

YAMAHA MOTOR CO., LTD.

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BIMONTHLY



To Be the Best of the Best

Around 17,000 certified Yamaha service staff are active in motorcycle business all over the world. Their endeavors to achieve Yamaha customer satisfaction are helping Yamaha become the customers' "Only One" brand. The YAMAHA World Technician GP gives outstanding service people like these the opportunity to prove they are the Best of the Best.

21 Yamaha motorcycle service technicians from 17 countries worldwide compete in “YAMAHA World Technician Grand Prix 2005”



On the very front line of the motorcycle industry, in a vital position between the customers and the products they love and depend on, there is a dedicated corps of Yamaha service people who are working all the time to improve their skills and build strong relationships with each and every customer under the motto “One to One Service.” Over the two days of October 18 and 19, a group of 21 qualifying Yamaha motorcycle mechanics from dealerships and distributors in 17 countries gathered in Japan to compete for the title of No. 1 in the world in the “YAMAHA World Technician Grand Prix 2005.” It turned out to be a contest that exemplified Yamaha’s determination to be the customers’ “Only One” brand, because these are people who are working all the time to be the “Only one” for each and every customer they serve.

Building a Yamaha standard

This “YAMAHA World Technician GP” contest was begun as a part of the YTA (Yamaha Technical Academy) program YMC has been promoting since 2000. YTA is a serviceman training program that was created with the purpose of establishing a “Yamaha standard” to ensure that customers all over the world can always receive the same high-level quality service at any Yamaha dealership through education based on world-unified texts, curriculum, qualification and certification standards.

To help ensure the spread of this educational program, a global system of YTA training centers was established, beginning with Yamaha Motor Corp. U.S.A. (YMUS) and Yamaha Motor Europe N.V. (YMENV) and including a total of 13 centers in six regions: Yamaha Motor Taiwan, P.T. Yamaha Motor Kencana Indonesia, Shanghai Yamaha Jianshe Motor Marketing and Yamaha Motor

India in Asia, YMNEV, MBK and Yamaha Motor España in Europe, Yamaha Motor Do Brasil, INCOLMOTOS and Yamaha Motor Mexico in Central & South America, YMUS in North America, Yamaha Motor Australia in Oceania and Yamaha Motor Marketing (YMMJ) in Japan.

The main activities involved in the serviceman training program include (1) creating an education/training network based at the main distributorships around the world, (2) training of service instructors led by the YMC headquarters, (3) training of instructors for neighboring countries by the global bases of the YTA network and (4) holding of service contests (at the national and regional levels).

These efforts to build an educational system and expand the training base network have led to the establishment of the YTA program in 34 countries and the qualification of 16,774 certified



Yamaha service people who are now working daily at the front line in the motorcycle market to be the customer's reliable partners in service. It should also be noted that 99% of the motorcycles exported from Japan or manufactured at Yamaha's overseas bases are sold in these countries that have already adopted the YTA program.

Competing to be No. 1 among the world's Yamaha service people

The recently held "YAMAHA World Technician GP" is the world final for

serviceman contests that are being held worldwide as part of Yamaha's serviceman training activities. In addition to deciding who is the No. 1 Yamaha service person, this contest aims to help win more Yamaha fans around the world by providing high added-value service while also raising the service people's consciousness of their place in

the global Yamaha group, stimulating the desire for improvement and building and strengthening the worldwide Yamaha service network.

For this 3rd holding of the YAMAHA World Technician GP, following events in 2002 and 2003, the slogan was

"Create Customers Smiles" and a total of 21 servicemen from 17 of the 23 countries involved qualified for the final. The categories contested over the two days of competition included customer reception/handling skills, a written test and troubleshooting and repair on actual motorcycles, and the winners were decided on the basis of cumulative points in the three test areas. Competing this time was an international group of representatives from Australia, winner of the last contest, Belgium, Brazil, Canada, China, Colombia, India, Indonesia, Japan, Malaysia, the Netherlands, Pakistan, Switzerland, Taiwan, Thailand, the UK and the USA.

What the service people showed amidst the pressure of competition

During the first day of competition the contestants were tested in their customer reception and handling skills. In this 10-minute test the service men had to show how they receive a customer and fill out the appropriate forms for a repair job, all before the judges and a large gallery of observers. Amidst the pressure of this moment of receiving a customer in an unfamiliar environment, one could even see the pens in some of the servicemen's hands shaking. But, once the actual task of receiving the customer's service order began, they quickly regained their composure and confidence as Yamaha specialists.





during this allotted time the contestants would have to find the problem with a machine, repair it and then confirm the success of the repair job in a test run and finally prepare the bike for return to the customer. Battling against the clock and their own tension, you could see the sweat fall from their intense faces as they worked. As the end drew near you could hear the silence of the competition area broken as the first of the repaired engines was fired up. Everyone looked up from their work at once and then went back to work with

world final.

When the competition was over and it was time to hand out the awards, who would appear as the award presenters but Yamaha's two 2005 world motocross champions, Stefan Everts and Antonio Cairoli. The winner was the representative from Japan, Mr. Haruki Hamasaki, 2nd place went to Mr. Wu Cheng Wen of Taiwan and 3rd place was a tie between Mr. Sommitr Labuth of Thailand and Mr. Greg Slatery of Australia.

The gains reaped from the "YAMAHA World Technician Grand Prix 2005"

After the awards ceremony the four winners made a joint comment: "It is the goal of all Yamaha service people to compete in the YAMAHA World Technician GP, and that goal is a motivation for us in our daily work. But, being among the top finishers here is really just a step along the way, because our final goal is to use the service skills we have gained here to bring greater satisfaction to our customers."

The technical skills that the contestants have shown in this contest may be only a small part of the Yamaha activities that are being implemented on a global scale today, but just as

The remaining two tests were held on the second day of competition. Although some of the nervousness of the previous day was gone, there was still tension in the air as the contestants opened the envelopes of the written exam texts, which had been translated into each of the contestant's native language. The tension seemed to reach its peak in the few seconds before the signal was given to begin the test. And once the signal was given, the pencils began to move quickly across the papers as silence enveloped the room. By the time of the five-minute warning before the end of the test time, some contestants were rushing to finish, while others were going back over their answers for a second check or simply closed their eyes to wait for the final bell. When it was over, there was a look of satisfaction on their faces.

Now it was time for the biggest part of the contest, the troubleshooting and repair session working on actual machines. The 80-minute time limit seemed like plenty of time at first, but

increased speed. One by one the other engines also fired up, and although not all the contestants were able to get their machines running, it had been a high-level competition worthy of the YTA



Yamaha's engineers are working constantly to develop products that the customers can use and love as their "only one," all of these service people are constantly improving their skills with the aim of being the customer's "only one" too. And when these two efforts come together, Yamaha is truly on its way to becoming the customers' "Only One" brand.

Outline of the Contest

The contents of this year's contest included (1) a written test on mechanical engineering, Yamaha products, the motorcycle industry and CS knowledge (60 min.), (2) a practical skills test of pre-delivery machine preparation, troubleshoot-

ing and post-repair road check (80 min.) and (3) customer reception/handling skills and contents (10 min.). From the results of these three tests, 1st place, 2nd place and 3rd place finishers were decided on the basis of total points.



Written test



Customer reception skill test



Practical skills test

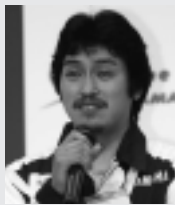


Test ride

1st Place:

Mr. Haruki Hamasaki, Japan representative (YSP Nerima-nishi, Tokyo)

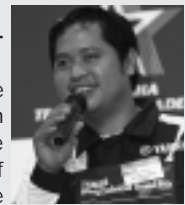
These two days showed me once again that "You can do it if you try" and the importance of making the effort. In my daily work I have always made it my policy to try to "Create Customers Smiles" just like this contest's slogan. This victory inspires me to work even harder to become a good partner for my customers. And I also want to share this experience with other service people around me so that we might see a second and third Japanese champion some day.



3rd Place:

Mr. Sommitr Labuth, Thailand representative

I felt a lot of pressure in representing the service people of Thailand in this competition, so I am relieved to have received this prize. I consider the things that I have learned over these two days of competition to be a great asset for me as a service technician. Though I value this prize, I will continue to work with pride to offer the customers even greater satisfaction. When I get back to Thailand I will also share this experience to help nurture the next generation of skilled service technicians.



2nd Place:

Mr. Wu Cheng Wen, Taiwan representative

I am very happy to see the skills I have acquired over the years be recognized in this way. I want to take this experience back to Taiwan and share it with other service people in hopes that they can some day compete here and show a high level of technical skills and knowledge. In the end, this kind of effort will contribute to greater customer satisfaction.



3rd Place:

Mr. Greg Slattery, Australia representative

I'm just very happy. I want to share all the things I have experienced here with the staff at our dealership, and also work through a growing network of service people to communicate the importance of service activities. Personally, I want to continue to improve my level of service skills and to keep on offering service that the customers can really appreciate.



Correction: We wish to correct and apologize for a mistaken reference on page 3 the Up Front article of our last issue (#5) of *Yamaha News* to the SSV as 2-passenger type of ATV. The SSV is not an ATV but a separate category.

Motor Sport Inc.

Location: San Juan

President: Mr. Héctor Fossas

Employees: 45

Motor Sport Inc., promotes Yamaha line in Puerto Rico



Our reporter: Mr. Héctor Fossas, President, Motor Sport Inc.



The Motor Sport Inc. head office facility in San Juan

Expanding for growth in the marine and motorcycle markets

Motor Sport Inc. was founded in 1970 in the sunny Caribbean island of Puerto Rico as a motorcycle importer. In 1988, brothers Arturo and Héctor Fossas bought Motor Sport from their father and his partner. Since then Motor Sport has grown to a company with 45 employees and has increased sales more than 25 times. Today, we sell almost all Yamaha products including motorcycles, outboards motors, generators, WaveRunners, jet boats, golf cars and more.

In 2001, Motor Sport moved to a new 7,000 square meter facility located in a suburb of the island's capital and largest city, San Juan. In addition to our main offices in San Juan, we have two branch offices in the western part of the island about three hours from the capital and

another in the east. Besides our own stores we have a sales network of six motorcycle dealerships and eight marine dealerships. Most of the motorcycle dealers are multi-brand shops that sell scooters, ATVs, WaveRunners and generators. On the Marine side, most dealers are boat importers selling the American brands like Grady White, Contender and Century.

Leading the marine market with outboards and WaveRunners

The principal outboard market in Puerto Rico is for pleasure and sport use. The majority of our sales are to independent importers of boats like Grady White, Contender, etc., which usually prefer to mount reliable Yamaha outboards. Yamaha has close to 45% share of the total outboard market, which makes it the

best selling outboards are the 4hp, 40hp, 85hp, and 200hp 2-strokes and 4-stroke engines. In the commercial fishing market, Yamaha is the leader with more than 80% of the market share.

Soon, Motor Sport Inc. will inaugurate a new store dedicated solely to boat sales in another area of San Juan. We sell mainly boat lines from the US makers like Stamas yachts, Angler boats and Mainship trawlers in order to expand Yamaha outboard motor by ourselves. The reason for this new store is that boats require a lot of space and if we want to grow in this segment, space is essential.

We also expect our WaveRunner sales to start increasing, as the market recovers from a drop in sales in the last few years because of government regulation.

Leisure use defines the motorcycle and ATV markets

The motorcycle and scooter market in Puerto Rico is leisure oriented. Our best selling motorcycles are the V-Star 650 and 1,100 cruiser models. This year we expect to sell over 1,150 units of motorcycles and scooters. In a market where the sales network consists largely of multi-brand dealerships, Yamaha is the best selling motorcycle brand on the island.

best-selling brand in Puerto Rico. Our

Another thing that defines the Puerto Rican market is the popularity of ATV



Motor Sport handles all types of Yamaha vehicles



PUERTO RICO

Capital: San Juan **Area:** Puerto Rico is an island of 9,000 sq. km
Location: Caribbean Sea **Population:** 3,800,000 **Language:** Spanish

oting the full Rico

riding as a pastime, especially among young people. Most of the use is on rural roads or in the island's mountains, but you can also see people making convenient use of ATVs on the dirt roads in San Juan's suburban neighborhoods where they are permitted to run. ATVs are so popular that they have their own classification on the racing track as well. Our annual ATV sales are slightly more than 1,000 units, with the Raptor, Banshee and the Blaster being the best sellers.

Another segment of the ATV market we are entering is the utility-use market. We believe that there is big potential in this segment, especially for police beach patrol and at the resort hotels. Until now this market has been dominated by our competitors, but with the Grizzly, Kodiak and Rhino, and the possibilities of offering Yamaha golf cars as well, we will have an advantage over our competition in this segment.



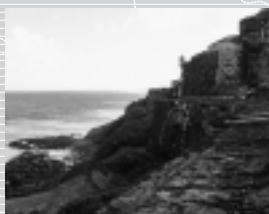
Preparation for inauguration of our new boat store

Building toward the future with customer education

From July 12 to 15 this year a Yamaha ATV Riding Instructor Course was held at the Barceloneta Race Track in Puerto Rico. A group of participants from Panama (1 person), Guatemala (2 persons), Belize and Puerto Rico (3 persons) were certified as instructors under the Yamaha Riding Academy (YRA) program by Yamaha's Mr. Hidenobu Tou (YRA Instructor) and Mr. Masayoshi Ono



Old San Juan



In the past the El Morro fortress was actually used to defend the city in time of war

Puerto Rico is a tropical island washed by the waters of the Atlantic Ocean on its north coast and the Caribbean Sea on its south coast. It is an island with many rivers that flow down from the chain of 1,000-meter peaks that run down the center of the island, with the tallest summit being Mt. Punta at 1,338 meters. These mountains and rivers and palm-lined beaches make for a rich and beautiful natural environment. The main industries of Puerto Rico are tourism, pharmaceuticals, agriculture and fishery and distilling. Puerto Rico was ceded to the United States after the Spanish American War about 100 years ago. Today Puerto Rico has a strong Spanish heritage and has what could be the best preserved colonial city on the American Continent, old San Juan.

Tourist sites: Tourist hotels line the shore in the capital city of San Juan and visitors here can enjoy marine sports year-round. Another spot that attracts tourists is the Old San Juan section of the city that preserves its Spanish colonial period buildings and streets. The old city was built originally by the explorer and first Spanish governor of Puerto Rico, Ponce de Leon, in 1521 and is now registered as a World Heritage site. Within the walls of the El Morro fortress you feel like you are walking in an old Spanish town. In this way, Puerto Rico offers visitors a unique mix of Spanish, American and Caribbean culture.

Food and drink: Just like the rest of the culture, Puerto Rican food is a mix of Spanish, African, American and Caribbean tastes. There is no excessive use of spices or peppers and it is basically healthy foods. Puerto Rico is famous for the local rums made from sugar cane, which have led to a tradition of rum-based cocktails like the Pina Colada (mixed with pineapple juice and coconut milk). Delicious drinks like this are also enjoyed by non-drinkers without the rum.



Pina Colada



The participants in the YRA instructor course applied themselves diligently to the training



Participants in the practical operation exam gather for a commemorative photo



A Yamaha ATV Riding Instructor Course held at the Barceloneta Race Track

(YRA Coordinator). These newly certified instructors will now be able to teach this YRA Rider's Course in their own countries. The main purpose of this program is to educate customers about the fundamental techniques of riding an ATV, with emphasis on safety and proper use of the vehicle. Motor Sport will continue to organize ATV activities like this so that our customers can enjoy

"ATV life" in a sound, ongoing way that encourages the healthy development of business in this market. Because Motor Sport Inc. strongly agrees with Yamaha Motor's policy that demand is something we create through our own efforts, as Yamaha distributors we will try to conduct demand-creating programs like YRA for all our product lines.

Big championship titles in Moto Yamaha's 50th year!

2005 Road Race
World Championships
MotoGP



Valentino Rossi claims back-to-back MotoGP titles with Yamaha

In round 13 of the 2005 MotoGP series held at the Sepang Circuit in Malaysia on Sept. 25, Valentino Rossi rode his Yamaha YZR-M1 to a 2nd-place finish and in doing so clinched the season title with four races remaining. For Yamaha and Rossi this is the second consecutive MotoGP title. For Yamaha, this represents the 12th time that it has won the rider's championship title in the World GP's pinnacle class. As a season, 2005 also saw an improvement in the one remaining issues from last season, the difficulty in winning in the rain. This year some key wins proved that problem was solved.

After the decisive Malaysia GP race, the victorious Rossi appeared at the post-race celebration in a T-shirt sporting the number 7 as symbolic of his seventh personal title and an homage to the late racing legend Barry Sheene. Meanwhile, his team's members showed up in a festive mood dressed as Snow White's Seven Dwarfs.

Eventually Yamaha also won the team and manufacture's titles.



Rossi's comment:

"I am very happy to have won the title! This season there were a lot of people out to challenge us and they were all very strong. That doubles the joy of winning. But this title is not just down to me but to everybody involved; all my mechanics, all the Yamaha engineers and all the other people who have supported me. I am satisfied and happy to have raced with Yamaha again. There is a different joy with every race we win."

GP and World Motocross GP in

2005 Motocross
World Championships
MX1 & MX2
class

Double titles for Yamaha in World Motocross MX1 and MX2 classes



In round 16 of the World Motocross Championships held in the Netherlands on Sept. 4, Stefan Everts rode his Yamaha YZ450FM to victory in both heats, and with this result he secured himself the 2005 MX1 class season title with one round remaining.

This is Everts' fifth straight World Motocross GP title with Yamaha, going back to his 2001-02 championships in the former 500cc class, and it is his ninth personal World title.

Also, on the same day, Antonio Cairoli rode his YZ250F to a 5th-place finish on the day in the MX2 class to clinch his first world title with one round remaining. This represented the first world title for Yamaha's 4-stroke YZ250F. This is the first title for Yamaha since 1997 and 4th overall in the former 125cc and present MX2 class.



Also, this is the first double title for Yamaha since it first began competing in the World Motocross Championships in 1972. To round off a great season Yamaha also won the manufacturer's title in both classes.

Everts' comment:

"Wherever I go I have lots of fans and that's really great. Especially when things are going difficult it is nice to know that people appreciate what you are doing. This year Japan was very special to me because it had been so many years since the last GP, but I got such warm reactions from the crowd there as well. Probably I made even more fans in Japan after winning the Grand Prix in Sugo! I hope everybody gets behind me next year for my last season when I will be going for my tenth world title. Thanks guys you have been great!"

Cairoli's comment:

"The fans are important to me, and if a lot of people come to the track and they are there just for me I want to try even harder. I would like to thank all my fans, no matter where they are or even if they just have been cheering in front of the TV. Hope to see you all at the races some time. I hope you will continue to support me."



Everts and Cairoli are welcomed by Yamaha employees when they visited the YMC headquarters to celebrate their twin titles in the World Motocross Championships

WORLD TOPICS

We always welcome your contributions.
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Japan

Yamaha's Art of Engineering on display in 39th Tokyo Motor Show



The new "VMAX" was unveiled for the first time. It is being developed for release in two years

On October 22, the 39th Tokyo Motor Show opened for its over two-week run until November 6. This year marked the 50th anniversary of the motor show's first holding in 1954 and a number of special events were planned.



The Yamaha booth with its "The Art of Engineering" theme attracted many visitors

Yamaha Motor also celebrated its own 50th anniversary with a booth planned around the theme "The Art of Engineering" and presenting model displays designed with an art museum touch intended to show the Yamaha philosophy and individuality built into its models with "the latest innovative technologies," "the fusion of design and performance" and "the marriage of environmental friendliness and *Kando*." The displays of 21 models ranging from the

first YA-1 Yamaha motorcycle to the new 2006 models and concept models explored the past, present and future of YMC's product creation and its efforts to become the customers' "Only One" brand.

Japan

Latin American reps celebrate Yamaha Motor's 50th

In October, representatives from Central and South American distributors of Yamaha motorcycles, outboard motors and power products were invited to Japan for a celebration of Yamaha Motor's 50th anniversary on the 17th.

The memorable celebration and party was also attended by YMC's President Kajikawa, Senior Managing Director Togami and other top executives from the various divisions. The schedule for the visiting Latin American reps also included distributor meetings for CV (Commuter Vehicles) and ME (Marine Engines) to form consensus concerning business and 3S policies and measures aimed at a fresh start for Yamaha's "Next 50" years.

From Kosuke Kihira and Koichi Ito, YMC



The 50th anniversary celebration included a traditional Japanese "kagamiwari" ritual of breaking open a keg of rice wine (sake)



Distributor representatives from Latin America attended a 50th anniversary celebration in Japan



Germany

Lottery winner gets a #46 special YZF-R6

Yamaha Motor Deutschland GmbH (YMG) teamed up recently with the local magazine *Eurosport Moto Magazin* to organize a lottery that gave the magazine's readers the chance to win a Yamaha YZF-R6 motorcycle specially painted with world champ Valentino Rossi's race number 46. The hand-over of the bike to the lucky winner of this lottery was held at the occasion of the MotoGP race at Sachsenring. On Friday July 29th after the free practice, Valentino Rossi took the time to



Rossi hands over the keys to the lucky winner of a special #46 R6

make a special appearance and hand over the keys, and he even autographed the bike for the excited winner, Ms. Sabine Plewan.

From Karlheinz Vetter, YMG, Germany

Thailand

Global CCS Meeting promotes worldwide action

Over the three days of Sept. 20 ~ 22, a total of about 40 coordinators from Asia and other regions gathered in Bangkok, Thailand, for a Global CCS Meeting. The CCS (Customer and Community Satisfaction) program launched in 1998 has moved from its "CCS Phase I" oriented toward building individual

awareness to the current "CCS Phase II," which is aimed at increasing customer satisfaction by building the quality of the sales network that deals directly with the customers and the products supplied. The participants shared information about present CCS activities and issues and measures for the future.



Coordinators reported on the present CCS situation in their countries

Spain

3D Yamaha Design Café at Euro Dealer Conference 2005

Yamaha Motor Europe N.V. (YMENV) brought the concept of the Yamaha Design Café website into 3D this summer. On a 450m² exhibition ground various corners were created to explain the motorcycle product development process: from concept idea to clay modeling, colouring and special racing per-

formance parts, showing all new 2006 models, concept bikes and a lot more. Product planners, engineers and designers were present to explain each area, answer questions and receive feedback. A fruitful and highly appreciated event!

From Elke Hendrych, PTW Div., YMENV, The Netherlands

New model displays in the "3D Yamaha Design Café"



YAMAHA Offroad Days 2005 held in Beuern

After the great success of the YAMAHA Offroad Days 2004 in Beuern, Yamaha Motor Deutschland GmbH (YMG) has organized a second big event: YAMAHA Offroad Days 2005 on the Motocross track of Beuern on August 27th and 28th.

The weather conditions were great, extensive use was made of all the Yamaha products and everyone had a lot of fun. There were around 1,000 more visitors than last year, about 4,000 during the weekend. YMG offered free test-rides on all off-road bikes including the new TRICKER and the ATVs. Other attractions were a free-style show, guided PW50 riding for the kids and a Saturday night party.

From Nicole Papay, YMG, Germany



At the camping area



At the freestyle riding show of "Mad Flyers"

Republic of Malta

Putting the Yamaha corporate spirit on display

From October 5 to 9, the first YRA (Yamaha Riding Academy) course was held in the Republic of Malta in the Mediterranean, with some 70 participants from the police and general users taking part. For the police in particular, this YRA course was specially tailored to replicate the escort duty they would perform on the FJR1300 police bikes during November's Commonwealth summit. The participants had the opportunity to experience the nimble handling capable with the FJR1300 despite its 1,300cc displacement. By including safety education curriculum in the course, an appeal was made for Yamaha's corporate principle of "Fulfilling corporate responsibility globally."

From Kazuomi Hanabusa, OMDO, YMC



The YRA course was tailored to FJR1300 use by the local police

Japan

WaveRunners among official rescue craft for World Rowing Championships

At the "2005 FISA World Rowing Championships" held from August 28 to September 4 at the Nagara River International Regatta Course in Gifu Pref., Yamaha WaveRunners were among the personal watercraft used with great effectiveness as official rescue and patrol craft. This is an Olympic-scale international event that drew over 1,400 participants and related personnel from 60 countries. The decision to use PWCs as rescue craft was based on their record of effective use in lifesaving in a growing number of places like Australia and Hawaii. The speed, mobility and absence of a propeller make these craft ideal for rescue operations.

From Yoshiaki Murakoshi, ME Company, YMC



Yamaha WaveRunners were used effectively in rescue operations and patrolling at the World Rowing Championships

USA

Responding to Hurricane Katrina with recovery aid

Through Yamaha Motor Corporation, USA (YMUS), the Yamaha group is contributing a total of approximately 50 million yen in relief funds and Yamaha products to help in the recovery from the devastating damage wrought by the recent Hurricane Katrina in the United States. The donation will be distributed for recovery programs through the Federal Emergency Management Agency (FEMA).

In actuality, a large part of the donations have been given spontaneously by the employees of YMUS and the recipient organization is primarily FEMA. In addition to this, Yamaha products including generators, outboard motors and personal watercraft have also been donated at the request of FEMA. The Yamaha group will continue to provide relief support as need arises.

We wish to extend our sincere condolences to the victims of the recent hurricane and their families and pray for the deceased. At the same time we pray for the fastest possible recovery for everyone whose lives have been affected by this great tragedy.

From Kenji Otsuki, Water Craft Group Company, YMUS



Lifeguards from San Diego using WaveRunners for search and rescue

Turkey

Developing marine recreation as business

Turkey is a country with 8,000 km coast on the Mediterranean, the Aegean and the Black Sea with many beautiful gulfs and bays and good weather, but marine recreation is still underdeveloped here. That is why Yamaha marine distributor BURLA Machinery has launched "FROM 7 TO 70, LET'S GO TO SEA," a program aimed at creating a successful model of sustainable, income-generating marine business by teaching people seamanship and how to use Yamaha outboards and YAM BOAT inflatable craft. On 11-12 and 18-19 June 2005, the successful first course, was attended by 20

children aged 7 to 14 accompanied by parents, relatives and even grandparents.

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



Children are taught the basics of seamanship operating a Yamaha outboard motors in Istanbul

Pan-European dealer meeting shares the vision

From Aug. 29 to Sept. 2, some 540 representatives of 500 Yamaha dealerships across Europe gathered in Barcelona, Spain, for the third pan-European dealer meeting. In addition to giving the dealers a chance to test ride the new 2006 models like the YZF-R1 and MT-03 before even the press sees them, this year's meeting gave the dealers a fuller agenda with inside information about Yamaha business strategies and market data. The dealers were also introduced to survey results for the MT "Shop in Shop" program and early evaluation results from test marketing. An event duplicating the

experience of visiting the "Design Café" Web site introducing Yamaha's product creation process was also well received. All agreed the contents of this year's meeting went a long way in building dealer loyalty and understanding of Yamaha's brand value strategies, a true Yamaha experience that they all seemed to highly appreciate.

From Catherine Hauet, PTW marketing and communication Dept., YMENV, The Netherlands



The dealers got a big surprise when world champ Valentino Rossi rode on stage aboard the new R6



The new 2006 models were introduced one after another in a fashion show type event

Japan

Annual beach clean-up campaign and baby turtle release

Over the two days of September 11 and 24, about 1,100 employees from YMC, Yamaha Marine and other group companies and their families turned out for a large-scale beach clean-up campaign held twice a year since 1991, in May during the season of parent turtles' arrival, and in autumn when the hatched baby turtles return to the sea.

After the beach clean-up, the volunteers released to the Pacific Ocean the baby turtles brought by the NPO "Sanctuary Japan," an organization working for the preservation of the endangered red sea turtle (loggerhead turtle).

This activity has been held as one of the Yamaha group's "40,000 People's V (volunteer) Campaign" programs and YMC's support for NPOs working on environmental preservation.

From Tomoko Kakehi, Environmental Affairs Dept., YMC



The newly hatched baby red sea turtles cross the beach to the sea



Dealers were satisfied and excited to ride the new models that even the press hasn't seen yet

To have your topic included in *Yamaha News World Topics*:

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

Bagus!

From ASEAN Tata Pradita's



Perhaps never before in the long history of the road race World Grand Prix has so much spectator attention and so much applause been focused on the last rider in the 125cc class. In response to the flood of cheers from the crowd that greeted him as he crossed the finish line in 31st place, the diminutive Indonesian youth Doni Tata Pradita raised his hands bashfully in acknowledgement. For Doni, this moment was the beginning of a dream, a challenge to be the first rider to carry the hopes of his Indonesian countrymen and those of the entire ASEAN region onto the world racing stage.

A budding talent emerging from the Yamaha ASEAN Cup races

After successfully completing the 19 laps of the 125cc class final of the FIM World GP round held at the Sepang Circuit in Malaysia on September 29, 15-year-old Doni responded to the cheers of "Great race, Doni" and "Bagus!" (wonderful) by raising his No. 1 fingers of both hands in the air and shouting out "Terima kasih!" (Thank you).

Having begun racing on the sporty mopeds popular in Indonesia at the age of 11, Doni first drew international attention when he won his class of the Yamaha ASEAN Cup championship in 2003 at the age of 13. In that event he raced against the fastest riders from not only Indonesia but across the

ASEAN region, most of whom were a full head bigger than him. And he surprised everyone by scoring a runaway victory in the Novice class. Then when he returned to the same championship in 2004 and scored his second consecutive win, people region-wide really took notice.

At the time of that 2004 Yamaha ASEAN Cup, the event's chairman and president of Yamaha Motor Asian Center Co., Ltd., Mr. Toshimitsu Iio, spoke before the gathered competitors and told them, "I hope that some day we can see riders who got their start here in these ASEAN region races competing on the world stage. That is the dream of the people of the region and the dream of Yamaha." A year later, a wild card invitation was sent to Doni enabling

him to compete for a spot in the 125cc class at the Malaysia round of the World GP. That was the start of an almost unbelievable dream for Doni, for the ASEAN region's motorcycle fans and for Yamaha. Soon after receiving that wild card invitation, Doni and his race team's staff made a trip to Japan. There was an urgent task at hand. With only experience racing underbone mopeds, Doni had to get used to riding on an international regulation track on the Yamaha TZ125 race machine as quickly as possible. For a full week after his arrival in Japan, Doni practiced on the



to the world: 15-year-old Doni GP debut!

Sportsland Sugo racetrack while his team's mechanics worked with Yamaha race staff on mastering the set-up know-how for the machine. It was not really enough time for this big task but everyone on the team worked together to learn the ropes of world-class racing.

Clearing two big hurdles of qualifying for and finishing a World GP race

As the Malaysia round of the World GP approached, Doni and his team set two ambitious goals for themselves. The first was to get through the qualifying rounds and make it to the final race. The second was to race hard and make it to the finish. Stepping forward to give full support to Doni and his team in advisory and logistic capacities was the local Malaysian Yamaha distributor Hong Leong Yamaha (HLYM). "Doni's dream is our dream," the HLYM people said in a strong show of Yamaha family spirit crossing national borders.

In order to qualify for the final, Doni would have to run a lap time within 107% of the best qualifying time. The team staff saw Doni's chances of running such a time as about 50-50. But he came through on the second day of qualifying with a lap time of 2 min. 21.017 sec. that cleared the mark. At that moment, Doni had achieved the first of his two goals. "He gets faster with every session," said Doni's team manager, Edmond Cho with renewed appreciation of Doni's talent.

The hand-written inscription on the front cowl of Doni's TZ125 machine as it stood on the starting grid for the final race read, "Full Throttle!" It was the words of encouragement that Doni had received from defending MotoGP champ Valentino Rossi, who would go on this day to claim the 2005 series title. At a party two days earlier when Rossi had written these words on the machine and put his arm around Doni's shoulder, the champ was surely recalling his own debut in the 125cc class of the World GP at the age of 16.

Once the race started, the gap between young Doni and the world's top riders grew with each lap in the early stages. And even as the leaders drew close to lapping him in the final laps, Doni gave it his all as he pushed on before the appreciative fans in the stands. When he finally took the checkered in 31st place, Doni had achieved his team's second goal, a World GP finish!

The YMC man who had served as team coordinator, Mr. Ichiro Amano, summed up this great achievement by saying, "With the support of a lot of people behind him, Doni ran a perfect race today. And everyone was moved by his performance. This is a fine example of what Yamaha seeks in its corporate motto "Touching Your Heart." After a moment's pause he added, "Today was not a goal for us. It is the start of a new dream."



Doni Tata Pradita comment

I was so excited out there on the starting grid. And I really enjoyed the race itself. All through the race I worked hard, saying to myself, "Push harder to the front." The 19-lap race tired me a bit, but I am glad I got to the finish without getting lapped. I definitely want to take on the challenge of the GP again and someday be a MotoGP racer like Rossi.



After the race, Doni answers the cheering fans in the stand



On the paddock, Doni is greeted by people from many countries. Throughout the race week he was one of the centers of attention



Doni's challenge was also a big step forward for his Indonesian team. Their eyes are now set on a higher level of world-class racing

Track-side party gathers ASEAN Yamaha dealers, press



The Malaysian GP held at the Sepang Circuit each year attracts numerous tours of guests from neighboring ASEAN countries eager to see world-class racing at its best. Since this is also an important chance for industry people from across the region to get together and build relationships, Yamaha rented out a hospitality booth on the paddock after the Friday qualifying session on Sept. 23 for an "It's Exciting"

theme party enjoyed by about 200 Yamaha dealers and members of the press. As the party was reaching its climax, everyone was wowed by the appearance of four surprise guests, the Yamaha MotoGP riders Valentino Rossi, Colin Edwards, Ruben Xaus and Toni Elias. The four talked about their intentions for the Sunday final and Rossi made a special written message of encouragement on the TZ125 machine of young wild-card 125cc entry Doni Tata Pradita of Indonesia.



At the Friday party, champ Rossi encouraged the young Indonesian talent Doni to try to become a MotoGP rider



Commemorative photos were taken with the MotoGP stars



The Future is Now

Yamaha's FC-me puts fuel cell power on the street

Yamaha believes that promoting the use of small personal vehicles with a minimum impact on the environment as convenient and reliable partners in people's daily lives is one important way that we can make a major contribution to society. That belief has led Yamaha to develop and release on the market a variety of innovative products that run on clean power, such as the world's first electro-hybrid bicycle, PAS, the 100% electric powered "Pasol" and "EC-02."

In the meantime, Yamaha has looked to the future of the transportation world in search of new, more energy-efficient sources of power. This quest led us to

begin research and development of fuel cell systems more than 20 years ago as a power source with a high energy conversion ratio. These efforts to create a practical-use fuel cell vehicle led Yamaha engineers to explore the potential of fuel cell systems fueled by methanol instead of the usual hydrogen gas type because of their potential for more compact system design. The product of these efforts is the "Yamaha Direct Methanol Fuel Cell (DMFC) System" that runs on a liquid methanol-water fuel solution and thus eliminates the need for the converter unit and pressurized fuel tank necessary with a hydrogen-fuel system. This enables a lighter power unit without sac-

rificing on the power development characteristics for a small vehicle in the 1 kW and under power range. In September of 2004 the Yamaha "FC06 PROTO" mounting this system was licensed for use on public roads, thus enabling surveys concerning performance in actual use conditions.

Based on the results of these studies, Yamaha has now developed the "FC-me" with more mature system performance that achieves a 1.5 times higher energy conversion ratio than the FC06 PROTO. This new model is now being lent out for use in certain areas on a monitor basis with the aim of further advancing fuel cell motorcycle technologies.



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