model moped was pictured on a French postal stamp.



Development of the "basic commuter vehicle"

The year 1997 saw the start of a new moped project. Targeting primarily the African market, the project began with OMDO taking responsibility for planning and market studies while Yamaha Motor Europe N.V. (YMENV) prepared to coordinate the overall development

and manufacturing. Taking the first letter of the name moped, the project was called the M-project. Present OMDO business senior general manager Hatsuo Onozawa recalls the early stages of the project.



-The story of new mopeds

“In Africa it is possible for us to get government agencies and NGOs to invest in higher quality Yamaha products rather than other brands. But, in this market it is very difficult to sell the same products to private consumers because of the price. We knew that the way to reach people in these countries of Africa with products that could enrich their lives and bring real satisfaction was to supply products that are truly affordable for the average customer. That brought us to the idea of building a “basic commuter” bike that we hoped could create a synergistic effect with motorcycles to show more people the convenience and benefits of 2-wheelers.”

Once that aim was established, the Yamaha team worked in cooperation with the suppliers throughout the development, from creating the initial concept, the design and engineering and all the way to the production line, in order to meet the challenge of developing models that would truly match the real needs of the customers. This would be a pioneering pro-



ject aimed at opening up new markets, and it was decided that the stage for this new product development would be Istanbul, a city that has long been known as the crossroads between East and West.

Needless to say, not everything went smoothly from the beginning. There were several important questions confronting the project team. How much of the original moped design—which hadn’t changed in some twenty years—should be maintained? What was the best way to improve the reliability of the product? How could cost competitiveness be improved?

Developing new styling based on the opinions of the customers

One of the first problems the development team tackled was the styling of the new models. What kind of look should they have? Working with the design team from Amsterdam-based Global Design (GK Europe), market studies began with the aim of finding out the current tastes and trends among consumers in the African countries. Design



Like models of the past, the new mopeds are run normally by the motor only. The mechanism allows the rider to pedal as well to assist the engine when more power is needed at times like climbing hills. The body design features two chains, one on either side. One is for the pedal drive used when starting the engine or pedaling to assist the engine and the other is the drive chain connecting the engine to the rear wheel



OMDO's M-project staff, Halsuo Onozawa, Masatoshi Nakano, Kyoko Shimoishi, Takashi Koike (from left)



fullest in order to boost reliability.”

2004 brings rising popularity in main markets

Today, the production lines at Beldeyama are manufacturing mopeds with a monthly capacity of 4,000 units using parts supplied from over 100 vendors. And with this production capacity the Yamaha and MBK brand mopeds have won an unprecedented market share in the combined markets of Africa, France and Turkey.

However, even as the popularity of these models continues to rise in the marketplace, there are new market forces coming into play. OMDO’s

Kyoko Shimoishi comments: “We developed and launched our new moped models like the ‘Galaxy’ with a product concept of the ‘basic commuter’ vehicle. But, the African markets have seen an influx of inexpensive Chinese-made motorcycles in the last few years that have definitely undermined the appeal of mopeds as low-cost bikes to some degree. However, mopeds still have unique appeal in other areas, like the fact that (in most markets) mopeds and other 50cc motorcycles do not require a license, they are easy and convenient to use, they have durable engines and they cost less to repair.”

Ms. Shimoishi goes on to say, “For example, mopeds used to be the vehicle of choice among students in their teens in markets like France, but today new



The staff of the Yamaha Motor Casablanca Coordination Center (YMCCC) office in Morocco. This office was established in 2000 with the aims of improving communication with the area’s moped distributors and gathering market information

sketches of seven different prototypes were shown to customers in three of Africa’s biggest moped markets, Morocco, Tunisia and Burkina Faso, as well as Turkey.

The design concept that emerged from these studies was one of “sporty elegance.” Based on this, a new styling was developed that went beyond the traditional moped design.

The design work was supervised by YMENV as a joint project involving the technical engineers from Beldeyama and designers from the Italian design company Sanbarnaba. Together they created the design for a viable production model that reflected the voices of the users.

The essential design elements for the new chassis design were the kind of rigidity balance that would contribute directly to handling and running performance and the basic strength and durability a quality machine requires. At this

stage of the design, vital structural analysis work and the like were conducted at the Yamaha headquarters in Japan. Meanwhile, skeleton and clay models were created and the various manufacturing requirements worked into the design. One of the YMC engineers involved at the time, Masatoshi Nakano, recalls: “In designing the engine, which is really the heart of any vehicle, we based our decisions on factors like the global availability of parts and cost effectiveness as we worked to fulfill the original design requirements. We kept the piston valve design that has been a proven standard in this category for so long, and then we used our Yamaha technology to the



Beldeyama A.S. was established in Istanbul in 1997 as a joint venture between Turkey’s KOC Group and YMENV. Today the company employs 300 and since 2003 it has taken over the full moped manufacturing operations from MBK, making it a leading manufacturing base for mopeds in the Yamaha group. In 2004 it manufactured 50,000 units





In the French market a new model incorporating a catalytic converter unit was introduced to meet new exhaust regulations in 2003. Whereas the general trend toward scooter use is reducing the demand for mopeds, there are hopes that marketing efforts for new moped models will help cultivate new user groups

groups of moped users are growing in other countries around the world. This is because of the affordability of these bikes as basic commuter vehicles. That is why we are now introducing these models in markets like Morocco this year and we are also considering marketing these models in European countries other than France.”

The Yamaha tradition of pioneering new markets

The story of the new mopeds is a story of creating a manufacturing system based on regional needs and employing Yamaha technologies in order to revive a vehicle that was not a Yamaha product to begin with. But this kind of pioneering spirit is nothing new to Yamaha.

“In our various product ranges from out-board motors to motorcycles, OMDO has worked to bring out new products and new specs that meet customer needs according to the way the products are actually used in each different market,” says OMDO’s Takashi Koike. “For example, there is the case of the XJ900 police bike that is now being used in several African and Middle East countries. In addition to outfitting these models with the necessary police bike equipment like sirens, we have taken other region-specific measures like oversized cowling to help protect the machine from sand and dust while also meeting strict Yamaha requirements for high-speed performance. We are not just bringing in appropriate models from other markets. We are creating market-



In the African markets, the introduction of low-priced motorcycles from China has stimulated lower-end demand for two-wheelers. These imports have caused a reduction in demand for mopeds. In Morocco, however, license regulations for 50cc motorcycles and the ongoing popularity of mopeds have caused annual moped demand to expand to the level of 27,000 units. Plans call for the M-Project Yamaha mopeds to be introduced one after another in this important market



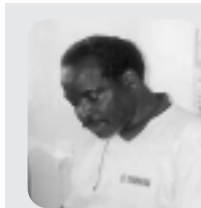
In the Turkish market motorcycle demand is growing once again after the country's economy recovered from economic crisis in 2001. In 2004, moped demand stood at 35,000 units. Of this, Beldeyama mopeds including the traditional "Mobylette" model and the Yamaha brand models together sold some 23,000 units. The company is looking toward a further expansion of this market in 2006

specific models that could even be called OMDO originals. It has always been Yamaha’s ideal to go into each market, listen to its users, observe the way they live and the way they use their products and then to build new products that fit those real needs,” he concludes. The three new moped models are prime examples of the pioneering spirit that

makes use of the Yamaha group network and the strengths of each local supplier to bring to market products that truly meet local needs. Born in France and remade by Yamaha’s pioneering spirit, these new mopeds are now bringing satisfaction to customers in countries far beyond the borders of their homeland.

Stansfield Motors Ltd. (Yamaha Franchise)

Location: Blantyre, Malawi
Chairman/CEO: Mr. D.G. (Tich) Robb
Yamaha Franchise Manager:
Mr. Berlington Idi
Yamaha Franchise employees: 20



Yamaha Franchise Manager, Mr. Berlington Idi



Our reporter: Gertrude Luhanga, Yamaha Sales Representative, Stansfield Motors Ltd.

Four decades of Yamaha business

For over 40 years Stansfield Motors Ltd. has been the distributor for Yamaha products in the South East African nation of Malawi. Stansfield Motors is a family owned company that was founded in Malawi in the early 1920s. Today it is a professionally managed corporate group operating distributor franchises for Yamaha Motor, Mercedes Benz, Mitsubishi Motor and Peugeot vehicles out of state-of-the-art premises situated in the major southern city of Blantyre, with branch facilities in the capital, Lilongwe, in the central region of the country and Mzuzu in the north.

As the distributor for Yamaha products in Malawi for more than four decades, Stansfield Motors Ltd. has made Yamaha motorcycles the market's leading brand here for many years. In addition to supplying a full range of agricultural use motorcycles and off-road motorcycles, including the AG100, AG200, DT125, DT175, RX100, YT115 and V80 models, the group's Yamaha Franchise also supplies Malawi customers with Yamaha outboard motors, generators and water pumps, lawn mowers, hammer mills powered by Yamaha multipurpose

Supplying quality products to an agricultural nation

engines and welding units powered by Yamaha generators to meet a wide range of industry needs. To handle the fast growing market for these products, Stansfield Motors has put together a dynamic Yamaha Team operating out of all three of the group's main offices with the responsibility of promoting and managing Yamaha products.



The workshop of Stansfield Motors Ltd. in Blantyre

Dedicated to customer satisfaction and continuous improvement

At Stansfield Motors, our mission is to deliver Customer Satisfaction whilst developing and nurturing a culture of Continuous Improvement within the company. We are committed to striving for excellence, integrity and professionalism in all that we do and to the growth and development of all our employees.

An important key to customer satisfaction in a market like Malawi is the quality and availability of after-sale service. We have high quality workshop facilities in Blantyre and we also have custom built premises in Lilongwe and a small facility in Mzuzu. Our workshops are fully equipped with the special tooling necessary for the products we market. In addition, we are continually updating our existing technical diagnostic equipment, to ensure that we meet optimum servicing standards and are able to quickly diagnose and remedy technical problems that arise.

Another important part of our efforts for "Customer Satisfaction and Continuous Improvement" is our intensive and ongoing internal and external training programs. We are totally committed to the

ongoing training and development of all our staff and have the full support of Yamaha, which regularly sends personnel to Malawi for staff and customer training. Some of our personnel also have the opportunity to travel to Japan, Kenya, Republic of South Africa and Zimbabwe to undergo training.

Meeting special needs of the agriculture industry

Stansfield Motors' Yamaha Franchise has been successful in boosting its sales turnover considerably by giving special support to our customers in large tea/sugar estates who maintain fleets of motorcycles like the AG100 and AG200. One of our fleet customers is the largest security company Securicor, who use AG200 bikes for patrolling on the sugar estates. To give them the height to see over the tall sugar cane, they also use camels in concert with the Yamaha bikes. Our fleet customers like Illovo Sugar (M) Ltd. mostly service their bikes themselves, but we provide them with consignment stocks of parts, which is very convenient for them. The consignment stock system helped us to improve our service delivery to the customers, which has in turn lifted our turnover.

cts and customer satisfaction in an

Rural mechanics have also been trained and positioned in the country's more remote areas in order to support our customers. There are over 10,000 Yamaha products in use in Malawi today and because they are widely dispersed throughout the country, we cannot hope to service them all. So, to facilitate reliable back-up we embarked on a program to train rural mechanics and certify and grade them with collateral support of tools, signage, overalls, and we inspect their premises regularly.

Stansfield Motors is also planning a mobile field service unit to enable our technicians to visit remote locations on pre-notified dates and service any bikes brought in, with a free estimate and good pricing, good back up services offered and of course the best product!



Many Yamaha bikes are used on large tea and sugar estates and Stansfield Motors provides these customers with consignment stocks of parts so repairs can be made right away



Yamaha AG200 bikes are used by a security company on sugar estates. The same company also uses camels on security patrols

Much appreciated customer services

Another aspect of maintaining a high level of customer satisfaction is teaching the customers to use their Yamaha prod-

Many customers participate with their own bikes in the "Yamaha Riding Academy" course held regularly around the country



ucts properly. We regularly run "safe riding courses" under the Yamaha Riding Academy program, which includes basic maintenance instruction for the users as well. These courses are well patronized by our customers, who bring their own Yamaha motorcycles to train with in all regions of the country where we conduct these courses. We are very grateful to the sponsorship by Yamaha Motor Company, Japan in these endeavours that help a lot in building the Yamaha brand.

One of the distinctive geographical features of Malawi is the large area of the country covered by lakes that support a local fishing industry. Here we have a company that custom-builds boats for fishermen. And at this moment the Mpwepe Boatyard company is building its biggest boat ever for a special project which will pioneer deep-water fishing on Lake Malawi and also transport people and their goods across Lake Malawi to Mozambique. This boat will be powered by a Yamaha inboard engine.

During 1980, the then Managing Director of Stansfield Motors attended Yamaha's 25th anniversary in Japan and a beautiful crystal gift from Yamaha marking that celebration adorns our current board room table. Now 25 years later, our current Chief Executive D.G. (Tich) Robb and our Managing Director David Grimes are planning to attend Yamaha's 50th celebration in Malta in November 2005. We take this opportunity of thanking Yamaha Motor and their people for

all their professional support over many years which has helped us considerably in making Yamaha the market leader in Malawi. But we are not complacent, as we know that companies are just like great football teams: they are only as good as their last win!

Republic of Malawi

Capital City: Lilongwe

Area: 118,484 sq km

Population: 11 million

Currency: Kwacha

Main products: Tobacco, Tea, Sugar

Malawi has been fondly referred to as "the Warm Heart of Africa" with its friendly people and beautiful lakes and mountains. Malawi also boasts the highest mountain in Southern Africa, called Mt. Mulanje, which towers through the mists and is a popular tourist resort. Mountainous areas in the north include the beautiful Nyika Plateau and the forested Viphya Plateau. The Great Rift Valley runs across Eastern Africa like an ancient scar from the Red Sea in the North to the Zambezi valley in the South. Malawi has two rift lakes—Lake Malawi and Lake Malombe—as well as Lake Chirwa and Lake Chiuta, which lie outside the Rift system. In all, over 20% of Malawi is covered by water. In the north the Rift Valley Escarpment rises steeply from the Lake, reaching elevations of 2,500 meters. Malawi is a beautiful country with cooler months from May to October which makes travelling comfortable for visitors from the Northern Hemisphere. The lush green summer from November to April is also a good time to visit. The May and June months combine the best of both seasons—cooler, still green with great visibility, which is good for photography. Game viewing is best in the hottest times of the dry season when the animals are forced to come to water sources, but of course the country is more attractive in the wetter, greener months. Bird watchers enjoy their best sightings in October and November.

2005 Road Race
World Championships
MotoGP

Rossi charging toward second straight title with Yamaha!

As of the end of the first six rounds of the MotoGP class of the road racing world championships, Valentino Rossi on his Yamaha YZR-M1 has won five rounds and finished 2nd once. This is even better than his performance in the first six rounds last year on his way to the 2004 title, when he had racked up four wins and two 4th places.

Rossi's 2005 charge began with a win in the opening round of the season. Then, in round two, the Portugal GP, he finished 2nd. But in the Shanghai round, the first GP ever held in China, he came back and despite a sixth position start on the grip, ran into the lead in the early stages and held on for his second win of the season. In round four, the France GP, Rossi battled for the lead with his teammate Colin Edwards and finally prevailed for win number three. Edwards held on to 3rd place, giving Yamaha its first two-man podium of the series and proving the awesome potential of the YZR-M1.

Next, in round five at the Italy GP, Rossi battled fellow Italian Max Biaggi (Honda) down to the wire and finally out-dueled him to capture his third straight win. Then in round six, the Catalonia GP, Rossi ran on the tail of Spaniard Sete Gibernau (Honda) in second place from the early stages. Finally, with three laps remaining Rossi ran the fastest lap of the race to go past Gibernau and take his fourth consecutive win.

As of the end of round six, Rossi stands far above the rest in the point ranking with 145 points, followed by Marco Melandri (Honda) in 2nd with 87 points, Biaggi in 3rd with 77 and Gibernau in 4th with 73. In the constructors' ranking, Rossi and Edwards have combined to put Yamaha on top, 24 points ahead of Honda. Looks like Yamaha is off to a good start toward a double title in its 50th Anniversary year.



Rossi, Edwards and Gibernau in a tight dogfight in round four, the France GP



Rossi and Edwards congratulate each other for their podium finishes (France GP)

Yamaha GMT94 endurance team wins the Le Mans 24 Hours!

The 2004 World Endurance Championship title winners, the Yamaha GMT94 team, took part in the Le Mans 24-hour Endurance Race held in France on April 16-17. Riding the Yamaha YZF-R1, David Checa, William Costes and Sebastien Gimbert ran a total of 830 laps in 24 hours to finish ahead of 2nd place Castrol Suzuki and grab a big victory.

Since the Le Mans 24 began in 1978, Yamaha has only won it once in 1991 with the team from Yamaha's French distributor at the time, Sonauto. Since 2004, Yamaha Motor France has supported the GMT94 team's participation in this race. That first year the team ran in first place into the 23rd hour only to be hit with mechanical trouble with an hour remaining and miss the win. The victory this time is the first in this race for Yamaha Motor France since the company was founded in 1992 and comes in Yamaha Motor's 50th Anniversary year. This year also happens to be the 40th year since Yamaha products were first sold in the French market.



At the last pit stop there was some tension as the team checked for possible oil leakage but they went on to win by a 20-second margin

The GMT94 team also hopes to do well at the Bol D'Or 24-hour race this autumn



2005 Motocross
World Championships
MX1 class

Everts runs in the lead like a true champ



The 2005 World Motocross Championships is being competed over a long 17-round series. After the first eight rounds Stefan Everts riding the Yamaha YZ450FM is running ahead of the rest in the series ranking with 339 points. Following in 2nd place is Joel Smets (Suzuki) with 276 points, Joshua Coppins (Honda) 3rd with 274 points, Michael Pichon (Honda) 4th with 261 and Ben Townley (KTM) in 5th with 254 points.

After taking the overall win in the opening round of the season, Everts finished 2nd at round two, the Spain GP. He then came back to win rounds three and four to secure his lead in the ranking. But, at round five, the Europe GP (Germany), he took a fall in the first heat and finished the day 4th overall. This brought the day's winner, Pichon, within nine points of Everts in the ranking.

The next three rounds were held on a tough schedule on consecutive weekends in Japan, Britain and Italy with long travel legs in between that put an additional strain on the competitors. In the Japan and British rounds Everts rode steadily to consecutive wins as his rivals fell and lost points. Another strong performance at round eight, the Italian GP, got him 2nd place overall, as he continued to rack up the points for a big series lead.

With nine rounds remaining, the championship title is far from won. There are sure to be tough battles ahead in the title race, and all eyes are on the champ Everts and his YZ450FM.



The WMX returned to Japan for the first time in ten years with the Japan GP as round six (May 29). Yamaha's Everts and Jorgensen grab a 1-2 start

Everts scored a perfect win at round seven, the British GP, his 84th overall win in the WMX

Team Yamaha China Tianjian runs strong at first China GP

On May 1, Shanghai hosted the first World GP race ever held in China. For this China GP a "Team Yamaha China Tianjian" was formed and two riders, Huan Shi Zhao (31) and He Zi Xian (29) were entered on the Yamaha TZ250 production road racer. These two riders had entered the 250cc class of the Malaysia GP in 2003 and at that time Huan became the first Chinese rider ever to qualify for a GP final, and then completed the race in 19th place. For the home China GP this time, however, their goal was for both riders to qualify for the final. A team of experience Yamaha race

staff joined the effort and helped prepare the riders and mechanics for the attempt with things like test runs on the Shanghai circuit prior to race week.

The first day of qualifying was rainy and the riders and team were all struggling to cope with the conditions. But on the dry second day both riders came through with their best race-week times and qualified for the final.



The two Yamaha Tianjian team riders pushed hard throughout the race to finish as high as possible

The final was also held in the rain, but this time the riders went out confidently, with He moving up from 28th to 16th position at the start and Huan moving up from 27th to 24th. As one competitor after another dropped out of the race, the two Chinese Yamaha riders became the darlings of the fans in the stands as they raced on valiantly to the wild cheers of the spectators. Riding hard to the end, they became the top Chinese finishers with He taking the checkered in 20th place and Huan in 21st. In doing so, they showed many new Chinese fans the excitement of motor sports.



The Team Yamaha China Tianjian riders were cheered on by ecstatic home fans

RACING

EXPRESS

We always welcome your contributions.
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The B-52's in retro Yamaha gear

USA

Yamaha and its dealers celebrate 50th anniversary at Business Meeting

On June 12th, nearly 3,500 dealer staff and their families representing 1,100 Yamaha dealerships nationwide gathered for the 2006 US Motorsports Business Meeting in Las Vegas, Nevada. The meeting began with a special 50th anniversary presentation including opening speeches by YMC President Takashi Kajikawa and Yamaha Motor Corporation, USA (YMUS) President Akira Sano. Then, the exciting new motorcycle, ATV and Side-by-Side (SxS) models were introduced to the resounding approval of the audience. The next day dealers attended seminars on Customer Service, Star Motorcycle marketing and more. Finally YMUS hosted an unforgettable gala 50th Anniversary dinner party with guests including former Yamaha champions like Wayne Rainey, Eddie Lawson and Broc Glover and music by the popular The B-52's rock band.

From Brad Banister, Yamaha Media Relations Manager, YMUS



The new "Road Liner" joins the popular Star brand cruisers as the new flagship



YMC's president Kajikawa addresses the US dealers

Sri Lanka

Yamaha distributor awarded for tsunami relief efforts



Mr. Ruwan Perera was awarded for tsunami victim relief efforts

Sri Lanka was one of the nations hit hardest by the Indian Ocean tsunami (tidal wave) at the end of last year. In its aftermath, the people of Associated Motorways Ltd.—parent company of the Yamaha marine distributor—quickly got involved in delivering food and other supplies to victims in the stricken areas. The Yamaha distributor, Associated Motor (Lanka) Co., Ltd., also took its mechanics around the coastal areas to offer free outboard motor repairs for the fishermen whose boats had been struck. For his role in these efforts, the company's Sales Manager, Mr. Ruwan Perera, was presented a recognition award by the Sri Lanka Institute of Marketing at a ceremony on Feb. 12.

From Reiko Kirihara, OMDO, YMC

Solomon Islands

Yamaha DT125 motorcycles for first presidential motorcade

On January 29th, 2005, when the President of Taiwan, Mr. Chen Shui-Bian, visited the Solomon Islands, he was given the very first motorcade in the history of this South Pacific island nation. It was for this occasion that the Police Dept. decided to introduce police bikes for the first time and Yamaha distributor for the Solomons, Y. SATO (ROVIANA) & CO., worked quickly to complete the delivery of six units of DT125 and all related procedures.

In addition to the big demand for Yamaha outboard motors and generators, which play an important role in inter-islands transportation and as power sources in Solomons, this special motorcade event has now boosted the demand for Yamaha motorcycles.

From Africa, Caribbean and South Pacific Div., OMDO, YMC



The DT125 bikes supplied to the Solomon Island police

China

Shanghai Boat Show becomes Asia's largest

From April 8-11, the exhibition center of Shanghai near the city center was the venue for the China International Boat Show 2005, now said to be Asia's largest marine trade show. With some 256 companies including boat builders from Japan, Europe and North America showing their products, the scale and quality of this boat show reflected the dynamic economic growth that its host city Shanghai has achieved in recent years.

Yamaha made a strong appeal for its status as a comprehensive marine maker with a booth showing an impressive array of products from boats like the 25 ft. cruiser "LUXAIR" and the "CR28" (Japanese market models) to outboard motors and marine diesel engines.



The Yamaha booth displayed boats, outboard motors and marine diesel engines

Australia

YMA supports Surf Life Saving competition



YMA supplies Australian surf life saving clubs with Yamaha outboard motors, WaveRunners and ATVs for surf rescue purposes



Winners are awarded at the Yamaha sponsored Australian National Surf Life Saving Championship

The Australian National Surf Life Saving Championship, known as the "Aussies," was successfully held in March at Kurrawa Beach on Queensland's Gold Coast with Yamaha Motor Australia Pty. Ltd. (YMA) serving as one of the main sponsors. With over 8,000 participants from 285 surf clubs around the country competing in events such as swimming, surf ski paddling, surf board racing and team rowing, this is one of the biggest sporting events held anywhere in the world. And of course it attracts huge amounts of interest nationwide.

YMA also sponsors the national surf life saving organisation SLSA as a preferred supplier and provides its clubs with Yamaha outboard motors, WaveRunners and ATVs for surf rescue purposes. A few days before the "Aussies" event, SLSA club members met with Queensland Yamaha representatives to pick up their products for the coming year.

From Sean Hawker, YMA, Australia

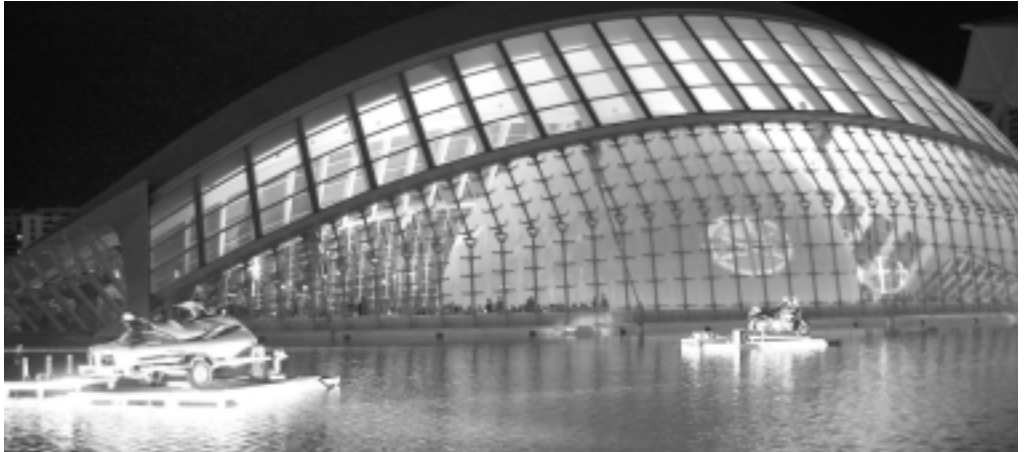
YMES celebrates YAMAHA's 50th anniversary in Valencia

Over the three days of May 3, 4 and 5, 2005, Yamaha Motor España S.A. (YMES) celebrated the 50th anniversary of the Yamaha group. The celebration took place in conjunction with the Spanish Dealer Convention, which gathered 500 guests at the "City of the Arts and the Sciences of Valencia," a complex that is currently considered a masterpiece of modern Spanish architecture and culture.

May 4 began with the commercial convention in the two chosen hotels. That evening at 20:30, the whole group went to the Hemispheric facility for an image and sound show and artificial fireworks and a gala dinner to celebrate the 50th anniversary of YMC. The show started with a great projection using the Hemispheric as a giant screen with the theme "Passion, *Kando* and the Future" and welcoming words from Mr. Inumaru, president of Yamaha Motor Europe N.V.

The show highlighted the *Kando* philosophy of Yamaha and reviewed the 50 years of the company's history. Soon after, at the gala dinner, the president of YMES, Mr. Jorge Lasheras, presented as guest of honour Giacomo Agostini, 15 times World Champion in the 350cc and 500cc categories. Mr. Agostini assured that "to be a great champion it is necessary to win with Yamaha."

From Meritxell Romero, YMES, Spain



The event concluded with a pyrotechnic extravaganza characteristic of the city of Valencia



At the gala 50th anniversary dinner

Australia

YMA sponsors successful Superbike World Championship round

As part of the 50th anniversary celebrations, Yamaha Motor Australia Pty. Ltd. (YMA) has become the first distributor to sponsor a round of the Superbike World Championship.



"We wanted to celebrate our 50th anniversary in combination with Yamaha's return to the Superbike World Championship. By doing so at such a high profile event, Yamaha is at the top of everyone's minds," explains YMA director Steven Cotterell.

Many thousands of spectators saw an abundance of Yamaha signage around the famous Phillip Island circuit and a purpose built Yamaha expo area. Track marshals were issued WR enduro bikes and YFM350 Raptor ATVs, while those who signed up for Yamaha's Corporate Hospitality were treated to many behind-the-scenes opportunities like pillion rides aboard a Yamaha YZF-R1, visits to the Yamaha pit areas and exclusive autograph sessions with the Yamaha riders.

From Sean Hawker, YMA, Australia

Colombia

Yamaha contributes to education long-term

The Yamaha marine and power product distributor in Colombia, Eduardoño S.A., offers a prime example of the strong global Yamaha group commitment to corporate social responsibility. For several years Eduardoño has continued a campaign that contributes school notebooks to elementary and middle schools through its



Colombian children happily receive their donated notebooks

public-service Eduardoño Foundation on the belief that contributing to education is one of the best ways to contribute to society and people's lives. Starting with 20,000 notebooks in 2000, the campaign has spread nationwide, with 72,036 notebooks in 2005. The campaign involves Eduardoño's dealer network, which not only brings Yamaha closer to the dealers but also brings the dealers closer to their communities.

From Kazuro Yamaguchi, ME Company, YMC

France

Yamaha 50th anniversary celebration at Coupes Moto Légende



Giant posters showed the famous Yamaha riders of the past 50 years



The legendary Yamaha riders, (from left) Christian Sarron, Phil Read and Giacomo Agostini gathered to celebrate the 50 years of Yamaha Motor

Despite bad weather, some 25,000 visitors attended the Coupes Moto Légende on May 21 and 22 at the famous Dijon track. Gathering to celebrate the 50th anniversary of the founding of Yamaha Motor were legendary Yamaha champions including Giacomo Agostini, Phil Read, Christian Sarron, Kent Anderson, Lansivuori and Philippe Coulon. Hundreds of fans had their dreams come true when they got to meet and receive autographs from such famous racing stars. Thousands of people could also admire Yamaha Motor France's (YMF) exhibition of about 30 historical motorcycles and giant posters showing Yamaha riders of the last 50 years. Many Yamaha bike owners register to join in the Yamaha Parade on the circuit.

Meanwhile, the local dealer "Route 21" of Chenove close to Dijon set up a display of the 2005 Yamaha model range.

From Communication and Events Department, YMF, France

United Kingdom

Isle of Man Post issues "Yamaha – 50 Years" stamps



The "Yamaha – 50 Years" commemorative stamps issued by the Isle of Man Post

For 50 years Yamaha has been synonymous with The Isle of Man TT races, to mark this half a century landmark Isle of Man Post is issuing a set of six "Yamaha – 50 Years" commemorative stamps at a time that also coincides with the 50th anniversary of the Island's other premier road race meeting, the Southern 100. The stamps feature a roll call of some of the most famous names in motorcycle racing, Bill Ivy, Phil Read, Joey Dunlop, Ray McCullough, Steve Hislop, David Jefferies, John McGuinness and Carl Fogarty, all of whom achieved success on Yamaha machines.

The Netherlands

4th Yamaha European Technician Grand Prix winners crowned

Yamaha Motor Europe N.V. (YMENV) recently organized the 4th Euro Tech GP. This contest for Yamaha motorcycle mechanics was held on April 19-21 at YMENV. Top technicians from nine European countries competed in practical troubleshooting and a written exam to become the best Motorcycle Mechanic of Europe.

The competition results produced a clear winner and second place, but for third place there were two competitors tied with exactly the same point totals. Now these four European winners are invited to officially represent Europe at the World Technician Grand Prix, which will be organized at YMC in Japan, where they will compete against the best Yamaha technicians of the world.

From Marc de Graaf, PTW Service & Testing Department, YMENV, The Netherlands



The four winners from left to right: 2nd place Charles Chamorel of Burnier Bernard, Hostettler (Switzerland), the European Champion 2005 Brian Hovinga of Motoport Almere, YMNL (Netherlands), tied 3rd place finishers Philip Vanhouttegem of Motocity, D'Ieteren Sport (Belgium) and Nigel Cartwright of Alf England Motorcycles, YMUK (UK)

European Champion 2005 Brian Hovinga during practical troubleshooting

Italy

Sony and Yamaha announce partnership for Italian GPs

Yamaha Motor Italia S.P.A. (YMIT) announced a partnership with Sony Italia, the Italian distributor of the world-leading Japanese consumer and commercial electronics company. With this agreement, the Yamaha Motor Italia racing team will display the Sony branding prominently on the YZF-R1 machines of riders Noriyuki Haga and Andrew Pitt at the three Italian rounds of the Superbike World Championship;



Andrew Pitt (left), Noriyuki Haga and their YZF-R1 machines

in Monza on May 8, Misano on June 26 and Imola on October 2. The Monza GP is the home race for the Yamaha Motor Italia squad, and the partnership with a prestigious company like Sony makes the event even more important.

From: Yamaha Racing Communications, The Netherlands

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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 by the e-mail, (Ms.) Rika Niwa, at the address below.
E-mail: yamahaneews@yamaha-motor.co.jp

The YBR125G takes on the Chomolungma – Urumqi Touring Raid

The YBR125 “Tianjian” Riders

Huang Yan Dong, Song Guang Jie, Bai Hua Shun, Liang Zhong Tao, Zhang Xiao Dong, Xu Zi Qiang - YBR125G “Tianjian” Off-road Version



Six intrepid Chinese riders team with the YBR125

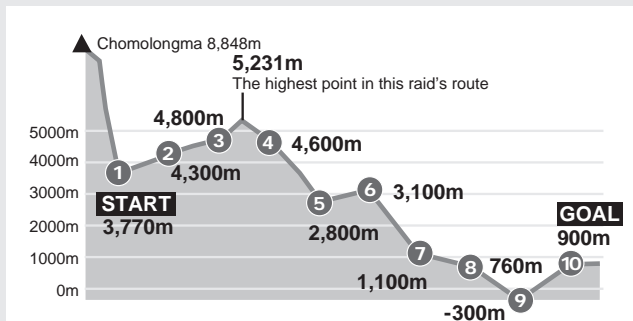
Western China is a vast land of varied and beautiful landscapes stretching from the Himalayan mountains along the border with Nepal in the south, across the great Tibetan plateau and on north through the grasslands of Qinghai province to the edge of the

deserts where ancient caravans carried goods to the East and the West over what came to be known as the Silk Road, and finally, on to the arid plains of Uygur. To many Chinese these great expanses of the west have a mysterious and often breathtakingly beauty. This was the land that Yamaha Jianshe Motor Shanghai Marketing Co., Ltd. (YMSM) chose for a grand-scale touring raid that took as its theme “Into the Land of Azure Skies.” The tour would cross 3,000 km during late May and early June. Applicants were sought to participate as riders on the tour from across China, and from the over 500 people who applied, six motorcyclists with seven or more years of riding experience were chosen. They came from different parts of the country and different walks of life, but all of them had one thing in common: a love of YAMAHA motorcycles.

In late May the six riders met for the first time, and together with a support staff of Chinese and Japanese specialists, they set out on an adventure-packed 14 days of touring over mountains and through valleys they will never forget.

The machine used on this touring raid is the YBR125 “Tianjian” that is manufactured in China by Chongqing Jianshe Yamaha Motor Co., Ltd. (CJYM) and has sold over 200,000 units since its Chinese market launch in 2003. This 125cc 4-stroke street bike would be taking on a tough course that crossed mountain passes as high as 5,231 meters and dipped into scorching desert valleys lying 300 meters below sea level. And, even as the riders suffered from altitude sickness and struggled through biting sand storms, the one thing they never had to worry about was their dependable

YBR125s. Everywhere they went, people’s attention was caught by these riders running as if at one with their trusted machines. And, it was these handsome but rugged YBRs that became the topic of conversation that started so many exchanges between the riders and the local people wherever the tour stopped.



challenge of China's wild west



Xu, Zhang, Liang, Shanghai Yamaha's President Won, Song, Bai and Huang (from right to left) at the closing ceremony reception

Facing the forces of nature and bonding with their machines

On May 22 all the preparations had been made and the touring raid set out from its starting point in the Tibetan capital, Lhasa. Over the first three days the riders rode at an average elevation of 4,500 m on the way to the tour's first big challenge, the Tanggula Mountains. The route was much harder than anyone had expected, and on the second day out, at the 4,800 m town of Amdo, two of the riders, Mr. Bai and Mr. Liang were stricken so badly by altitude sickness that they had to be sent back to a hospital, in what was a tearful temporary parting for the disappointed pair. But this parting only strengthened the determination of the remaining four to carry on for their sakes. And with that will they set out to cross the 5,231 m pass at the "Entrance to the Tanggula Mountains" that would be the tour's highest elevation. The night before snow had fallen, so the road surface could be treacherous, and all the while the tell-tale headache and dizziness of altitude sickness grew worse. Still, they rode on carefully and when they finally crossed the pass, the riders stopped to savor their accomplishment with hearty embraces and pats on tired shoulders.

One of the biggest reasons that the riders were able to concen-

trate fully on their riding in this strength-sapping 5,000-meter environment was the YBR125G Tianjian Off-road Version machines they were riding. The only significant change that had been made to these production models was the addition of a high-altitude carburetor that automatically adjusted the air intake volume in the thin air of the

high altitudes all the way up to 5,000 meters. And the faultless performance through it all made the riders come to trust their YBRs completely.

Within a few days Mr. Bai and Mr. Liang were able to rejoin the tour. It was as if their strong desire to be riding their YBR125s with the team once again had sped their recovery. From that point on, all six riders rode as one to the goal.

High altitudes would not be the only hardship mother nature had in store for the touring raid. Near Dunhuang the riders would see mirages as they rode through the blinding expanses of arid desert, and near Turpan they would encounter blustering winds that knocked large trailer trucks right over on their sides. But, even when the desert temperatures soared to 40 degrees Celsius and the winds whipped up running clouds of fine sand, the YBRs never faltered at all. All the machines reached the goal without even one minor problem.

The spreading Yamaha spirit

Though the road was often hard and the going painful, there were also many heart-warming encounters along the way. As the tour approached the city of Hami on

the ninth day out, they were greeted on the outskirts of the city by 14 members of a Yamaha touring club from the town of Karamay several hundred kilometers away. All of them were big Yamaha fans and they had come all that way to offer whatever support they could. From there everyone paraded together, a big 20-bike caravan of Yamahas cruising proudly into town. When the tour left Hami two days later after a day of rest, the bikers were there again to escort the tour toward the next town. This kind of support from fellow Yamaha fans lightened the spirits of the six riders even as the fatigue of the journey was reaching its peak.

This kind of warm welcome had been seen frequently along the entire 14 days from Lhasa to the tour's final destination on June 4, the beautiful lake of Tianchi in a scenic mountain setting outside of the city of Urumqi. What had gotten the tour through the snowy mountains, burning deserts and days of endless gravel roads to this spectacular goal, however, was none other than the faultless reliability of the YBR125s. Without the complete trust everyone had in the machine, it is doubtful whether the riders and the staff could have been able to work together as well as they did.

Said Mr. Zhang, the amiable spokesman of the riders, "The weather and the touring conditions were often harsh, but I will never forget the fun of having ridden with this great group of bikers. I want to thank the Yamaha staff who gave us this opportunity and the YBR125 Tianjian." As the six smiling riders relished the beauty of their final destination, there at their sides, shining in the sun were the YBRs that had gotten them through everything China's wild west had tested them with.



At 5,231 meters at the "Entrance to the Tanggula Mountains"

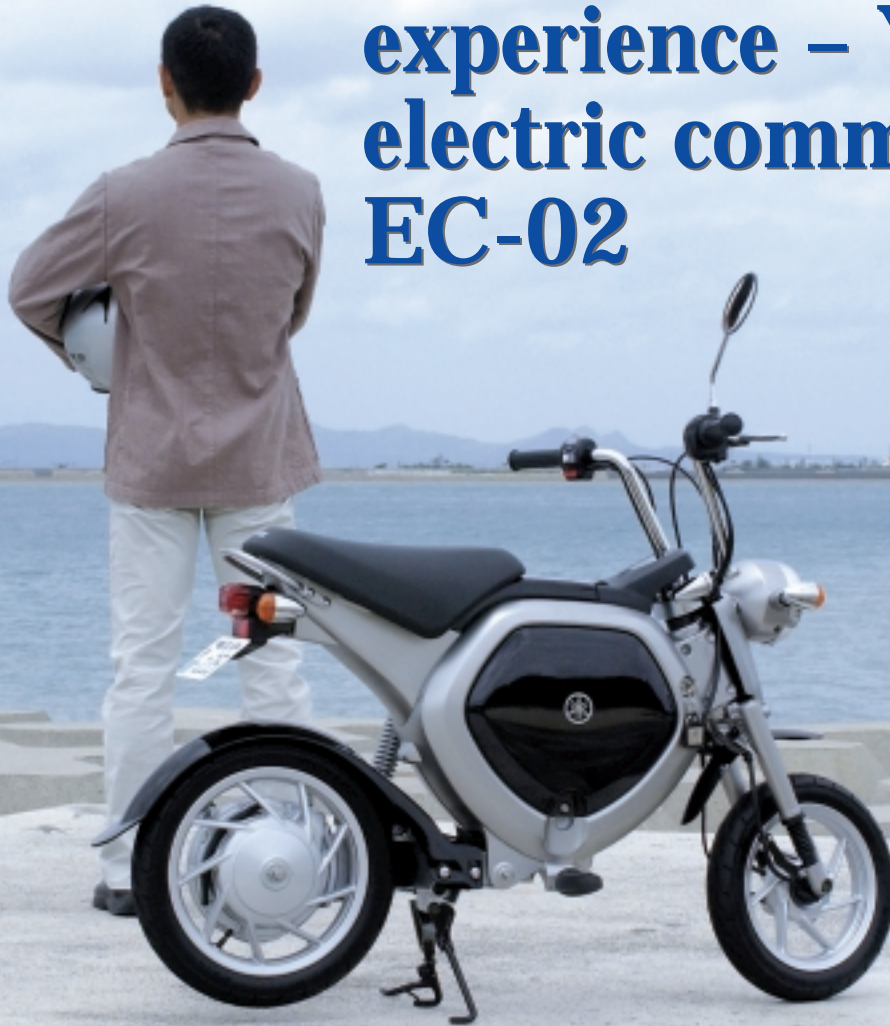


Parading through Hami with the members of the Yamaha touring club from the town of Karamay



Around the final destination, Tianchi Lake. There were lots of dirt courses like this to ride

A whole new riding experience – Yamaha's electric commuter, EC-02



This spring, Yamaha launched on the Japanese market an “electric commuter” that runs 100% on electricity from the world’s most advanced level lithium battery. This new vehicle represents Yamaha’s second “EV” (Electric Vehicle) following the “Passol” launched in Japan in November of 2002.

Developed under the theme of a “Fun-to-ride minimum commuter,” the new EC-02 is packed full of the latest technologies, including many innovations garnered from Yamaha’s cutting-edge electronics. Being a 100% electric powered vehicle, the EC-02 runs quietly with absolutely no exhaust gas emissions and is maintenance-free. What’s more, its lightweight,

compact design and short wheelbase give this bike easy, agile handling and a smooth and lively ride. All this means that the EC-02 is sure to offer a fresh and easy to enjoy ride, not only for experienced motorcycle users but also for people coming to a motorized 2-wheeler for the first time.

Another thing that people will notice right away about the new EC-02 is its unique, playful look, built around an aluminum die-cast frame. Also, the pentangle-shaped side panel is exchangeable to allow owners to customize the bike to fit their own tastes. Owners will also be pleased to find that the clean, oil-free design and foldable handlebars and footrests make it easy to

store the bike indoors or carry in an automobile. All of these features make the EC-02 a product that is sure to offer many customers an enjoyable and entirely new type of rider-vehicle relationship.

Yamaha is dedicated to developing clean-running commuter vehicles, including not only battery-powered electric bikes like the EC-02 but also fuel cell models and hybrid models, under the development key words of “Exhilarating fun,” “Interesting when not being ridden, too,” “Sense of quality” and “Environmental friendliness.” These R&D efforts are sure to bring us more exciting Yamaha vehicles in the future.

