

Yamaha News

No. 4

BIMONTHLY



The Heart of CSR



The Yamaha Motor group is engaging in a variety of activities to contribute to sustainable development in society, at both the local and global levels. Without forgetting the technological advances that we can make people's dreams come true with, we are developing products and service that surpass customer expectations and pursuing the environmental preservation to make sure they can continue to be useful.



CSR as a form of Corporate



CSR (corporate social responsibility) is something that every corporation has to be aware of in today's business world. We are in an age when corporations are being asked to work toward sustainable development and the social responsibilities that involves. At the same time, we have entered an age when CSR can be a means to create new corporate value that society and the customers will appreciate.

In the Yamaha Motor group we are working to grow our business in this new environment and create new corporate value that answers the need of the times. And, in order to achieve the goal of sustainable development, we need to work together with the same approach and concepts that will enable us to pursue meaningful CSR activities on a global scale.

Why is CSR necessary?

You could say that the role of a corporation is to provide products or services that make a contribution to society and help its development, and companies that succeed in creating attractive, high quality products and services that people want will stimulate the market and be rewarded with profits. Amidst these business activities, the companies that have answered the expectations of society and built a foundation of trust are the companies that have survived and prospered.

On the other hand, this process of increasingly intense competition between corporations has also been recognized as a cause of the depletion of resources and generation of greenhouse gases that are resulting in environmental problems around the world. This is because of the undeniable effect on not only the economies but also the environments of the countries global corporations supply their products to.

This is why corporations are now expected to shift the focus of their business activities with greater concern for global environmental problems, so that they can become part of the solution rather than simply being part of the cause of these problems. In other words, to achieve sustainable development corporations must take on the responsibility of working to preserve the environment.

This new awareness of corporate social responsibility that began with concern about environmental issues has now spread to other areas and broader concepts, like the need to pursue "sustainable development," which was identified as a key priority by the OECD (Organization for Economic Cooperation and Development) in the 1998, and again the 2000 United Nations Global Compact, both of which called for action at the national and corporate levels.

This international discourse led to a consensus that the term 'sustainable development' should be interpreted in terms of a "triple bottom line" that includes the social, environmental and economic considerations, and that corporate activities should be evaluated in terms of a proper balance of these three aspects. As this way of thinking spread, not only at the national and corporate levels but also among corporate stakeholders—including everyone from corporate stockholders and investors to the customers, the local communities, employees, dealers, suppliers and also the environment—the triple bottom line became a new yardstick for measuring the value of a company.

As corporations and society began to look

United Nations Global Compact

Through the power of collective action, the UN Global Compact seeks to promote responsible corporate citizenship so that business can be part of the solution to the challenges of globalization.

The Global Compact asks participating companies from all regions of the world to work to advance ten universal principles in the areas of human rights, labour, the environment.

OECD Policy Brief No.8 1998: Sustainable Development

Sustainable development has three dimensions: economic, social and environmental. The concept of sustainability is derived from the scientific literature, where it characterizes the management of a natural resource in a manner consistent with the preservation of its reproductive capacity. In the social sciences, sustainability implies a focus on considerations broader than economic growth and material welfare alone. Here the concept embraces equity concerns and social cohesion, as well as the need to address threats to global "commons".

It emphasizes the links between the dimensions of sustainability and the need for achieving balance between and among them when they conflict.

Value

at this bigger picture of the social, environmental and economic aspects corporate activities, CSR became the new buzzword and the new framework for defining corporate value.

CSR of the Yamaha Motor Group

At the time of its founding in 1955, the Yamaha Motor group adopted a “Company Pledge” as a set of basic principles with a focus on the individual employee’s actions and responsibilities to society as a corporate citizen. And, although this company pledge doesn’t specifically use the term “corporate social responsibility” that would eventually emerge with today’s CSR concept, it is based on a very similar concept of respect for the individual employee and a responsible approach to needs of society. With this pledge as a guideline, the Yamaha Motor group has sought to contribute to society through the actions of each and every employee.

In 1990, the Yamaha Motor group re-



defined its Corporate Mission as being “a company that creates *Kando*” (We Create *Kando* – Touching your Heart) with the aim of “Offering new excitement and a more fulfilling life to people all over the world.” At the same time, new Management Principles and Action Guidelines were established to guide our actions in

achieving our corporate mission. Under these principles and guidelines, we have striven to use our ingenuity and passion to realize people’s dreams and always be the ones people look to for “the next *Kando*,” and through these efforts we have tried to “create *Kando* for the customers” and also “create new added value.”

Fig. 1: CSR of the Yamaha Motor Group

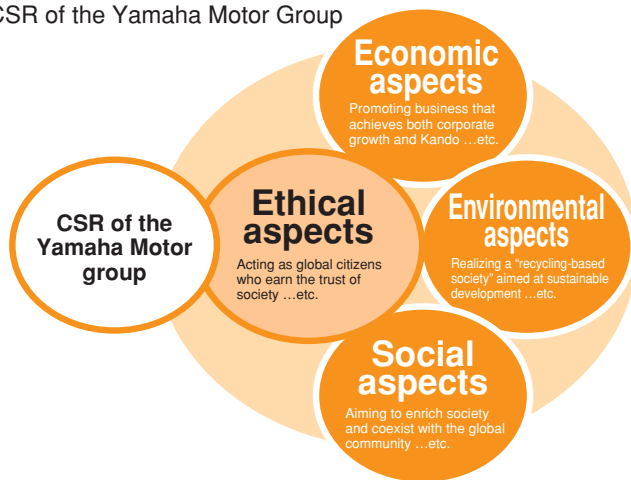


Fig. 2: Areas of Yamaha Motor group CSR activities



In 1992, we went on to launch our YAMAHA CCS activities. CCS stands for Customer & Community Satisfaction and its aim is to foster not only the satisfaction of our customers but also to deal with the needs of the communities where we work in order to build satisfaction in the society that will help build our corporate value as well. In these ways, the Yamaha Motor group has been pursuing activities both internally and externally that contribute to society and build trust in the Yamaha Motor group companies as corporate citizens, long before CSR became a corporate buzzword. This is a history of individual employees working together for the good of society under the principles of our Company Pledge, our Corporate Mission and CCS activities. And, as we pursue our responsibility today as global citizens, the Yamaha Motor group adds an “Ethical Aspect” (Fig. 1) to the Economic, Social and Environmental aspects of CSR that corporations are expected to fulfill in today’s business world.

The Yamaha Motor group’s approach to CSR involves three areas of activity as shown in Fig. 2.

CSR activities of the Yamaha Motor group

1. Examples of actions being pursued throughout the group



In the important area of risk management, the Yamaha Motor group established a Risk Management Committee in March of 2003 with the aim of unifying risk management practices throughout the group. Regarding normally expected risks, we incorporate risk alleviation measures into business plans and then evaluate the progress being made and verify results. With regard to risks that have potentially greater effect or could even threaten the existence of a group company, the Risk Management Committee works on preventative measures in cooperation with the other top-level committees and superintendent departments to help prevent crises from occurring by setting risk management rules and publishing a Risk Management Manual, while also working out action plans to implement in case a crisis does occur. In the field of environmental action, companies throughout the global Yamaha Motor group have adopted environmental management systems with ISO14001 certification to make sure that they are always in

compliance with environmental laws at the national, reduce environmental risk and promote “green procurement” practices, while continuing to set goals and targets for ongoing improvement.

2. Examples of contributing to society through our business

As a maker that always seeks to create new value and stimulate the spirit of fun and enjoyment in our customers, Yamaha has introduced a number of “world first” products over the years. In the field of environment-friendly electric vehicles, these have included the Yamaha PAS electro-hybrid bicycles and the



development of a DMFC (direct methanol fueled type fuel cell) powered motorcycle. In 2005, Yamaha released the new “EC-02” electric commuter bike as a follow-up to our already marketed “Passol,” which originally appeared as a completely new type of commuter vehicle that runs solely on electricity. With absolutely no exhaust emissions produced when running, these envi-

ronment-friendly bikes represent one of the most advanced forms of personal vehicles available today. You can say that these are true “Only One” Yamaha brand products that are attracting not only motorcycle lovers but also environment-conscious consumers looking for a new type of personal vehicle.

3. Examples of contributing to society outside of our business

In a joint effort with YAMAHA CORPORATION (music), the Yamaha Motor group has launched a “Yamaha Forest” project in Indonesia. Under a 5-year plan, this project will plant between 150 and 200 thousand tree saplings with the aim of replenishing the country’s valuable rain forests.

The rugby and football are sports that bring Kando to people everywhere. YMC is involved in an ongoing program of rugby and football schools for children that has become well established in the local community and is making a true contribution to them by promoting these sports and raising the next generation of players.



Toward truly global CSR action



CSR Planning Division,
Norihiko Sugimoto



CSR Planning Division,
Chitaka Akutagawa

Sugimoto: “As everyone is surely aware, the term CSR is in the media all the time now. It is probably safe to say that 2003 was the year that corporations around the world really got on the CSR wagon and started rethinking their programs seriously. But actually, there is nothing new about the CSR concept itself in its fundamental form of responsibility to society. This concept is something that corporations have long taken as a basic part of their corporate stance. In that sense it is a concept that we have long been familiar with.

In the Yamaha Motor group, we have made “Fulfilling social responsibility globally” one of our management principles for a good number of years and we have been promoting CCS (Customer and Community Satisfaction) for a long time, too. In this sense, I believe that we have truly been putting CSR in practice for quite some time.”

Akutagawa: “As social conditions change, so do the qualities and substance of corporations’ social responsibility. What’s more, our continued corporate globalization has brought us to a point where we have to rethink our approach to CSR and be concerned about getting the entire global Yamaha Motor group to share the same approach to CSR and making sure

that we are all working in the same direction. Although we are one global group, we come from different countries with different cultural backgrounds, different positions in society and different values and ways of thinking. That is why we have to make an effort to find a unified foundation to build CSR programs that are unique and consistent throughout the Yamaha Motor group.

Our 2006 CSR Report provides an outline of the basic approach and policies of the Yamaha Motor group concerning CSR (see Fig. 1 on page 3, Fig. 2 on page 3) of the Yamaha Motor group. Furthermore, on July 1, 2006, our CSR Planning Division was formed as part of the initiative to begin full-fledged development of CSR programs that are unified on a global scale. During this fiscal period our offices

have begun operations in each of the Yamaha Motor group’s regional areas to ensure global execution.”

Sugimoto: “As we look back over the socially oriented programs we in the Yamaha Motor group have pursued over the years and examine them from the standpoint of the CSR developments of recent years, I believe that it is important for us to return once again to the spirit that Yamaha people have shared since our company’s founding and make renewed efforts to actively communicate with all of our stakeholders so that we can meet their expectations.

I think that it is important for all of us to have a shared understanding of CSR and its issues like compliance and to think together and act together as we work toward common goals. I hope that each and every one of us in the Yamaha Motor group will recognize that we, as individual, are all main players in this task of creating CSR vision that is truly Yamaha and implementing it with our own minds and bodies.”



At the time of its founding in 1955, the Yamaha Motor group adopted a “Company Pledge” as a set of basic principles with a focus on the individual employee’s actions and responsibilities to society as a corporate citizen



YMC published the CSR report 2006 in May of this year

INTERNATIONAL FOCUS

SERIAL 55

Yamaha Motor Argentina S.A. (YMARG)

Location: Buenos Aires, Argentina

Employees: 32



YAMAHA MOTOR ARGENTINA S.A. is a relatively new company that began operations in December of 1995. Founded by YMC with the aim of strengthening Yamaha's presence in the Argentine market, YMARG has its home offices in Olivos City, in a residential town north of the capital Buenos Aires. The home office building has a floor space of 2,000 m² occupied by the administrative and commercial offices and a showroom for product exhibition.

YMARG distributes a full range of YAMAHA motorcycles, ATVs for utility and sport, outboard motors, WaveRunner PWCs, marine diesel engines and Power Products through a nationwide sales network that includes of over 150 official dealers, and authorized service shops.



Our reporter:
Nawah Kuntichaikajon

A rapidly growing motorcycle market

The motorcycle market in Argentine has been growing rapidly, especially since 2004.

Unit sales in 2004 were approximately 65,000 units, and in 2006 that number is expected to increase to approximately 350,000 units. Because of the economic situation in Argentina presently, it is a very price-oriented market with approximately 80% of the sales being

inexpensive underbone type bikes of under 125cc mainly imported from China. Another 16% of the demand is for slightly larger bikes in the 125cc to 150cc range. The remaining 4% of demand is for street bikes over 200cc and off-road bikes.

Because Yamaha positions itself as a maker of quality motorcycles in Argentina and doesn't participate in the inexpensive underbone category, YMARG's overall unit share in the motorcycle market is not large. But, because of the growing dissatisfaction in areas such as product warranty, technical issues and lack of spare parts

with the cheap Chinese-make "copy bikes," many of the new customers who have entered the market with one of these bikes are already looking to move up to a quality Yamaha model like the underbone Crypton T105 and the street bikes YBR125 and XT225. In the larger displacement bike categories Yamaha has a much larger share ranging



Looking long and customer

from 15% to 40% depending on the category, with popular models like the R1, R6, the YZ motocrossers, WR Enduro bikes and the FJR1300 cruiser.

The ATV market is also dominated at present by cheap models with 50cc engines made mostly in China that are not really suited for much more than light leisure riding. Here again, YMARG focuses on the customers who want a quality product with good performance and the reliable service and parts availability that the Yamaha brand guarantees. When the cheap 50cc models are excluded, Yamaha has 48% of the ATV market share, and even more in the sport ATV category. YMARG is now focused on developing the utility ATV market, working with some dealers in order to introduce them on farms and vineyards and in the mining industry. We have also implemented the YRA training for ATV customers in order to introduce the sound riding concepts.

A large presence in the marine market

Yamaha boasts a 48% share of the outboard motor market in Argentina, having grown over the last five years from 30% to a present 48% share. Our presence in this market is reinforced by many activities like our participation in the Buenos Aires Boat Show (Salon Nautico), fishing tournaments and the service campaigns we hold regularly in various parts of the country.

In the personal watercraft market, the share for Yamaha WaveRunners has also been growing, from 54% (in the 2001), to the present 68%. To maintain this presence in the market we are developing special activities with the customers. For example, we organized popular touring trips along the Parana River. From November 2006 to February 2007 we are conducting service campaigns and safety riding courses.

YMARG also added Diesel Marine

-term with a dedication to quality satisfaction



ATV Safety Riding courses like these are frequently held to create a higher level of our customer satisfaction

Engines to our product lineup this year, with a good reception from the customers, and we now plan to introduce them in the most important boat-building companies in Argentina.

Policies to grow on

At YMARG we are committed to creating a high level of customer satisfaction, using our ingenuity and enthusiasm to enrich people's lives. One of our targets is to be as close to the customers as possible and to provide products and service that surpasses their expectations. In order to achieve that goal, we carry out activities offering a various kinds of services and benefits. Among our most frequently held activities are the ATV Safety Riding courses. In Argentina, ATVs are very popular during the summer, when the customers use them on the big dunes and forests of the beach areas. The Safety Riding courses are taught by professional instructors for our client companies, the police forces, government organizations, dealers and general customers. Through these courses we educate people on the correct use of the ATV and its proper handling and riding techniques.

YMARG also implements various "Free Check" service campaigns for all our main product lines, from motorcycles and ATVs

to WaveRunners and outboard motors. Through these activities we offer our customers a free inspection, which includes basic technical servicing (oil and filter change) and a general diagnosis of the unit. The last service campaign we held for motorcycles and ATVs gathered 350 customers in three cities in the Northwest region of the country over 6 days. During the latest

Marine Free Check service campaign, we inspected and serviced 150 outboard motors in the south of our country.

At YMARG we are confident that these policies will keep us growing despite the current invasion of cheap products, as more and more Argentine customers look for the quality and service that only Yamaha offers.



YMARG's "Free Check" service campaigns offer customers a free inspection of their product

Republic of Argentina

Capital: Buenos Aires
Area: 2,791,810 sq. km
Location: South America
Population: 36,223,947
Language: Spanish

GENERAL INTRODUCTION:

Argentina is located at the southern end of the South American continent and is the eighth largest country in the world in terms of land area with 2,791,810 kÚF. From the northernmost point to the southernmost Argentina is 3.800 km in length and 1,425 km wide from east to west. Argentina has a population of 36,223,947 (2001 census), living mainly located in the urban centers, and mainly descending from Spanish and Italian immigrants (80%). Around one third of the population resides in the Capital city and its neighboring area. Only 22% of the population is rural.

The cuisine of Argentina



Argentine cuisine derives mainly Italian and Spanish sources, supplemented by the contributions of native ethnic groups. The native influences come mainly from the Quechua and Mapuche peoples of Andean origin.

Because of the influx of Italian, Spanish and Middle East influences, in a way the Argentinean diet is a continuation of the "Mediterranean diet".

Another factor is that Argentina is one of the biggest food producers in the world, producing wheat, beans, corn, soy bean, meat (mainly beef), dairy products and much more.

The typical Argentine foods are roasted or grilled meat (mainly beef) called asado, meat pies called empanadas, and other dishes like tamales, humita and locro (mainly corn cooked with meat in different ways). Argentinean restaurants, called parrillas are very famous because of the quality of the meat served there.

The characteristic drink of our country is mate, a kind of tea made with leaves of a local bush.

Tourism



In Argentina visitors can enjoy its fantastic, diverse and wild landscapes. Its coasts have great possibilities for people searching for sun and beaches. Along the Patag-

onian Atlantic coast it allows the observation of considerable numbers of species of protected autochthonous fauna (penguins, whales, seals, etc.), as well as the stateliness of the forests, lakes and millennial glaciers.

Argentina has a strong indigenous presence in the North, its colonial past in Córdoba and the Northwest, its remarkable vineyards framed by the high summits of the "Los Andes Cordillera" with the highest mountains in all of the Americas, the "gaucho" (Argentinean cowboy) tradition in the wide and fertile "Pampa" grasslands and its history and culture in the vital and cosmopolitan capital, Buenos Aires.



Motocross World Championships - MX1

Everts racks up 100th career GP win as a true champion


2006

In his final season of GP racing, Everts won his 10th title, his 101st career win and gave Yamaha its third consecutive manufacturer's title

In the 12th round of the World Motocross Championships, the Belgium GP, Stefan Everts clinched the 2006 title in the MX1 class, giving him his 10th World GP title. Then in round 13, the Ireland GP, he went out to win the 100th GP of his career but fell just short with a 2nd place finish. But he came back on September 3 in round 14, the Netherlands GP, and ran away with both heats to claim his momentous 100th career win. This great feat came in the 18th year since Everts' GP debut.

Stefan Everts (Belgium) was just 16 when he entered his first World Motocross GP in 1989. It was in his third year of GP competition in 1991 that he won his first race and

then won four more that year to claim his first world title. After that he won the title three consecutive years from 1995 to '97. Later, however, he suffered injuries that kept him out of much of the 1999 and 2000 seasons. In 2001 he made a brilliant comeback, this time as a Yamaha factory rider, winning seven GPs to claim the season title. After that, Everts went on to win four straight titles from 2002 to '05, which gave him an incredible nine career World GP titles and a grand total of 87 GP victories.

Everts entered the 2006 season with two big goals, winning his 10th world title and 100th career GP win. No one doubted that he could win his 10th title, but in order to claim his


2005

In a close season race with J. Coppins, Everts won his 5th straight title


2004

With a regulation change the new MX1 class became the premier class of the World Motocross Championships. Everts rode the YZ450FM to seven wins and claimed the season title

Everts entered the Motocross GP riding the YZ450FM. In the final round of the series, the France GP, he amazed the fans by racing in the 125cc and 650cc classes as well as the 500cc class and won all three races! That gave a total of 18 wins on the season, the largest number of his career


2003

100th career win he would have to win 13 of the 15 GPs in the series. Even the staunchest Everts fans wondered if such a feat were possible. Everts soon erased those doubts by charging to 12 straight victories in the first 12 rounds of the season and clinching the title with three GPs remaining. The long awaited 100th career win came in round 14 in the Netherlands.

Having already announced that he would be retiring from GP racing as of this season, many fans gathered on September 17 to see Everts' last run at the final race of the series, the France GP. Once again, Everts gave the fans a memorable performance by winning both heats to claim his 13th victory of the

and retires



2002

Riding the YZ500FM in the WMX 500cc class, Everts won his sixth World GP title. In the process he also broke J. Robert's record for career GP wins



2001

Everts came back from two years of injuries to ride the Yamaha YZ500FM in the WMX 500cc class and claim his fifth World GP title

season and his 101st career win. In doing so, Stefan Everts bowed out of GP racing as a champion among champions.

Of these 10 season titles and 101 GP wins, Everts claimed six titles and racked of 58 of his wins riding a Yamaha. During these six seasons, he showed the worlds the outstanding competitiveness of the Yamaha motocross machines in a way that will live on in the memories of fans everywhere. Riding his Yamaha machines, Stefan Everts has won an unshakeable place in the annals of motor sport history.

MotoGP world championship

Rossi in late-season race for the title



At the Malaysia GP Rossi and Capriossi traded the lead four times in the last two laps before Rossi prevailed to win his 5th GP of the season

After no-pointing in a disappointing US GP (round 11) where he was forced to retire, defending MotoGP champ Valentino Rossi stood in 4th position in the season ranking, a full 51 points behind the leader, Nicky Hayden (Honda). During the ensuing one-month summer break, the Yamaha machine development team worked hard to get the YZR-M1 in top competitive condition for the remaining six rounds that would determine the title race. Those efforts showed clear results as Rossi rode to a strong 2nd behind Loris Capriossi (Ducati) in round 12. This podium finish helped



After the Australia GP Rossi was still far behind in the point rankings but he said the title was still a possibility and that he wouldn't give up

Rossi close the gap considerably on Hayden, who finished 9th. Then in round 13 in Malaysia, it was clear that big progress had been made with the M1 as Rossi won a heated battle with Capriossi to mount the center step of the podium. This gave Rossi his 5th win of the season and further closed the point gap with Hayden. In a drizzly round 14 in Australia, Rossi found himself back in 10th position after the start but was able to fight back to 3rd position. When the rain worsened, a "flag to flag" was called and the riders were

allowed to return to the pit and change to spare bikes set up for wet conditions. Rossi's pit stop caused him to lose several positions but he was still able to recover 3rd place on the last corner of the last lap and salvage a podium finish. This brought Rossi up to 2nd place in the series ranking just 21 points behind Hayden.

Rossi continued his charge toward the title in round 15, the Japan GP at Twin Ring Motegi, where another strong 2nd place finish brought him within 12 points of the ranking leader Hayden. It is clear now that Yamaha has been able to regroup and bring the defending champ within striking range of the title with two rounds remaining in the series. Both Rossi and the Yamaha team have promised that they won't give up until it's over and fans all over the world are watching to see if Rossi can win his 3rd straight MotoGP title with Yamaha.



Colin Edwards suffered from a retirement in round 14 that dropped him to 9th in the season ranking, but he moved up to 8th place after round 15

RACING

WORLD TOPICS

We always welcome your contributions.
Write to the editorial staff
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Indonesia

Jupiter MX 135 wins “The Best Motorcycle” prize

The Indonesian motorcycle magazine OTOMOTIF has chosen the Yamaha “Jupiter” MX 135 (T135) as “The Best Motorcycle” in the 125cc to 135cc category. On August 5th, the award plaque for this prestigious prize was presented to Mr. Kuromoto, General Manager of YMC’s CV (Commuter Vehicle) Engineering Division, on the occasion of his visit to Indonesia for a special event commemorating the successful conclusion of the “PAN-ASEAN TOURING” event that began in Indonesia last November and toured the T135 (Indonesian market name: Jupiter MX 135) through six ASEAN countries over six-month period. Some 4,000 customers were on hand at the event to see the award ceremony.

From CV Business Operations, YMC



At the T135 “PAN-ASEAN TOURING” event venue, Mr. Kuromoto accepts the Best Motorcycle award plaque

Slovenia

Letter from a pan-Euro touring XVS1100 owner



Mr. Branko Pajcar and his wife with their dependable XVS1100



Yamaha Motor Europe NV (YMENV) recently received a letter from a very satisfied owner of a Yamaha DRAG STAR XVS 1100 named Branko Pajcar from Slovenia that we would like to share with our readers in excerpts. Mr. Pajcar expressed his gratitude to Yamaha for making such a great bike and then explained what exceptional performance it has given him. “All these years the bike served me perfectly, it didn’t stall once, although some [of our]

journeys were 10,000 km long,” he writes. Since he purchased the bike in 2000, it has already recorded 100,000 km on the odometer by carrying him and his wife to the four extremes of Europe. “In 2002 we reached the northernmost point of Europe, Nordkapp (Norway), in 2003 the westernmost point, Cape Rocca (Portugal) and the southernmost point, Estrecho De Gibraltar in Tarifa (Spain). Now we have reached the easternmost point of Europe, Zlatoust in Russia’s Ural mountains.” All of this was accomplished with the XVS1100 carrying the owner and his wife and a full load of luggage. No wonder he concludes, “YAMAHA brand is THE BEST!”

USA

Rossi Joins Ranks of World Celebrities

The reigning MotoGP world champion, Valentino Rossi has been chosen by America’s financial and business biweekly Forbes (July 3 issue) as one of its top 100 celebrities in the world. The fact that Rossi ranked #64 among the world’s celebrities is solid proof of the great popularity of MotoGP racing in Europe and other parts of the world. By the way, the top ranked celebrity was US actor Tom Cruise.



The Forbes issue with the top 100 celebrities feature that included Yamaha MotoGP rider Valentino Rossi

Africa

Across Africa on the electric scooter Passol, next it's Asia!

In recent issues of Yamaha News we have been reporting on the progress of the around-the-world journey of Mr. Hirokazu Fujiwara and his wife Hiroko riding Yamaha's Passol electric commuter bike and a Majesty 250 scooter. In this journey around the world to visit great old trees on each continent and spread a message about environmental concern for trees, the Fujiwaras have already crossed the Americas, Australia and Europe. We now receive word that they have successfully completed the African leg of their journey with their odometers reading 36,000 km and having visited 34 countries. Now they have departed Athens heading east across Asia with plans to reach Japan and the end of their journey in April 2007.



Smiling from the seat of his Passol, Mr. Fujiwara and his wife recently crossed Africa and are now crossing Asia

Malaysia

Rossi Fans Ride in Full Force to GP Race at Sepang

Six hundred Yamaha bikers, mostly riding the hot new model 135LC, converged from all over Malaysia at the Summit Hotel in Subang Jaya near Kuala Lumpur on Sunday morning, Sept. 10, to ride as a convoy to the MotoGP, Malaysian GP, at Sepang Circuit. Calling themselves the "Yamaha 135LC Street Stylers," this grand convoy organized as a 135LC user event by Malaysian Yamaha distributor Hong Leong Yamaha Motor (HLYM) came out to show their support of Yamaha's MotoGP defending champion, Valentino Rossi. At the official flag-off ceremony to send the convoy off to Sepang, Mr. C. H. Ng, Managing Director of HLYM, welcomed YB Dato' Liow Tiong Lai, Malaysia's Deputy Minister of Youth & Sports. Then, led by experienced 'Marshalls' and 'Sweepers', the convoy rode off in double formation like a long yellow snake in their yellow T-shirts copying Rossi's team color. It was no doubt an impressive sight for everyone along the highway.

For HLYM, this event was also an opportunity to teach the self-discipline, correct hand signals and riding formation necessary for enjoying group riding safety. And the participants were further rewarded when Valentino Rossi won that day's race MotoGP with a superb corner sweep on the last lap.

From Jennifer Lee, Hong Leong Yamaha Motor Sdn. Bhd., Malaysia



Italy

Dolomitiche Alps touring event is grand success

When Yamaha Motor Italia S.p.A. held the second of its 2006 customer-appreciation touring events in the Dolomitiche Alps region of northern Italy from June 23 to 25, a total of 10,000 enthusiastic Yamaha fans gathered over the event's three days to enjoy a schedule of touring, Yamaha model test rides (1,600 people) stunt shows and night shows. A press introduction of the new FJR1300AS was also held in conjunction with the event and drew high praise for the model's advanced technologies.

From Paolo Pavesio, YMIT, Italy



Many appreciative Yamaha owners gathered for the touring event in the scenic Dolomitiche Alps

Finland

Pan-European Distributor Meeting theme is "CS First"



The beautiful city of Helsinki was the venue for the meeting



YMC President Kajikawa addressed the distributors

From July 10 to 12, Yamaha Motor Europe NV (YMENV) held its Pan-European Distributor Meeting in the Finish capital, Helsinki. Some 200 distributor representatives attended the meeting along with YMC's President Kajikawa and top management from the various Operations. The theme of the meeting was "CS (Customer Satisfaction) First" and the first day's agenda centered around the management conference. In a new meeting format, the second day's schedule included new model introductions and specialized conferences for the different department representatives, throughout which CS measures and policies for the different business operations were stressed as everyone prepared for the start of the 2007 business year.

From YMENV

China

YMC supports international youth football tournament as title sponsor

Yamaha Motor Co., Ltd. recently served as title sponsor for the "2006 Weifang Cup Yamaha International Youth Football Tournament" organized by the Shandong Luneng Taishan Football School in Jinan, Shandong Province from August 5 to 10. The purpose of this sponsorship was to promote the healthy development of youth through sports and international exchange. The tournament gathered thirteen teams from the six countries of Australia, Japan, Serbia Montenegro, South Korea, Germany and China. Among these teams were the Under-13 and Under-15 youth teams from the Yamaha Jubilo Soccer School in Japan run by YMC and the Yamaha Football Club (Jubilo Iwata).



Indonesia

T135 Pan-ASEAN Touring "It's Exciting!" review meeting held

On August 4 and 5, a meeting was held in Bali, Indonesia, to review the results of the grand six-month Pan-ASEAN Touring event for the new moped model T135. The first day of the meeting was dedicated to a review of the touring event, reports on the sales record thus far for the T135 and discussions about further sales promotion projects. The second day, a report on the results of the touring event was given in front of members of the press representing 40 media companies. This was followed by a commemorative touring event and a grand-scale party attended by some 4,000 Yamaha customers to celebrate the event's success.

From CV Business Operations, YMC



The Pan-ASEAN Touring review meeting was held on the island of Bali

Indian Ocean tsunami aid continues with training boat and outboards



Yamaha staff instructed representatives of Sri Lanka's National Institute of Fisheries and Nautical Engineering in use of the new boat

When the devastating Indian Ocean tsunami struck Sri Lanka's east coast December 2004, one of the many boats damaged was the Yamaha-design fishery training boat operated by the National Institute of Fisheries and Nautical Engineering (NIFNE). As part of the Japanese government's aid package to help in the recovery of the fishing industry here in Sri Lanka, a new Yamaha DX-79-0A boat (built by Yamaki Manufacturing Co., Ltd.) was recently delivered as a replacement for the damaged training boat. The new boat was immediately praised for its outstanding running stability and the great utility of its wide gunwale top. Elsewhere, 34 units of the Yamaha EK40G outboard motors have been delivered to fishermen in Aceh, Indonesia, another area severely struck by the tsunami.

From Takayanagi, OMDO, YMC



A new fisheries training boat was supplied to Sri Lanka as tsunami relief aid

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

YMC's new research and test lab facility begins operations

On July 19, 2006, a ceremony was held to officially open the new research and test lab facility just completed at Yamaha Motor Co., Ltd. (YMC) headquarters in Iwata. Attending the ceremony were YMC's top management and a gathering of 50 distinguished guests from the industry.

In all categories of today's motorcycle market the demand for higher levels of technology, performance, product quality and environment-friendly performance is growing year by year. To answer these growing demands, Yamaha has continued to develop new products and new technologies, and now the new research

and test lab facility has been built as a facility to help accelerate these research and development processes even more. The actual facilities in the new building included state-of-the-art chassis and bench facilities for testing engine exhaust emissions and verifying performance that meets the increasingly strict emissions standards now being required in Europe, the Americas, Asia and other parts of the world. At the same time, the new building offers facility space for the different departments involved in developing the electronic control technologies that are core technologies in research and development to work in the same building.



At the opening, YMC's President Kajikawa said, "We will work to make this a facility that makes us even better equipped to surpass the expectations of our customers around the world"

The aim of this consolidation and integration is to strengthen these operations in the fundamental aspects of product development and thus promote process innovation while increasing development speed and quality.



The floor layout is designed to promote communication between the employees as they work, based on an "on site" concept



YMC's Chairman Hasegawa, President Kajikawa and Senior Managing Director Togami joined in the tape cutting ceremony, after which the building was christened in a traditional Japanese ceremony



The ceremony also included a tour of the new facility

Rugby team Jubilo Yamaha dedicated to sharing *Kando* and community exchange



In Japan's rugby "Top League" Jubilo Yamaha finished 3rd, 2nd and 7th respectively in 2003, '04 and '05

At Yamaha Motor Co., Ltd. (YMC) our corporate mission is to be a company that creates that special mix of excitement and deep satisfaction that we call *Kando* in Japanese. As part of this commitment, YMC has been involved in activities like motor sports on a global scale, beginning soon after our company's founding and continuing ever since in an ongoing "challenge" that has become a core of our corporate culture. Another part of our corporate culture that we have long pursued as a way to contribute to society and also invigorate our employees is the promotion of a variety of physical (participation) sports. Among these, our company rugby and football (soccer) teams have been particu-

larly successful in competition at the highest levels of their sport in Japan (the Yamaha Football Club became an independent professional team in 1992). The Yamaha Motor Rugby Team was established in 1984, and in 1987 it was designated as one of the corporate sports teams to receive company support. After that, the team improved rapidly and finally in 2002 it won the championship in Japan's most competitive corporate league at the time, the Western Japan A League. With the 2003 establishment of the "Japan Rugby Top League" as the nation's pinnacle league, the Yamaha Motor Rugby

Team became a member and adopted the same "Jubilo" (Jubilation in Spanish) name as the former Yamaha football club and current professional team Jubilo Iwata. Today Jubilo Yamaha continues to compete as one of the strongest teams in Japan. Looking to the future, YMC will continue to promote both motor sports and physical sports like rugby and soccer as activities that bring "dreams and *Kando*" and stimulate exchange between people, both inside and outside the company, while contributing to the development of sports and helping us fulfill our corporate mission of creating *Kando*.



The Japan Rugby Top League kicked off its 2006 season on September 2

Contributing to society with Rugby Schools



Former players of the Yamaha Motor Rugby Team serve as the main instructors for the Yamaha Rugby Schools

strong, healthy bodies. Through these activities, YMC is contributing to local communities, especially in the Iwata city area where our headquarters are located.

Besides participating in Japan's top rugby league, Jubilo Yamaha has been teaching rugby seminars for school children since 2000 as part of the team's regular activities. In 2003 this program was named the Rugby School program, and under this name it continues its mission of communicating to children the joys of participating in sports through competition and the invaluable lessons of working together with teammates, developing mutual understanding and cooperation and building



TT-R50E, the best little learner's bike



If you think that off-road riding is just for grown-ups, we have news for you. Just look at the now legendary motocross champion Stefan Everts (see Racing page) who began riding a motocross mini-bike at the age of three. There is no age limit for off-road riding; it is a sport that anyone can enjoy if they have the right bike. Many people even

say that it is the truest form of motorcycling enjoyment. And just like adults get hooked on the joys of riding the Yamaha YZ motocrossers, children will also fall in love with riding if they just get the chance.

The bike that gives that chance to so many children is the Yamaha TT-R50E. Powered by an air-cooled single-cylinder

50cc 4-stroke engine with a 3-speed return type transmission with an automatic centrifugal clutch that requires no clutch operation and fully outfitted with a foot brake and high-performance front and rear suspensions to handle off-road riding, this entry-level kids bike provides the perfect introduction to the joys of motorcycle riding. All this is why the TT-R50E is nicknamed the "best study bike" in Japan.

You will also be impressed by the look of this stylish little machine. It has the same type of "block pattern" graphics that accentuates the high performance potential of the YZ competition bikes as well as the same dynamic look to the muffler, front and rear fenders, air scoop and seat as the YZ models. Any child is sure to be excited by this look of "the real thing" and feel like a true rider.

The TT-R50E is a dream come true for many children and the best machine they could ever have to learn the joys of motorcycling.

