

YAMAHA MOTOR CO., LTD.

JULY 1, 2006 ENGLISH

Yamaha News

No.2

BIMONTHLY



The New Parts Central!



The new Global Parts Center near YMC headquarters in Japan is a high-tech, worker-friendly facility that will help Yamaha be "No. 1 in Lifetime Support & Value Creation"



Global Parts Center Designed to Increase Customer Satisfaction



About a 20-minute drive from the headquarters of Yamaha Motor Co. Ltd. (YMC) is the test course used for the testing and development of Yamaha motorcycles. In early May of 2006, the new base for the company's parts operations, the Global Parts Center, opened and began operations right near this test course. If we were to say that the test course is the place that gives birth to new Yamaha products, the new parts center, which handles spare parts and accessories, can be thought of as a supply center that is vital to maintaining the "health" of these Yamaha products. As a facility dedicated to further increasing customer satisfaction, this new center is the very embodiment of Yamaha's corporate stance.

A new center for comprehensive control of 300,000 Yamaha parts

The new two-story facility stands on approximately 37,000 m² of grounds covering 70,000 m² surrounded by greenery. The total floor space is approximately 60,000 m² and the dimensions of the building are 230 x 154 m.

Outwardly, it appears like any other manufacturing plant or distribution center. However, once inside, you are immediately aware of the unique use of very long spans between pillars, and the tremendous amount of open floor space created by the reduced number of pillars. According to the

architect, this layout was chosen for its functionality, and the flexibility it offers will allow adaptation to the changing business demands of the future. The building is also a next-generation facility, where efforts have been made to reduce life-cycle costs through economic efficiency, while also reducing environmental impact.

Inside the Global Parts Center you will see cutting-edge equipment, such as automatic sorters, merging lines, AS/RS (Automated Storage & Retrieval System) and the large plasma-display monitors showing the progress of the various operations. However, as seen from the hand-made carts, the



A super-long pillar span of 50 meters makes for great freedom in use of floor space



The order merge line facility located on the facility's 2nd floor consists of 40 lines

unique layout of aisles in the parts storage shelf area, desks lined with computers, and workers, diligently going about their jobs with their wireless hand-held terminals, the facility is not just about mechanical automation. Working from past experience with parts operations, the Center is designed to provide the optimum solutions by combining the power of people, machines and systems. This is essential to Yamaha, a company with products in a host of different fields that makes it necessary for parts operations to deal with everything from small bolts to sailboat sails reaching up to five meters in length. Only by creating a flexible framework for bringing together workers, machines, and systems as a single working unit can the center manage the over 300,000 parts required, and accurately send out over 40,000 parts to destinations across the world in a timely fashion, every day of the year.

The Global Parts Center is designed to be a "true" headquarters for supplying parts on the global scale. Also, it will function as the only distribution center for the Japanese market by integrating the functions of the three former centers. Parts are collected from 400 domestic companies as well as 50 overseas suppliers in 30 different countries, and sent out to approximately 10,000 dealerships within Japan, as well as approximately 300 importers in 180 countries around the world. Behind the operation of a parts center of such massive scale lies Yamaha's dedication to providing its customers with maximum satisfaction, and a lifestyle that includes Yamaha products, worry-free.

The AS/RS (Automated Storage & Retrieval System) has approximately 100,000 locations



Air-conditioning cost is reduced by means of a roof sprinkling system, external insulation and natural air circulation. Natural light is also used to reduce lighting cost in this highly economical facility structure



This area processes orders of small-size, high picking frequency parts for shipment to about 100 overseas destination with 10,000 order lines a day



There are large plasma-display monitors showing working progress in some areas in the Center



The new design of the office section boosts productivity by making more diverse communication possible and stimulating creativity



Solar electricity generation makes the facility more environment-friendly

Evolution of Yamaha's parts operations

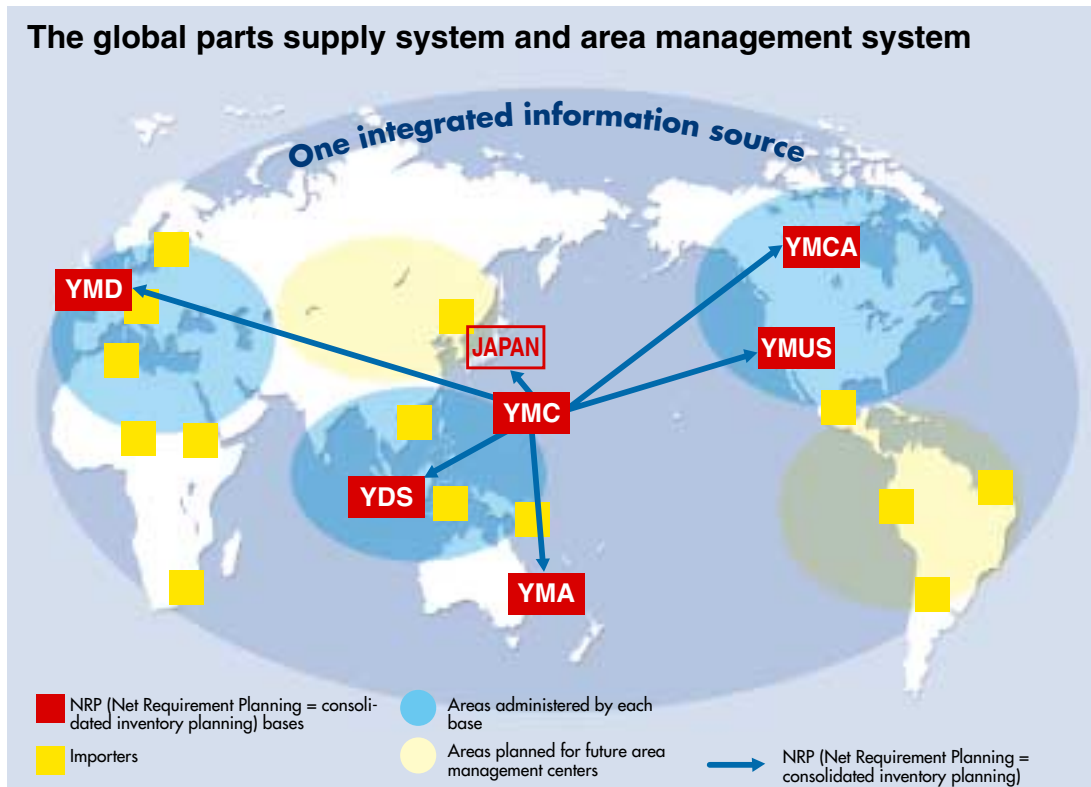
Until the early 1980s, Yamaha's production was based primarily in Japan, and almost all its products were manufactured in Japan to other countries. Of necessity, parts, like products, were also supplied to other countries through a distribution system based in Japan. In the late 1980s, however, Yamaha began its move toward a more global production system in order to compete at a time of rapid appreciation of the value of the yen and offer greater stability for its businesses in order to increase customer satisfaction in other countries. Parts distribution also began to take on a more regionalized distribution system. In order to increase the efficiency of this

new, localized method of distribution, Yamaha worked to strengthen their centers of distribution around the world.

As the next phase, from the years 1998 to 2002, Yamaha began implementing a system to centralize parts information in order to provide uniform service to customers around the world. Basically, it was the creation of a comprehensive and integrated database of spare parts that were developed, manufactured and distributed in countries around the world, as well as the development and installation of a system for all Yamaha distributors and importers that allowed orders and inquiries on delivery status to be made online.

Since 2003, Yamaha has focused on strengthening management of operations

The global parts supply system and area management system



in the different regions of the world, and creating centers to oversee each of these regions. With the Global Parts Center serving as a hub, a center in Asia (Singapore) has been added to the existing regional centers in Europe and North America, with each conducting marketing measures that are appropriate to their respective markets. Yamaha has also put a system in place, named NRP (Net Requirement Planning) that makes it possible to create a faster turnover rate and also lower the total amount of global stock necessary by centralized inventory control and circulating parts between centers. Yamaha is planning the creation of two additional regional centers by 2008.

In conjunction with the development of this distribution structure, Parts Operations is also taking on new projects under YMC's 3-year plan "NEXT 50 - Phase II," which began in 2005.

No. 1 in Lifetime Support and Value Creation

Noritaka Shibata, Operating Officer of YMC's Parts Operations, discusses the future of the parts business and the strategic role of the Global Parts Center. "Until now, recognizing our role in after-sales service, we have made the timely delivery of parts to customers around the

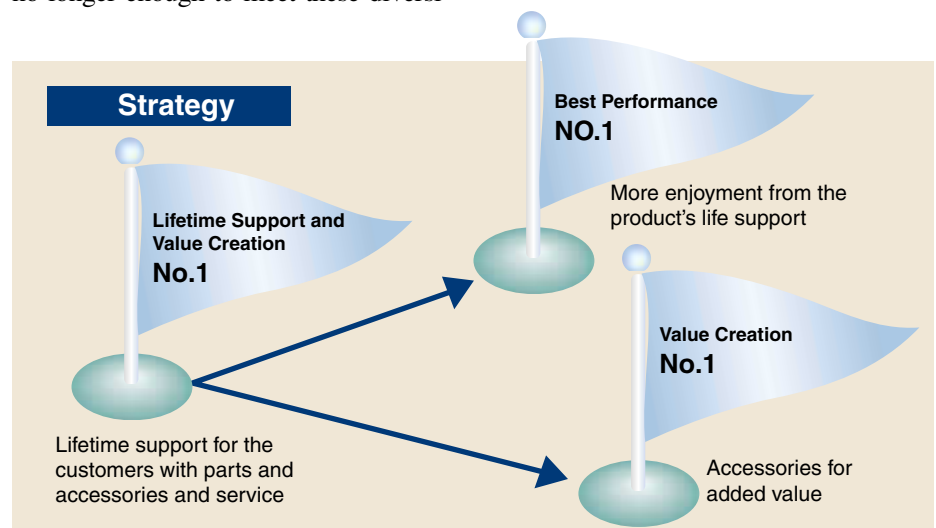
world our primary objective. As a result of developing and renovating our global supply-chain, which forms the foundation of our service to our customers, the overall framework for our distribution system is nearing maturity.

On the other hand, examining the market for after-sales service, we have started to see that customer demand has come to include many things besides the timely delivery of parts, including information in the form of part catalogues, delivery time, and available accessories, as well as a host of other services necessary to guarantee full customer satisfaction. Focusing simply on supplying parts is no longer enough to meet these diversi-

fying needs," he stresses. "Taking these demands into account, we have determined that a comprehensive support system encompassing parts, information and services, provided in conjunction with product operations and service operations, is vital to offering complete satisfaction for our customers throughout the lifetime of their products, and also in creating added value for YMC products. In this context, we at Parts Operations have made "No. 1 in Lifetime Support & Value Creation" our new mid- to long-term objective, and we hope to make advances in this area," he

concludes.

In this way, in addition to working toward improving after-sales service through the smoother and more timely distribution of parts and accessories to customers around the world, Parts Operations is making further efforts to increase customer satisfaction, and also to build the value of the Yamaha brand. The Global Parts Center is not just a center for distributing parts—all kinds of information are also transmitted from the facility, and all of it is equally valuable in achieving full customer satisfaction.



New system enables high-speed parts “picking”

Unifying the parts centers in Japan into a single facility was an important part of the restructuring that went with opening of the Global Parts Center. Under the former system, parts were first sent from the parts center at YMC headquarters to three locations within Japan, and then delivered to the dealers. However, this system was abandoned in favor of making deliveries directly from the Global Parts Center, as the latter allowed for a more timely response. In order to make the required deliveries (which had to be expanded from 15,000/day (300 destinations) to a domestic and export total of 40,000/day (4,000 destinations), it was necessary to restructure the entire process.

Parts first arrive at the center from the vendors, after which they are packaged, stored, picked, packed and then delivered to their destinations. Of these steps, it is generally understood that the receiving and picking hold the key to the smooth operation of the overall delivery process.

At the Global Parts Center, many efforts have been made to revolutionize this process and cut down on the number of steps each stage requires.

The picking process is a great example of the kind of efforts that have been made. This picking process is performed manually by our workers, but we were able to optimize the storage areas to greatly improve work efficiency. When being stored, parts are first divided according to



Parts are received and packaged by shape and size

size (large, medium, and small), and then further divided into different areas based on the frequency with which they are required for delivery.

By reducing the distance workers need to travel to reach the high-frequency items—with positions determined by computer based on past delivery records—picking time has been greatly reduced.

Also, the newly developed WMS (Warehouse Management System), electronic-supported picking carts and RF (Radio Frequency) handy hand-held make the operation more efficient and speedy.

As a result of such efforts, the facility was



The parts are stored in areas according to size and frequency of selection to maximize picking ease. Then it is the job of the staff to pick some 40,000 parts a day for shipping



This hand-held terminal (RFT) facilitates the workers' job by supplying an array of information about part numbers and quantities, etc., for more efficient picking and job processing



In the domestic market small-size, high picking frequency parts area, workers use specially developed ergonomic-design carts featuring a large carrying capacity and an electric motor power-assist for easy handling

able to make the shift from 15,000 to 40,000 order lines a day. Many other processes have been subjected to review, and we aim to reduce the time that was previously required to perform the entire procedure by as much as 50%.

By cutting down on the time required to obtain and deliver these parts to customers, the Center has been able to improve its functionality as the hub of the global supply chain.

May 8th-Opening ceremony for the Global Parts Center

On May 8th, the opening ceremony for the Global Parts Center was held, with YMC's President Kajikawa, Parts Operations staff led by Operating Officer Noritaka Shibata, and members of other companies that were involved in the project in attendance. At the ceremony, Director Shibata told the audience, "With this parts center as its hub, we will continue our efforts toward constructing a new global supply chain and creating high added value for our business."



YMC's President Kajikawa presses the button to start full-scale line operation



Operating Officer Shibata speaks on behalf of his Parts Operations



Some 400 people attended the opening ceremony. The size of the event shows the importance of and big expectations for this new Global Parts Center

Vol. 5



In the US there are many customers who aren't tied to the old standards and choose new quality when they find it

“In this world you will find a lot of products that appear quite simple but are actually very sophisticated in design and manufacture. A high-quality ballpoint pen is one example. It looks simple from the outside but there is important know-

how hidden in the details of its design. It is a product that is difficult to duplicate successfully even by analyzing its structure and materials. This is what makes a brand, I believe.

The Yamaha V Star1300 cruiser is another good example of a product that contains a lot of know-how that won't be

revealed by analyzing its structure or spec numbers. This model's muffler is a good example. And, I think that this is the true test of a maker's developmental strength,” says Masato Suzuki, Project Leader of the V Star1300 development team.

The “Star” series has become a second Yamaha brand name in the North American market. The Star cruiser lineup ranges from 1854cc to 250cc models, and the big-selling mid-



The new body of the V Star1300 (right) is characterized by a wild modern-ness. Unlike the accentuated horizontal lines of the Roadliner, the V Star1300 has a low-in-the-rear line that accentuates traction. The photo shows design sketches



The 2007 North American market model V Star1300 (European market name XV1300A Midnight Star)

places



class V-twin model V Star1100/A/AT has won a widespread following because of its pleasing sense of engine pulse and running performance as well as its easy-to-use engine character. Released in 1999, this model has sold 100,000 units in the North American market as of the end of 2006. Now it is reborn for 2007 as the “V Star1300.”

To find the focus for the new model

concept in the early stages of its development, the YMC team joined their YMUS counterparts in Colorado to tour for days on end. What they learned from riding on the American roads was that the mid-class model needed even more power. In recent years, the cruising speed had risen from 55 mph to 75 mph, and the decision was made that the new model needed a higher level of cruising performance and increased comfort to match. The resulting model concept was defined by the words “The No. 1 Mid-class Cruiser in Ease of Operation and Sporty Sensual Performance.” To the “Easy to ride and operate” concept of the V Star1100 was now added the elements of “cruising performance that you can enjoy aggressively” and a “fuller sized machine.”

The new V-twin engine is a liquid-cooled type with bigger displacement and high compression ratio and adopting a fuel injection system for the first time. The frame was also completely redesigned. The team also focused new efforts on the muffler.

“The V-twin engine is defined by its sense of pulse. And the muffler spec is directly related to the type of pulse you get. We spent a lot of time and effort developing a muffler that would give the

kind of pulse you could enjoy while riding out on the roads all day,” says Mr. Suzuki. In the 1980s, the main objective in muffler design was reducing noise, but that has changed. The muffler is now an important device for creating a pleasing exhaust sound and pulse.

When you talk about pulse, however, different people and different makers have different ideas of what it means. Yamaha’s development team interpreted it this way: “Pulse is not just a repletion of consecutive sounds. It is not vibration either. Even a good, sharp sound will not necessarily translate into pulse. Pulse is something that the rider feels with his or her entire body. It is the sum total of a number of interacting factors, including everything from the combustion sound, the exhaust sound, the seat firmness, the chassis rigidity and the drive train to the firmness of the rubber compound in the rear tire and the air flow as you ride. The



With the new-design liquid-cooled engine, the balancer helps accentuate the sense of pulse, and so does the noise absorbing function of the liquid cooling system



“You can enjoy the pulse even more with this gentle low-frequency exhaust sound,” says Project Leader, Mr. Suzuki

balance of all these factors determines the quality of the pulse the rider feels.”

“With the new V Star1300, research and development on the muffler actually proceeded ahead of the rest of the machine. We call this “advance development” and normally it is carried out separately from the rest of a model’s development. Through a process of trial and error, we tested a lot of ideas for the muffler’s internal structure and volume and the shape of the tail portion. At the same time, the development staff listened to the voices of the customers in our active attempt to seek out sensory judgments that cannot be measured in terms of spec numbers. All this led us to the adopting of a new structural design. With this, we finally achieved a sound that is pleasing and gentle to the biker’s ear, with good low-frequency resonance and a character that doesn’t start sounding busy as the bike’s speed increases,” says Mr. Suzuki. From its first Virago cruisers, Yamaha had used a 3-step expansion type muffler because of its advantages in noise reduction. With the new V Star1300, however, we threw out that standard and started from scratch. The new structural muffler we arrived at clearly looks simple from the outside. And, because of its new internal structure you might say that it is “just a single box.” But, in fact, a lot of Yamaha development know-how went into that design.

“Yamaha’s development strength is something that can’t be measured or expressed in numbers,” says Mr. Suzuki. A close look at the muffler of the V Star1300 might give you a new appreciation of the many ways our engineers try to make Yamaha your “Only One” brand.

Tough hurdles on the road toward a 3rd straight MotoGP title

The top team's mission

With five rounds of the 2006 MotoGP series completed, the reigning champion, Valentino Rossi of the Camel Yamaha Team, has had a bad run of luck that began with a fall and re-start in the opening round of the season, the Spain GP. This ended Rossi's five-year opening round winning streak that went back to the 2001 GP500 season. Although he came back to win in round two at Qatar, Rossi was forced to retire from both the 4th and 5th rounds, leaving him 8th in the season ranking, 43 points behind the ranking leader Nicky Hayden (83 points) with a total of 40 points. This means that Rossi is going to have to race hard in order to win his 6th straight personal title and the 3rd straight for Yamaha this season.

Despite the disappointing finish in the French GP at Le Mans (round five), there was also good news that bodes well for the remainder of the season. For this race, Yamaha fielded a new frame for the YZR-M1 and Rossi led the race on it for 21 laps before retiring with an engine problem. "The team did a great job with the new chassis and I really enjoyed being able to run so fast in the race. Everything was working really well, the bike and the tires felt perfect, so I'm very disappointed I had to retire. We have been unlucky and things have gone wrong with these early-season races. Now we need to look at it race by race, maybe not think about the championship for a while and concentrate on trying to win as many races as possible from the remaining 12 rounds of the season," commented Rossi positively.

Said the Team Director, Davide Brivio, "We will also take a lot of positives from this weekend, even if we don't feel too great right now. Today we should have had two riders on the podium, but we have 12 more chances to try!" Clearly he thinks there is still a good chance to win the title.

As the series enters its middle stages the big question is when the luck will turn and the team will return to its winning ways. If it doesn't happen soon, the gap in the point ranking with Hayden and the other leaders may be too big to overcome.

Meanwhile, Rossi's teammate Colin Edwards has been steadily earning points with finishes like his 3rd place in round four, the China GP. This has him standing 6th in the ranking with 45 points.

It is clear that the machine and the team are in a good position to start winning races, and the real race for what will hopefully be the third straight title for Yamaha and Rossi, is about to get serious.



Valentino Rossi's only win so far this season was at round 2 in Qatar. We hope he will begin winning again soon



Like Rossi, Edwards has had some tough luck, but still he is running consistently like last season. In round 4 at Shanghai, Edwards mounted the podium in 3rd, showing that he will be strong again this year



Everts' final season opens

Don't miss this chance to see the motocross king race!

The 2006 World Motocross Championships started on April 2 with Stefan Everts of the Yamaha Intur Sports Motocross competing in the MX1 class on the YZ450FM. Since coming to Yamaha in 2001, Everts has won five consecutive titles in the premier class, making him one of the representative champions for the Yamaha brand. But Stefan has announced that he will retire from championship racing at the end of this season. The reason for his retirement is certainly not because he has slowed down any, as he has shown by winning all five rounds of the season so far. This dominance has put him far atop the ranking and well on his way to yet another title.

Looking back, Everts commented, "Since I won my first Championship in 1991, I have had a lot of wins because I was always looking ahead, not behind, and I have to try and keep this form. Since I came back from injuries and joined the Yamaha camp in 2001, they have given us a lot of support and it has been great to be a part of the Yamaha family. This year I am aiming to win my 10th championship title, my 100th GP race and a complete series win. That would be the best possible result for me and for Yamaha. Toward that aim I am working harder than ever this year. And the YZ450FM has also evolved and is performing for me like never before. So I just can't lose."

There are ten rounds left in the 2006 series. We hope to see Everts smiling his biggest smile ever when he finishes the last round,

the France GP on Sept. 17. And we will surely never forget the images of Everts on the YZ450FM in this, his final season.



Everts won the pole position by finishing first in the qualifying and went on to win both heats in the final for a perfect win in round five, the Japan GP



At the end of round five, Evert's teammate Cedric Melotte is 7th in the season ranking



WORLD TOPICS

We always welcome your contributions.
Write to the editorial staff
Yamaha Motor Co., Ltd.
2500 Shingai, Iwata, Shizuoka 438-8501 Japan.
<yamahaneeds@yamaha-motor.co.jp>



Azerbaijan

First Yamaha Showroom Opens

The first Yamaha showroom in the Republic of Azerbaijan was recently completed in the capital city of Baku on the Caspian Sea. Named Improtex Marine and Sport Facilities, this new dealership held its opening ceremony on February 1, attended by dignitaries from the government and Managing Director Onozawa of Yamaha Motor's Overseas Market Development Operations (OMDO). The new dealership will supply outboard motors for the Caspian Sea fishing industry as well as outboards, WaveRunners (PWCs) and ATVs for the leisure industry where growth is expected to accompany the country's steady economic growth.

From Nobuo Iwaki, OMDO, YMC



Some 400 people including the media, government officials and industry guests attended the grand opening ceremony

Improtex Group President, Mr. Fizuli Alakarov, and OMDO's Mr. Onozawa (right) at the tape cutting ceremony

Australia

YMA plugs into generator sales



YMA Managing Director Toshizumi Kato (right) shakes hands with Welling and Crossley Managing Director Robert Date to seal the generator deal

Yamaha Motor Australia Pty. Ltd. (YMA) has joined forces with power generation firm "Welling and Crossley" in order to boost sales of Yamaha generators in Australia and New Zealand. Using Welling and Crossley's dedicated 400-strong dealer network, YMA anticipates the move will result in wholesales three times higher than existing levels. January figures have already shown that generator wholesales are on track to increase threefold in 2006. YMA general manager Steven Cotterell says: "The generator market is different from motorcycle or marine, and existing dealers are not necessarily the right outlets to retail these products from. So we decided to create a strategic partnership with a firm that has an existing respected and knowledgeable dealer network."

From Sean Hawker, Advertising and PR Co-ordinator, YMA, Australia

Italy

Yamaha EC-02 displayed as "Good Design" award winner

The "Milano Salone" held in April is one of the world's largest furniture trade shows and in recent years it has expanded beyond the furniture field to include a larger showcase for outstanding industrial design known as the Milano Design Week, with products from a wide range of fields introduced at some 150 locations around the city. This year the Japan Industrial Design Promotion Organization (JIDPO) presented a special "Japan Design - Good Design Award 50 Years" event commemorating the 50th anniversary of the Japan's G-Mark (Good Design) Awards. On display as one of the 2005 G-Mark gold prize winners for outstanding design was the Yamaha electric commuter bike EC-02 and, as a memorable winner from 1967, the Yamaha R1 motorcycle.

From Chikoh Isshiki, ELM•Design Europe



One of the 2005 "Good Design" G-Mark gold prize winners, EC-02 (center), and a memorable winner from 1967, the Yamaha R1 (right)

Canada

Yamaha's RS Rage, the patrol sled of choice



Levi Police officers setting off for their trail patrolling.

The city of Levi police, in Quebec, Canada, decided they needed the best snowmobile package available to be able to properly patrol the over 450 km² of area for which they are responsible. The Yamaha RS Rage was their choice.

After reviewing the demands for this unique type of winter trail patrolling, the RS Rage, with its "must have" benefits of a reliable, fuel-efficient 4-stroke engine for great mileage, oil savings, and no-smoke performance, was clearly the machine for the job. And, for the officers, with their long hours in the saddle, the excellent riding comfort of the suspension, as well as the deep-snow, off-trail capability are additional features that make the Rage an obvious choice.

From Peter Swanton, YMCA, Canada

Spain

Yamaha Motor España celebrates its 25th anniversary in Barcelona

On April 4th, Yamaha Motor España celebrated its 25th anniversary in an event attended by YMC President Takashi Kajikawa, Yamaha Motor España (YMES) President Jorge Lasheras and more than 650 guests, including the Finance Minister of the Catalan Government, Mr. Antoni Castells, the Mayor of Barcelona, Mr. Joan Clos, and Yamaha dealers, suppliers and partners throughout Spain. After a showing of a video depicting the 25 years of YMES and performances by a traditional Japanese drum group and Andalusian rhythm boxes, awards were given to groups like the NGO Stop Accidents, for its awareness-raising work in accident prevention, the Spanish Motorcycling Federation and the Barcelona Boat Show for its important development, promoting and supporting of the marine business.

From Gloria Arca, PA to Jorge Lasheras President & C.E.O., YMES, Spain



The President of YMES, Mr. Lasheras's speech

Argentina

First Safety Driving Courses for ATVs

From February 20-27, Yamaha Motor Argentina held its first safety driving course for ATVs. Forty representatives from Yamaha Motor in South America, including Argentine dealers, attended the YRA (Yamaha Riding Academy) classes.

Special guest riding instructor, YMC's Mr. Hidenobu Toh, together with his assistants, helped participants experience and learn about these Yamaha 4-wheelers. Of the 40 participants, 8 attended a four-day instructor course, while the rest attended a one-day driving course. After the classes, they were taken on an unforgettable excursion across the enormous dunes and deserted beaches of the region. The knowledge they acquired will be transmitted to top dealers and ATV clients in South America.

From Martín Cirio, Marketing Dept., YMARG, Argentina



One of the pupils of the driving course practices a slalom run

Taiwan

Re-creating the world of the Tokyo Motor Show in Taipei



Attention focused on the big-displacement "Roadliner S"

For a two-month period including May and June, Yamaha Motor Taiwan has mounted a "Mini Motor Show" re-creating parts of Tokyo Motor Show at its Yamaha Motor Town showroom in Taipei. During this special display period the usual model displays were replaced by displays of the concept models and big bikes shown at last year's Tokyo Motor Show. Among these, the MAXAM 3000, the Deinonychus and the YZF-R1SP drew an especially large amount of visitor interest.

This show provided an opportunity for YMT to strengthen communication with its customers and show them what makes Yamaha different from the competitor brands.

From Chen-Chung Chin, PR Div., YMT, Taiwan

Germany

Yamaha dealer named Motorcycle Dealer of the Year 2006

In February, the motorcycle trade magazine "WORLD OF BIKE" has chosen the YAMAHA dealer, Volker Ringelmann, and his shop, Motorrad-sport Hilbk, as the Motorcycle Dealer of the Year 2006. The selection jury includes the award sponsor NGK Germany and their sales representatives. The winner is selected from among nominated dealers on the basis of total performance in the areas of (1) market share in one's territory, (2) professional behaviour and customer related orientation, (3) marketing activities, (4) after-sale activities, and (5) ambience of one's shop and product presentation.

The jury decided that Volker Ringelmann was the man who deserved the honour of being named Motorcycle Dealer of the Year 2006.

From Karlheinz Vetter, YMG, Germany



At the lobby of Yamaha Motor Deutschland GmbH (YMG): from left, Mr. Ralf Keller, General Manager of YAMAHA Motor Germany (YMG), Mr. Anton Schmidt of NGK Germany, the winner, Mr. Volker Ringelmann of Motorradsport Hilbk, Mr. Klaus Hüttinger, World of Bike magazine, Mr. Christian Boe, Managing director, YMG

Germany

Yamahas named "Bike of the Year 2006" in two categories



YMG receives the award for the FZ1 and FZ1 Fazer in the all-round and naked bike category. At far left is Mrs. Nicole Papy of YMG



Mr. Christian Boe, Managing Director of YMG receives the award from Mr. Michael Pfeiffer, editor in chief of MOTORRAD

When the German motorcycle magazine MOTORRAD announced its long-awaited "Bike of the Year 2006" award results in Stuttgart on March, 15, Yamaha bikes had won two of the seven categories in these prestigious awards. The YZF-R1SP was No. 1 in the Supersport category with a commanding 10% more votes than the runner-up. In addition, Yamaha was voted No. 1 brand in the Supersport Category. In the touring/sports-touring category, the Yamaha FJR1300A was named No.1 for the sixth time! YAMAHA was also the No. 2 brand in this category.

In the all-rounder/naked bikes category, the FZ1 and FZ1 Fazer were voted No.2 and Yamaha was voted the No. 1 brand.

From Christian Boe, Managing Director, YMG, Germany

France

Heroes Legend Rally 2006

A first "Heroes Legend Rally" took place between Paris and Dakar from February 18 to March 5, 2006, organized by Hubert Auriol with Yamaha Motor France as an event partner. The rally offered riders, including beginners, a discovery tour of Africa in an atmosphere of good friendship and mutual help. Starting from the well known "Place du Trocadéro," 24 teams of three people alternately rode one Yamaha 500XT each completed the 7,000 km course between France and Senegal, via Spain, Morocco and Mauritania. All competitors arrived along the mythical Pink Lake of Dakar without injury or major mechanical failure, except for one broken rod just 10 km from the finish line. The second rally will be held next year.

From Communication & Events Dept., YMF, France



The XT500 running in Morocco



The starting point of the Heroes Legend Rally 2006, in front of the Eiffel tower

Canada

Dealers see that "Phazer Delivers" for 2007 season



YMCA dealers inspecting all the features on the all new Venture Lite!

After seeing dynamic growth with the 2006 snowmobile line, the 340 representatives who gathered for Yamaha Motor Canada's (YMCA) dealer meeting at Hotel Lac Leamy in Hull Quebec, Feb 12-14th had big expectations for the 2007 models. And they were not disappointed! The Yamaha "Phazer" name is synonymous with trail sport performance in Canada, and the way Yamaha brought it back in an all new 4-stroke package, with 4 model variations, brought unending cheer's from the dealers. With a total of 10 new models, including all new "Venture Lite" and "Venture MP" models and expansion of the GT series, Yamaha innovation and design is leading the industry, as proved by a strong 4% share gain in 2005, and 3.5% gain season to date in 2006 that make it the undisputed leader in 4-stroke snowmobiles.

From Peter Swanton, YMCA, Canada

Peru

25-year-old DT 175, a running father-son legacy

Yamaha News received a letter from a user in Peru that we would like to share. Mr. Miguel Espinoza Sanchez writes about a Yamaha bike that has been in his family for 25 years: "It may seem impossible, but my Yamaha DT 175 was manufactured in 1981, and it has rolled along more than 25 years with plenty of life left in it yet. Logically, some parts of the bike have been replaced, but most of them are original components. It has belonged to me since 1992, and before that it was my father's...truly an excellent investment.



The DT175 produced in 1981 still runs, carrying many memories

My congratulations to Yamaha Motor del Perú, especially to the Service department-genuine parts have always been available when needed. I hope that your philosophy-KANDO, the word I heard from Yamaha sales people – continues touching hearts."

From Miguel Espinoza Sanchez

YMCIS Opens Service Education Center

On March 21, Yamaha's Russian distributor YMCIS held a ceremony to commemorate its newly completed education/training center. The center has been built on the grounds of the Moscow State Technical University (MADI) and will play an important role in the education and training of dealers and mechanics in the various types of service necessary to maintain the different types of Yamaha products and carry out the "3S" (Sales, Service and Spare parts) activities that ensure top level customer satisfaction. Working in cooperation with the University, the center will surely make a significant contribution to the automotive industry in Russia.

From Tatsuya Oda, YMCIS, Russia



YMCIS's president, Mr. Matsumoto (front), at the tape cutting ceremony

Republican Guard Motorcycle Squadron visits Saint-Quentin

A two-day Road Safety program was held in Saint-Quentin on May 5 and 6 under the theme of "Young people and two-wheeled vehicles." On this occasion, MBK President, Mr. Masahiro Takizawa, welcomed thirty soldiers of the motorcycle squadron of the Republican Guard, whose duties include escorting motorcades of heads of foreign states on official visits to France. Following the signing of a contract with Yamaha, these motorcyclists of National Gendarmerie were recently equipped with FJR 1300 bikes delivered by Yamaha Motor France.



A riding demonstration in front of the City Hall in Saint-Quentin (Aisne)

motorcades of heads of foreign states on official visits to France. Following the signing of a contract with Yamaha, these motorcyclists of National Gendarmerie were recently equipped with FJR 1300 bikes delivered by Yamaha Motor France.

From Maryse Gladioux, General Affairs & Internal Communication, MBK, France

ATV "X-TOURING" event covers 330 km to elevation of 4,400 m

From Feb. 23 to 26, some 60 ATV users participated in the popular Extreme Adventure "X-TOURING" series event organized by Yamaha Motor Mexico. Riding unmodified BRUIN 350 and KODIAK 450 models, the participants successfully covered 330 mountainous kilometers with no machine trouble in this event that offers exciting ATV recreation for Yamaha users while also proving the reliability and toughness of the Yamaha products in rugged off-road use. Starting from Orizaba City, Veracruz, at an elevation of 1,400 m, the tour climbed to 4,400 m over the next two days on "Pico de Orizaba," the third highest volcanic peak in North America, and rode through a storm with 80 km/h winds before finally descending to Chachalacas Beach on the fourth day to ride on its 100-m sand dunes.



The riders gather for a photo at the foot of "Pico de Orizaba" the third tallest volcano in the North America

From Hugo Diaz, YMMEX, Mexico

YMC Supplies Engines for Volvo S80

As of February 2006, Yamaha is manufacturing and supplying high-performance V8 engines for Volvo Car Corporation's new flagship S80 sedan. S80 is the first Volvo sedan offering a V8 power train. This is the additional variation of V8 4.4-liter engine that Yamaha has been supplying for XC90 (SUV) vehicle since 2004.

From Shin Kato, Business Planning & Control Automotive Operations, YMC



Volvo's flagship S80 model that now mounts the Yamaha-built V8 engine



The Yamaha-built V8 engine

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 us by e-mail, the editorial staff, at the address below. E-mail: yamahaneeds@yamaha-motor.co.jp

New Motorcycle Air Bag System Unveiled

Yamaha Motor Co., Ltd. recently unveiled the “Yamaha ASV-3” equipped with a completely new motorcycle air bag system developed by YMC as part of the company’s participation in the Japanese government’s third-generation “Advanced Safety Vehicle” program. Displayed at the end of May at the “2006 Automotive Engineering Exposition” in Kanagawa Pref., this sophisticated motorcycle air bag system became the focus of visitor attention.

Based on the air bag technologies from the “Yamaha ASV-2” research vehicle introduced in 2000 as an Intelligent

Transport System (ITS) item, the system mounted on the ASV-3 features significant new advancements developed through the use of the latest analytical software. The ASV-3 uses the 250cc MAXAM as its base vehicle and builds into it an air bag system that features a bracing “back plate” and a multi-chamber air bag. By analyzing the unique nature of the motorcycle, the system is being designed to protect the rider in two ways. First of all, the new Yamaha air bag is designed to provide rider protection by absorbing the shock from a head-on collision as well as a diagonal collision.

Secondly, the system functions to brace the rider’s pelvic region to keep the rider seated on the motorcycle and prevent the secondary injuries that can result from the

rider being thrown off the vehicle.

To protect the rider in these ways, the air bag on the Yamaha ASV-3 is being designed to open directly against the rider and features a back plate to receive the force that comes to bear on the air bag and hold it in place so that the bag both protects the rider from collision shock and keeps him/her on the motorcycle.

[Reference] The “Advanced Safety Vehicle” (ASV) project is promoted by Japan’s Ministry of Land, Infrastructure and Transport and 14 participating domestic automotive makers including Yamaha Motor are cooperating in this project to develop ASV technologies.

Photo: The specially developed back plate and multi-chamber air bag are the unique features of this new system.



“Yamaha ASV-3” displayed at the “2006 Automotive Engineering Exposition”



The back plate and air bag in operation

Long product life and fuller recycling

Building a “recycling-based society” with 3E

In today’s business world, where corporate social responsibility (CSR) is the focus of so much attention, the mission of corporations has shifted from the mere pursuit of efficient economic growth to activities that contribute to sustainable mutual development with society. Yamaha Motor Company is making CSR a central part of its corporate mission by clarifying our social responsibility and seeking ways to promote sustainable development that brings positive returns for the society.

One of the areas of social contribution is “environmental preservation.” In our “Yamaha Motor Group Environmental Plan 2010” we have set the goal of “supplying products and services designed to lengthen product life by tackling environmental issues in all aspects of our business.” This involves constant efforts at all levels of our corporate activities aimed at reducing environmental impact, eliminat-

ing toxic materials and promoting higher levels of recycle-ability at all stages of a product’s life cycle, from product development and manufacturing to distribution and final recycling.

Meanwhile, to deal with the issues of waste reduction and preserving resources, we are pursuing programs based on the “3Rs” (Reduce, Reuse, Recycle). And, to achieve these objectives, Yamaha has implemented its own “3E” program (Easy to Build, Easy to Service, Easy to Disassemble) as a strategic effort to deal with the problem of industrial waste in a way that will differentiate us from the competition in the area of cost as well.

In practical terms this means developing products that are easier to build in the manufacturing process, easier to service during the product use stage and easier to disassemble and recycle at the end of their product life, and during 2004 and 2005 we conducted a “3E Idea

of 126 ideas were received from Yamaha people around the world, primarily in the service technology field. The largest number (65) came from Yamaha Motor Marketing, Japan (YMMJ), followed in number by YMUK (Britain) and YMVN (Vietnam) and submissions from many more group companies that showed just how actively they are pursuing “3E” as a way to make a contribution to the customers and their local societies.

YMC’s 2005 CSR Report says that focusing on waste reduction is the key to solutions for environmental issues. Said in another way, the first step the Yamaha Motor group should make toward promoting environmental preservation is to build and service products that last longer. To achieve this important goal, we must work to strengthen our after-service capability as we build our consciousness of “3E” as a way to contribute to sustainable development based on a social structure where recycling the products we build and sell is an inherent corporate responsibility.

Campaign” in which we solicited ideas from the Yamaha service departments and dealerships in the marketplace. This campaign served to increase consciousness of “3E” and build awareness of environmental issues while also helping to achieve product creation that contributes to the promotion of maximum recycling in Yamaha markets throughout the world. During this campaign, a total



Service Manager Peter O’Conner of 2nd place-winning YMUK commented: “We took this 3E campaign very seriously as an opportunity to offer ideas for environmental improvement, and we believe that it is important that people throughout the global Yamaha group involve themselves in environmental issues”



Yamaha Motor Vietnam was the 3rd place winner



Easy to Build

Using standardized parts and measures to minimize environmental impact in the manufacturing stage

Easy to Service

Design products to make it easier to remove and replace parts, to inspect, adjust and repair

Easy to Disassemble

Design products to be easier to disassemble and the parts easier to sort and recycle



YMC Senior Managing Director Togami (2nd from right) presents a commemorative plaque to YMMJ President (at the time) Yoshino for his company’s top performance in the 3E campaign

YAMAHA 32 CONVERTIBLE

A mid-sized "Sport Convertible" featuring the best of Yamaha's boat-building technologies

Full-scale sales efforts have now begun in Japan for the "YAMAHA 32 CONVERTIBLE" that drew so much attention as a special exhibition model at this spring's Tokyo Boat Show. Until recently, a number of factors such as the boat operator licensing system and boat tonnage limits have placed special limitations on boat design in Japan. Recent relaxation of some of these regulations, however, has allowed much greater freedom in boat design. This has made it possible for Yamaha to design a full-fledged "sport convertible" (a boat that can be used for both cruising and

sport fishing) with a comfortable and luxurious cabin space in an easy to pilot 32 ft. size.

The exterior design is modeled after the beautiful lines of the highly popular 38-ft. "convertible" model released by Yamaha several years ago. It also features the famous running performance and cruising comfort afforded by Yamaha's unique hull design technology.

The most appealing quality of this new model, though, is its comfortable, spacious and richly appointed on-board living space. The refined cabin salon uses high-quality interior materials. The pow-

der room design is something that women will especially appreciate. The galley is also beautifully designed for ease of use in after-cruising entertaining. In a word, this mid-sized sport convertible model is a masterpiece of Yamaha's long years of boat-building experience and technology in Japan and our philosophy of boat design.

Length: 10.84m
Beam: 3.65m
Draw: 2.21m
Main engine: YAMAHA SX422, others
Max. horsepower: 228 kW(310PS) x 2