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The Art of Motor Shows

The 2007 autumn motor show season saw major shows worldwide. In this issue we look at Yamaha's art of motor show booth creation with a focus on the Tokyo Motor Show and examples from the Paris and Milan shows.

The Art of Motor Shows

The Tokyo Motor Show was held in October 2007. Here we look at the brand message that Yamaha sought to communicate with its booth for this show. Together with this we present impressions from The Paris International Two-wheel Show (September) and the 2007 EICMA in Milan (November).



Transparency: One of the themes of the booth was “transparency.” The presentation of the products and technologies as art and the image of premium quality were the same as the last show, but this time the booth design was more open, without the partitions of the previous show. The result was a more direct and positive appeal for the Yamaha brand.



Tokyo Motor Show: Ranking as one of the world’s five major motor shows, the Tokyo Motor Show was held for the 40th time this year from October 26 to November 11, drawing a total of 1,425,800 visitors. In the 2-wheeler and 4-wheeler categories there were 77 models making their world premiere and 103 models making their Japan premiere at the Tokyo Motor Show this time. Among these the central displays focused on the concept models that embody the brand images of the various makers and models with world-leading environmental and safety technologies.

Tokyo Motor Show

Showing where Yamaha is headed for the future

The Yamaha booth at the Tokyo Motor Show took as its theme “The Art of Engineering” for the third time, following the 2003 and 2005 shows. For Yamaha, the focus of this show is brand communication and the whole booth was designed as a “Yamaha Museum” to show the motorcycles and technologies as works of “art” born of Yamaha’s unique philosophy of product creation. “We believe that this year’s booth shows the directions Yamaha Motor is pursuing more clearly than ever before,” said YMC’s President Takashi Kajikawa at the show’s press conference. True to that message, it was a booth that gave visitors a vision of the directions Yamaha is pursuing into the future in terms of new technologies and product creation and what we want to communicate to the customers.





Displays that show what should be seen: The machines that show the future directions Yamaha is taking were displayed in a way that could be seen from all angles.

Tokyo Motor Show display models



XS-V1 Sakura (Special display model/prototype): Drawing on the DNA from Yamaha's first 4-stroke motorcycle, the XS-1 released in 1970, this V-twin sport model features a simple, sculpted beauty with "Retro-modern" aesthetic elements and accents of Japanese style.



MAJESTY SPECIAL (Special display model/prototype): Boasting the innovative Yamaha YCC-AT (Yamaha Chip Controlled Automatic Transmission) system based on electronic control technologies born of Yamaha's "G.E.N.I.C.H." engineering ideal, this Majesty variation adopts an array of design features with the look and feel of high quality worthy of its "Special" name.



LUXAIR (Special display model/prototype): This is a "parallel hybrid" type motorcycle combining a liquid-cooled gasoline engine and an electric motor. It features a special audio system developed in collaboration with Yamaha Corp. (music).



FC-AQEL (Special display model/prototype): Mounting the "Yamaha Hydrogen Fuel Cell System" that uses pressurized hydrogen gas as fuel to power Yamaha's super-thin YIPU (Yamaha Integrated Power Unit), this fuel cell motorcycle achieves both lightness of design and eco-friendliness. (left)

FC-Dii (Special display model/prototype): This fuel cell motorcycle mounts the "Yamaha Direct Methanol Fuel Cell System" that uses a liquid methanol-water solution as fuel. In addition to good system efficiency, it also features improved ease of use and maintenance. (right)



XV1900 Raider S (Special display model): This is a factory customized machine taking as its base power unit the engine of the Roadliner. It represents a flagship for the Yamaha custom style cruisers.



Tesseract (Special display model/prototype): This 4-wheeled vehicle is powered by a hybrid system combining a liquid-cooled V-twin gasoline engine and an electric motor. It is an innovative matching of the handling, compactness and maneuverability of a motorcycle with the stability of a 4-wheeled vehicle.



BOBBY (Special display model/prototype): This electric commuter model features a collapsible seat and fold-in rear wheel, handlebars and footrests to enable compact storage.



C3+ (Special display model/prototype): This is a "minimum electric commuter" model with an easy to handle, compact design focused on stylish riding and convenient features like a helmet storage compartment.

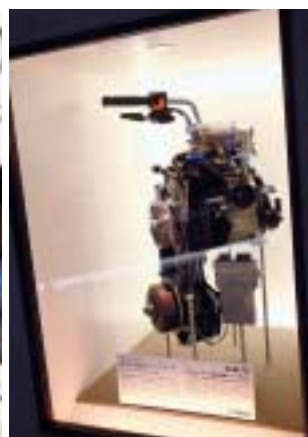
When Technology Becomes Art



This is a presentation of Yamaha's proud exclusive technologies with artistic methods of display.



Smart Power: Yamaha's "Smart Power" concept aims at the development of new power sources for vehicles of the future. The vehicles that Yamaha is creating for the future are based environment-conscious concepts and technologies and strive at the same time to open up new horizons of riding enjoyment and excitement.



GENESIS: This is an engineering ideal that seeks to create an organic integration of every mechanism and part of the machine, from the engine and chassis right down to the individual components, with the aim of building in the type of total performance that creates a high level of "rider-machine communication."



G.E.N.I.C.H.: This is an engineering ideal that makes active use of electronic control technologies to further heighten the quality of the ride based on rider-machine communication. It is the acronym for "Genesis of Electrical engineering for New Innovative Control technology with human orientation."

VMAX Awakens -Need 6-

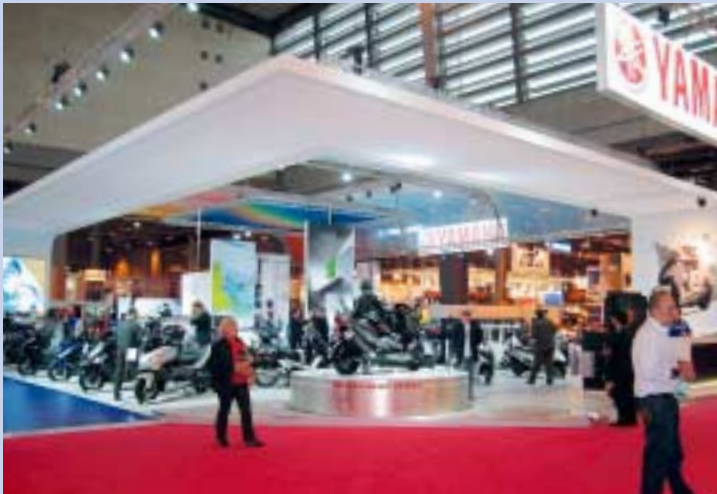


A conceptual art work based on the VMAX model now in development is presented as a sort of interim report on the model's progress as a symbol of Yamaha's philosophy and technology.

Origins of the "Need 6"

In his essay, "A Theory of Human Motivation," the psychologist A. H. Maslow divided human motivational needs into five levels and proposed the theory that the lowest level needs (beginning with level 1 needs) had to be satisfied before the human being could move on to the higher levels of motivation (up to level 5 needs). Translating this theory into the motorcycle world, Yamaha proposes that an ultimate motivational desire, need that lies beyond the first five needs would be the feeling of "acceleration" and gives the name "Need 6" to the VMAX that is designed to satisfy this desire for acceleration.

An Experience of Yamaha for 2008



The Paris International Two-wheel Show, which ran from September 29th to October 7th, 2007, was opened with the press conference speech of J. C. Olivier, the President of Yamaha Motor France S.A. (YMF). At the much-awaited Yamaha booth, displays centered around the new models for 2008, including the YZF-R6, the TMAX and the XT660Z Tenere, and corners were prepared where the show visitors could actually touch, and sit on the display models.



Touch & Try

Many visitors were given the chance to touch and get on the display models and get a firsthand experience of them. The booth design took a hint from the 2005 Tokyo Motor Show Yamaha booth, with a white-based color scheme and curved booth structures to represent the essence of "The Art of Engineering."



VMAX

The VMAX model presently under development is the center of much attention in Europe. A special display was set up in the booth to introduce the VMAX concept model originally displayed at the 2005 Tokyo Motor Show, and here too it drew a lot of visitor interest.

Introducing Environmental Technologies

The environment is at the heart of Yamaha's concern and electric and fuel cell models including the FC-AQEL and FC-me were displayed to show Yamaha's proactive approach to environmental issues by developing alternative "Smart Power" technologies.



The International Motorcycle Exhibition in Milan (EICMA),

which ran from November 6 to 11, 2007, the Yamaha display area presented exhibits centering around the 2008 models divided into the four motorcycles categories of supersport, sport, off-road and scooters. The models were displayed in a way that visitors could touch them and sit on them, and there were also peripheral displays to evoke a variety of riding scenes and environments. The aim was not only to promote sales for the 2008 season but also to present a sense of the larger Yamaha world and Yamaha values.



TMAX

Befitting a show in Italy, where scooters are especially popular, much attention focused on the 2008 model TMAX. The outdoor test rides for the TMAX were also very popular.

YZF-R6

The supersport models drew an equally large amount of attention as the TMAX. Visitors were especially impressed by the 2008 model YZF-R6.



Booth design

In the booth design, panels and floor effects were used to highlight the character of each display model. For the XT600Z Tenere photographs and rock-bed type floor effect were used.



European Motorcycle Shows

The three biggest motorcycle shows held annually in Europe are Italy's EICMA show in Milan, France's Paris International Two-wheel Show and Germany's INTERMOT show in Cologne. The scale of these shows makes them important venues for the various makers to launch their promotional programs for the following year.

INTERNATIONAL FOCUS

SERIAL 56

Yamaha Motor de México, S.A. de C.V. (YMMEX) Motos Guerrero de Nayarit S.A de C.V.

Motos Guerrero de Nayarit S.A de C.V. was founded in 1961 in the Mexican state of Nayarit with headquarters in Tepic, the state's capital city. At the time, the dealership was a leader in sales and servicing of motorcycles in the region, but it was not until 1995 that it gained the status of Yamaha exclusive dealer. Today, the company has 21 employees and a branch shop in Las Varas in southern Nayarit, which shows the constant and sustained growth of the dealership, orchestrated by its General Director, Mr. David Guerrero Castellón.



Motos Guerrero de Nayarit S.A de C.V.



Our reporter:
Jose Luis Cabrera of YMMEX
service department

Leader in the motorcycle market

Motos Guerrero de Nayarit dominates the motorcycle market in Nayarit state with urban motorcycles and scooters. Accounting for about 50% of overall sales, models in these categories are mainly purchased by fleet-buyer type clients who provide delivery services for a wide range of products. ATVs and leisure motorcycles represent the other half of the company's sales, showing the tendency of the state's economy towards commercial and agricultural activities.

The market for leisure motorcycles and ATVs

The market for scooters, motorcycles and ATVs is mainly orientated towards leisure use, and Motos Guerrero and Yamaha Motor de México, S.A. de C.V. (YMMEX) promote the products through outdoor events and programs developed by Yamaha like the "Yamaha Adventure" and "X-Touring" events that can last up to three days depending on the distance of

travel and the conditions of the roads. Another important promotional program is our Yamaha Riding School (EMY), where customers-to-be have the opportunity to get to know our products first-hand, learn how to use them and enjoy them. This program also gives us the opportunity to point users toward the ideal motorcycle to suit their needs.



Yamaha Adventure and X-Touring events are popular among ATV owners

Launching the first "Yamaha Technical Service Center" in Mexico

One of the most important milestones in Motos Guerrero de Nayarit's history has been a project undertaken with the cooperation of the national distributor YMMEX to completely make over both its main shop and service workshop into a specialized, full-scale Yamaha service center.

Yamaha Motor de México join to launch the



The Yamaha Technical Service Center (Centro de Servicio Técnico Yamaha in Spanish)

Called the Yamaha Technical Service Center, this state-of-the-art facility is the first of its kind in Mexico, and it was fully functional and began operations on August 28th, 2007, at the end of the nine-month project. Proof again that it takes time to make good things happen. In the constantly growing Mexican motorcycle and ATV markets, our costumers demand quality service provided by highly trained and specialized technicians.

México and its dealer Motos Guerrero de Nayarit first “Yamaha Technical Service Center”



Service staffs with YMMEX President Mori

This is what prompted the vision of the Director of Motos Guerrero, Mr. David Guerrero, and his Chief of technicians, Mr. Carlos Guerrero, to create a Service Center equipped to keep up with the market growth. It is equipped with pro moto-mechanic stations with seven work ramps suited for every type of motorcycle or ATV, from the 50cc scooters to big bikes such as sports or cruiser models. It also has a special built-in waiting room facility as another part of the facility’s Yamaha Fast Service (YRS) concept.

To make sure that very specialized service is offered by trained technicians at this center all of the company’s mechanics and technicians attended training programs of the Yamaha Technical Academy (YTA) at YMMEX. And all the work going on at the center is done under the supervision of a YTA silver-level technician, which is an outstanding plus and shows the capacity of the center to deal with every technical problem coming its way, and thus provide the quality service today’s customers need and demand.

At the center’s opening ceremony, Mr. Shigeto Mori, president of YMMEX, said:

“I feel very pleased opening the best workshop in Mexico, and I am sure it is just the first of many of this kind to come.” These words were followed by those of Motos Guerrero de Nayarit Director, Mr. David



The opening ceremony of the Yamaha Technical Service Center

Guerrero Castellón: “For us, promotion planning of motorcycle-use activities is very important. Thus, the final result is the one that counts: Achieving Our Customers’ Total Satisfaction.”

And, it is precisely on this idea of achieving total customer satisfaction that the first “Yamaha Technical Service Center” was built.

United Mexican States

Capital: Mexico City
Population: 108,700,891

Area: 1,972,550 Km²
Language: Spanish

Favorite foods in Mexico:

Mole is a Mexican sauce made from chile peppers and other spices, including chocolate. Also, spicy, delicious and healthy Mexican foods like tacos and enchiladas are so popular, not only in Mexico but in the USA and Canada as well, that they have become a central part of the North America diet.



Mole

Favorite scenery in our country:

Popocatepetl (commonly referred to as El Popo or Don Goyo) is one of the most active volcanoes in Mexico and the second highest peak (5,426 m) in Mexico after the Pico de Orizaba (5,636 m).



Popocatepetl means “smoking mountain”



Chichén Itzá



An event in our country:

The Mexican Independence Day, September 16, is the biggest fiesta (festival) celebrated in Mexico.

The fiesta at zócalo, Mexico City

**AMA
Motocross
Championships**

Langston scores upset title victory on the YZ450F



A stunning overall 1st-place finish at the tenth race in Delmont catapulted Langston from 3rd to 1st in the season ranking



"I've always believed that you should take care of the people who take care of you," said Langston

Yamaha Factory Racing's Grant Langston stood triumphant as the champion of the AMA Motocross Championship. And for Yamaha, it was a feat that had not been achieved since Doug Henry did it in 1998.

The curtain rose on the 2007 AMA Motocross Championships in Sacramento, California. Langston failed to make it to the podium in the first two rounds, finishing 5th overall in round one and 6th overall in round two. The situation looked up in the third round with a 2nd place moto finish, but that was followed by a 7th overall in the fourth round, 6th in round five, and 7th in round six.

A switch was made in the seventh race at Lakewood when the 2007 YZ450F was replaced with the 2008 model. Langston seemed to have turned over a new leaf but was still not able to display his potential as he crashed several times. Still, in spite of the fact that it was midseason, no one would have ever been able to guess that the bold challenge of changing machines to create a new environment would play such a big part in winning the championship.

At the next round in Washougal, Langston had the 2008 model YZ450F well in hand to win the second moto. The new model YZ450F had proven of its potential. This was the first Motocross victory Langston was able to post and, at the same time, it gave the new YZ450F its first victory.

That win was not a mere fluke. He finished 2nd overall in the ninth round, and then in the following three races he finished 1st overall at Delmont, Wortham, and at the final race of the season in Glen Helen. Before the Washougal race, he was 52 points behind the leader and ranked 6th, but soon to jump quickly to the top. Looking back on the season, Langston says, "Winning is a great feeling. We got the new

2008 YZ450F, I started riding better and it was kind of a snowball effect."

This AMA Motocross Championship win made this season a truly memorable one for Langston and the YZ450F.



Yamaha has not captured the title in this category since Doug Henry did it on the YZ400F in 1998

MotoGP

Rossi sets record at Phillip Island



In spite of having broken bones in his hand, Rossi never gave up on trying to take 2nd place in the rankings



Edwards began riding for the Yamaha factory team in 2005 and finished 4th that year. The following year he put up a good fight for 7th

Yamaha's fervent attempt to recapture the 2007 MotoGP championship ended. Much to his chagrin, Valentino Rossi was ranked 3rd; Colin Edwards 9th. Casey Stoner (Ducati) had captured the season title.

Rossi was on the top step of the podium at the 14th race, the Portugal GP, for the first time in five races, but at the 15th, the Japan GP, trouble compelled him to retire. With three races left at that point, the margin between Rossi and Stoner had widened to 83 points, deciding the title in Stoner's favor.

Rossi captured 3rd place in the Australia GP that followed. It meant that Rossi had been on the podium ten consecutive times at Phillip Island. Then he placed 5th in the 17th race, the Malaysia GP.

Rossi fractured his right hand in the qualifying for the last race of the season, the Valencia GP, but went into the race unwilling to give up on capturing 2nd place in the rankings. However, machine trouble from out of the blue regrettably forced him to retire. Speaking at a test session in Jerez after his hand had fully recovered, Rossi said he was determined to win back the championship title next season.

Edwards finished 13th in the last race and will get off to a new start with the Tech 3 Yamaha Team next year. "I'm very glad I'm staying with Yamaha and now I'm just looking forward to getting started with the new bike!"

2008 MotoGP team programs decided

Yamaha Motor Co., Ltd. has announced the MotoGP Yamaha team programs for the 2008 season. The Fiat Yamaha Team will again enter Valentino Rossi, along with a new teammate in the two-time 250cc World Champion, Jorge Lorenzo. The Tech 3 Yamaha Team will enter Colin Edwards along with 2007 WSB champion, James Toseland. All four of these riders will be riding the new 2008 model YZR-M1 in their attempt to win the championship title. We hope that everyone will be cheering for them.

WSB

Yamaha captures 2007 WSB Manufacturers Title

Noriyuki Haga completed the 13th and last race of the season in France by finishing 1st in both races to grab 2nd place in the season ranking. His teammate Troy Corser fought hard for 3rd and 4th in that round and finished the season ranked 5th.

Haga battled hard in the 12th race in Italy to finish 4th and 3rd, pulling within 33 points of the leader James Toseland (Honda), and was looking for his first championship in the last race.

Haga put up two spirited races at Magny Cours in France that ended the season, winning both of them. As it turned out, Haga fought hard to narrow the gap with Toseland to a slim two points, giving him 2nd place in the season ranking.

About having ranked 2nd for the third time in his career, Haga said, "I'm disappointed with 2nd in the championship, who wouldn't be with a gap of just two points! But I'm happy."

Corser finished 3rd in race 1 on the last day for a place on the podium and contributed to the 28-point lead that brought the Manufacturers Title to Yamaha.



Haga pulled within two points of the leader for a bittersweet 2nd in the season ranking

WSS

Parkes 2nd in season ranking



Parkes raced another superb season like 2004 to take 2nd place in the rankings

Broc Parkes put up a good fight in the eleventh race in Germany to win and move into 3rd in the rankings. Then he battled hard in the twelfth race in Italy for 4th. With the 2nd ranking rider Fabien Foret's (Kawasaki) low finish of 14th place, Parkes succeeded in narrowing the gap all of a sudden to 15 points. In the final race of the season, he captured 2nd for a podium finish, to pull ahead of Foret and finish the season 2nd in the ranking.

Parkes said, "The team have been great to be with again this year and I'm confident for the next season. I'd like to thank everyone for all their support and help during this year."

Tommy Hill started competing as a factory rider on the R6 machine from the 10th race in the UK, but fell and had to retire from the 12th race in Italy. He was contending for 3rd place for a while in the final race of the season but fell back to finish 5th.

Hill added, "I'd like to thank the team; they've been great to work with. I've had some good consistent results. I've not got on the podium in the four races, which I would've liked to have done, but that's sometimes how it goes."

RACING

EXPRESS

World Endurance Championships

Yamaha GMT94, Victorious in Bol d'Or 24 Hours

The French team Yamaha GMT94 racing with the YZF-R1 posted a victory at the Bol d'Or 24 Hours endurance race in the fifth race of the World Endurance Championships that took place in France over two days from September 15, 2007.

Yamaha GMT94 had a 30-second lead over the 2nd-place team up to the middle stages of the race. With four hours remaining, the 2nd-place team fell, enabling Yamaha GMT94 to build up a 10-lap lead. When the checkered flag fell, they had run 801 laps to take their first victory at Magny Cours circuit.

The three riders who competed in the World Supersports Championships for the GMT94 team were Sébastien Gimbert, David Checa, and Olivier Four.



Yamaha GMT94 had a 10-lap lead at one point over the 2nd-place team. They ran a total of 801 laps to win.

Obituary: Norifumi Abe *Farewell, Norick*



Norick played an active part in promoting motor sports and was loved by fans all over the world

Norifumi Abe, 32, who competed in the All Japan Championship JSB1000 Class this season, was involved in a traffic accident in Kanagawa Prefecture while riding his motorcycle on October 7, 2007, at around 6:20 in the evening, and passed away at 8:50 the same evening at the hospital he had been taken to.

Abe became the youngest rider ever to win the pinnacle 500cc class in the All Japan Championships in 1993. In the following year 1994, he moved to Yamaha midway in the season and began to compete in the 500cc class of the World GP. All told, he would go on to win three times, place 2nd four times, and record ten 3rd-place finishes in his GP career. Thousands of bereaved fans and racing world professionals attended a memorial ceremony held in Tokyo to mourn his untimely death. Numerous friends from all over the world sent their condolences. Valentino Rossi was saddened by the hero's death, saying, "He is truly one of the few idols I have had in my career and that is why I decided to use the name 'Rossifumi'." Wayne Rainey looked back on the valiant figure of Norick and said, "Norick, as he liked to be called later in his career, was never much for testing or qualifying, but once the race started, Norifumi would appear and he rode like there was no tomorrow." Norifumi Abe has gone on to a better place, and it is our heartfelt prayer that he rest in peace.

WPSA Yamaha teams to compete in WPSA Power Sports Snowmobile Tour

The Yamaha teams and riders to be competing in the 2007-2008 season WPSA Power Sports Snowmobile Tour championship series were recently announced.

This season two Yamaha teams are competing in the series. The Yamaha MQ Racing Team enters Yuji Nakazawa in the WPSA Pro Open Class, while the Yamaha Factory Snocross Team organized by Yamaha Motor Corporation, U.S.A. enters Steve Taylor in the Pro Open Class and Cory Davis in the Semi-Pro Open Class. All three ride machines based on the Yamaha FX Nytro in their championship attempts, and the teams will be working to develop race technology and cultivating Yamaha snowmobile fans. The opening round of the season took place in Duluth Minnesota on Nov. 23-25.



Yamaha Factory Snocross Team
Steve Taylor (Canada)
Pro Open Class



Yamaha MQ Racing Team
Yuji Nakazawa (Japan)
Pro Open Class



Yamaha Factory Snocross Team
Cory Davis (U.S.A.)
Semi-Pro Open Class

WORLD TOPICS

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

F350 stars at "Salon Nautico" boat show

From the 20th to the 30th of September, the "Salon Nautico" was held in the Argentine capital of Buenos Aires. This biennial show is Argentina's most important for the marine industry and it attracted approximately 35,000 visitors over its 11-day run.



Performances by Japanese drummers were one of the added attractions at the Yamaha booth

The booth of the Yamaha marine distributor Yamaha Motor Argentina S.A. (YMARG) drew a big share of attention with its displays centering on the Yamaha 4-stroke outboards including the newest model F350A with its world's largest horsepower for a 4-stroke outboard at 350 hp. The popularity of this and the other Yamaha products made the show a big success for YMARG and the Yamaha brand.

From Jin Matsuno, ME Company, Japan

USA

YMUS annual dealer meeting focused on new product releases and CS

This year, Yamaha Motor Corporation, U.S.A.'s (YMUS) annual dealer meeting was held on the east coast in Orlando, Florida, home of Disney World and Universal Studios. Featuring important 2008 model introductions, along with product seminars



YMC President Kajikawa's speech at the dealer meeting

and demo rides, the September 10 and 11 event was a great success. New-model introductions included the 2008 XT250 dual-sport bike, the high-performance street-legal WR250R enduro and Supermoto-inspired WR250X, the fuel-injected Rhino 700 FI side x side and the all-new YZF-R6. There was also the eagerly awaited debut of the new 2008 Star Motorcycles Raider and Raider S, the industry's first factory performance customs. A host of exciting demo rides, including the new Raptor 250 sport

ATV, the Rhino 700 FI, and the Raider and Raider S, concluded the day.

From Bob Starr, YMUS, USA



Fiat Yamaha MotoGP star Colin Edwards rode onstage to present the all-new YZF-R6 at the YMUS dealer meeting

Turkey

Campaign introduces marine sports and leisure



Young participants learn the basics of boating so they can go out on the water for the first time

The Yamaha Marine Department of Burla Makina Ticareti ve Yatirim A.S. is promoting a campaign to build interest and demand in the marine leisure sector in Turkey, a country where very few people enjoy the sea despite the country's more than 8,000 km of beautiful coastline. Named "From 7 to 70, Lets Go To Sea," this project is targeted at children, adolescents and adults who have not yet seen the sea or been involved with it in a positive way. The campaign, now in its third year, offers training with the help of expert personnel from Turkey's "Emergency Marine Search & Rescue Team" (DAK/SAR) in the areas of basic boating skills, safety and navigation so that they can be taken to the sea and learn to enjoy it. This summer three training programs were held in June in Antalya, Bodrum and Istanbul.

Through the program, Burla and its corporate partner Berg Pazarlama A.Ş. want to "improve our adolescents' love for the sea, to raise adults who are physically and psychologically sound and to reinforce the solidarity within families and the society by making use of marine principles."

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

China

"YES! Yamaha Racing" team wins China Super Bike title!

The YES! Yamaha Racing team recently formed by Shanghai Yamaha Jianshe Motor Marketing Co., Ltd. (YMSM) took part this year in the GP125A class of the China Super Bike (CSBK) series that got



The CSBK champion Xiao Jin and the TZ125



its start on June 8, 2007, as the top road racing championship series in China.

The team's ace rider, Xiao Jin, rode a Yamaha TZ125 to three overall wins in the four-round series and, in doing so, decisively accomplished the goal of making YES! Yamaha Racing the top team in China. This race program has succeeded in training riders and mechanics in racing skills, promoting motorcycle sports in China along with the Yamaha name.

Japan

Test riding event for the YZF-R6

European motor sports journalists were given the opportunity to test ride the 2008 YZF-R6 at an event held at Sports Land Sugo over a six-day period from October 15 to 20.

Some 89 participants from 20 countries took part during the four days. Yamaha Motor Europe N.V. (YMENV) kicked off the festivities by giving a presentation outlining the features of the new R6, and then the test rides began. The riders exchanged impressions at a fast and furious pace and nearly everyone gave the R6 high marks for its design and ease of handling.



Many participants said "Yamaha's popularity is due in large part to the painstaking attention paid to detail in its products"

USA

YMUS employees raise \$5,000 for “Feed the Children” charity



YMUS employees raised the \$5,000 during the year through office-wide fundraisers and filled a Feed the Children food truck with 400 boxes of food, juice, chips and personal items



Yamaha Motor Corporation, U.S.A. (YMUS) recently presented world-renowned charity “Feed the Children” with a check for \$5,000 with the support of the STAR Touring and Riding association and Yamaha employees. Yamaha has worked with Feed the Children for over 10 years, raising several hundred thousand dollars for this international nonprofit relief organization. After the check presentation ceremony by YMUS President Masato Adachi, 60 members of the Star Motorcycles Touring and Riding Association were led by Police escort to deliver the donated goods via motorcycle to 400 local families in need.

From Kevin Foley, YMUS, USA

Colombia

3rd National Technicians Contest

On the 18th and 19th of July, the Yamaha motorcycle distributor for Colombia, Incolmotos Yamaha, successfully held its 3rd National Technicians Contest at its headquarters in Medellín. The event brought together the top 10 service technicians of the country who have participated in the Yamaha Technical Academy (YTA) training program. The winner, Mr. Edinson Nodier Calderón Barbosa from Bogotá won the right to represent Colombia in the annual world Yamaha Technician Grand Prix in Japan and compete against the best Yamaha technicians in the world.

From Ana Catalina Henao, Incolmotos Yamaha S.A., Colombia



The ten contestants in the Colombian National Technicians Contest of Yamaha service technicians

Indonesia

YMMWJ starts production at second assembly line

On October 1, production was started as scheduled at the new line 2 assembly facility of PT. Yamaha Motor Manufacturing West Java (YMMWJ) thanks to the efforts of the many people involved. The start of production at the company's second assembly line adds another 400,000 units of annual motorcycle production capacity for a company total of 800,000. Under a guiding motto of “Quality First,” YMMWJ will continue to increase production capacity with measures that will include construction of a new factory while also introducing new models that answer expanding market needs.



At the opening ceremony for YMMWJ's second production line

From Naruhisa Wakata, YMC

Italy

“Open Doors Day” gets big community response

Aiming to boost group spirit, the Yamaha affiliate engine maker Motori Minarelli S.p.A. opened the doors of its entire building complex to all employees and relatives on September 8, allowing everyone to freely enter the offices and machining and assembly shops. Attendance was far higher than expected with 1,200 people, including more than 200 children. Refreshments

were served in the Building 2 Assembly Shop and, thanks to a collaboration with Yamaha Motor Racing S.r.l., Valentino Rossi's M1 bike was displayed and became a big attraction. At the end of the event all guests, adults and children, happily received Yamaha-branded gifts.

From Chiara Cocito, Motori Minarelli S.p.A., Italy



Kids and adults alike enjoyed the open house and a chance to see Rossi's M1 machine

China

YMSLX moves to new office facility

The China-based system development company Yamaha Motor Solutions Xiamen (YMSLX) has relocated from its former offices in southwest Xiamen city, Fujian Province to a new office facility in the Xiamen Software Park, one of the largest IT industry complexes in China. Guests at the facility's Opening Ceremony on Nov. 16, included former YMC President and current Corporate Advisor, Toru Hasegawa, and representatives from the other Yamaha bases in the Asian region.



The Vice Mayor of Xiamen was among the dignitaries at the tape cutting ceremony to open the new offices

Japan

Doni – a hero from the ASEAN region



All the members of the Yamaha Indonesia Racing Team are from Indonesia (Doni center)

Doni Tata Pradita of the Yamaha Indonesia Racing Team, the 17-year-old who is aiming to become the first Indonesian rider in the MotoGP, competed a full season in the GP250 class of the All Japan Road Race Championships. Doni won the Yamaha ASEAN Cup in 2003 and 2004, which is an international one-make championship competition using Yamaha's 4-stroke sporty moped. In recognition of his ability, Doni began actively participating in the All Japan Road Race Championships. He showed great progress by his last race of the season by putting up a fifth-place finish.

USA

YMMC wins Georgia state "Partner of the Year Award" for pollution prevention

On October 16, the "2007 Natural Leader – Partner of the Year Award" of the Georgia State Department of Natural Resources was presented to Yamaha Motor Manufacturing Corporation of America (YMMC). The award's Advisory Panel noted that, "Yamaha continues to be a model to our other [Pollution Prevention Assistance] Partners on a number of levels, and the panel was particularly impressed with the [YMMC] facility's

continued environmental commitment and results in 2006, while managing substantial business growth." Located outside of Atlanta, Georgia, USA, YMMC manufactures Yamaha WaveRunners, Golf Cars, and ATVs while maintaining a first-rate environmental management system.

From Yoshihiko Ido, YMMC, USA



YMMC wins the Natural Leader eco award

Japan

Fifth Central & South American Parts Marketing Conference

The fifth annual Central & South American Parts Marketing Conference was held during the period of September 11th through 13th. During this successful conference a total of 25 managers from 16 parts distributors representing thirteen Latin American countries gathered at the Global Parts Center (GPC) in Fukuroi city, located near YMC headquarters in Japan. Representatives from each Parts Division reviewed their performance on marketing activities and an exchange of ideas took place over the subjects.

Preparations are now on underway for the commencement of operations at Yamaha Motor Distribution Latin America Inc. (YDLA) in Miami from March 2008. This new facility will be a primary support for the distributors' marketing strategy and further Customer Satisfaction.

From Yasuro Ito, YMC



Latin American Parts Managers participated at the Global Parts Center (GPC) for the 5th Parts Marketing Conference

India

Yamaha Motor India – "New Yamaha" campaign



YMI's MD & CEO, T. Ishikawa, the Yamaha team and union leaders gathered on stage to repeat the slogan "New Yamaha – My Promise Dil Se" in unison



On July 11th, 2007, Yamaha Motor India Pvt. Ltd. (YMI), launched a new internal campaign "New Yamaha – My Promise Dil Se" ('Dil Se' means 'From my Heart') during the company's annual managers' meet. This campaign highlights the changing times and initiates the creation of a "New Yamaha" which will not only produce great results but also serve as a role model for its peers in the industry. During the event, YMI's MD & CEO, Tomotaka Ishikawa, announced the company's new Vision, Mission and Core Competencies (VMCC) statements along with the new Human Resource Management (HRM) system. He also stressed the fact that the commitment of the management can be translated into reality only if all the employees are focused towards building a "Customer #1" culture in the company.

From Nitin Juneja, YMI, India

USA

Ballance wins record eighth GNCC ATV Championship

Yamaha's Bill Ballance won a historic eighth consecutive championship in America's Grand National Cross Country XC1 Pro class aboard his brand new 2008 YFZ450 in Crawfordsville, Ind. on Saturday, Oct. 27. Adding to the excitement, 2007 XC2 Pro Am titlist Brandon Sommers moved up to the XC1 Pro class and finished an impressive fourth aboard another YFZ450. Meanwhile, Traci Cecco added another win to her own stellar year after already clinching the Women's championship on her own YFZ450. "We either won or finished on the podium in every single race this year." Ballance noted afterwards.

From Van Holmes, YMUS, USA



Ballance receives his eighth No. 1 plate



Women's champion Traci Cecco with her YFZ450

China

YES! Rally 2007 – promoting the Yamaha brand over 24,557 km in 45 days!



The YES! Rally attracted lots of attention with the new YBR250 and C8 models and import models like the YZF-R1



The "YES! Rally 2007" that Shanghai Yamaha Jianshe Motor Marketing Co., Ltd. (YMSM) has run as part of its 3-year "YES! Yamaha" branding campaign successfully reached its goal in Chongqing on Oct. 10. In this large-scale touring event, three caravans of riders on Yamaha motorcycles departed from Shanghai, Jinan and Xiamen to tour over routes that drew a giant "E" across the map of China with a sum total of 24,557 km in 45 days. With last year's "Y" route and 2008's Olympic year "S" route, the event will spell out "YES." In addition to showing off Yamaha motorcycles, the campaign included riding safety courses and other programs like visiting public welfare centers.

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- 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: yamahanews@yamaha-motor.co.jp

Next-generation technology for chassis weight reduction



Yamaha introduces “CF Magnesium Die-casting Technology”

In September, Yamaha Motor Co., Ltd. introduced its ground-breaking new “CF (Controlled Filling) Magnesium Die-casting Technology” that now makes it possible to cast large, thin-walled chassis parts from high-quality magnesium. A rear frame manufactured by this new casting method has been mounted on the 2008 model YZF-R6, making it the first application in the world of such a magnesium frame part on a production motorcycle. Magnesium is one of the lightest of all usable metals, and the use of this new casting technology enables significant weight reduction in the motorcycle chassis. Also, being able to reduce the weight of a part like the rear frame which is far from the machine’s center of gravity improves the concentration of machine mass, which in turn contributes to better handling performance. The new 2008 model YZF-R6 with this magnesium rear frame was unveiled at the Paris International Two-wheel Show (Sept.-Oct.), the Tokyo Motor Show (Oct.-Nov.) and Milan International Motorcycle

Exhibition (Nov.), where it was the center of much industry attention.

The weight of a motorcycle chassis is an important factor directly affecting the machine’s handling performance, fuel economy and the overall enjoyment of riding. And, with the overall weight of motorcycles steadily increasing with the additions of new components like electronic control systems, it is increasingly important to find ways to reduce the weight of the chassis itself.

As part of the challenge of finding ways to lighten its vehicle bodies, Yamaha has long been pursuing the use of lighter metals like aluminum in an increasingly large number of chassis parts. One of the major breakthroughs in this ongoing challenge came in 2002 with the development of Yamaha’s exclusive “CF Aluminum Die-casting Technology” that enabled the efficient production of large, thinner sectioned parts that helped to greatly reduce the number of parts required for a frame. The new CF Magnesium Die-casting Technology represents a further advance-

ment of the Yamaha CF die-casting method to meet the specific needs of magnesium parts casting.

In addition to its lighter weight, magnesium is now the focus of attention as a next-generation material because of its abundance as a resource and excellent recycle-ability. Yamaha will continue to seek innovative new technologies and materials like this that add new value to our products.



The new magnesium single-unit rear frame is roughly 20% lighter than its aluminum equivalent and contributes to better weight distribution in the chassis that improves handling performance

Our aim is service to make us the customers' "Only One" brand

The 4th YAMAHA World Technician GP



Over the two days of October 30 and 31, selected Yamaha motorcycle mechanics (distributor and dealership service people) from 17 countries competed with their service skills in the "YAMAHA World Technician Grand Prix 2007" held at the Yamaha Resort Tsumagoi in Kakegawa, Shizuoka Pref., Japan.

This contest was begun in 2002 as a part of

the exclusive YTA (Yamaha Technical Academy) program for service personnel education. It is a contest designed not only to boost the level of recognition and expertise of Yamaha service people around the world and strengthen the global service network but also to raise the service people's consciousness of their important place in the global Yamaha group and provide them with new skills and experiences that they can apply in their local markets to win greater customer satisfaction.

The 21 contestants from 17 countries, who had won tough regional competitions to compete here in the World Technician GP, were divided into two competition categories, a sports model class (9 contestants) and a commuter/business model class (12 contestants). In both classes they were tested in the three areas of (1) knowledge and theory (written test), (2) troubleshooting and repair (practical test) and (3) skills for dealing with customers, and the contestants with the three highest point totals in each class won the GP awards. The intensity and competitive spirit the contestants brought to this Technical GP was a

clear reflection of the passion that they bring to their daily service work and their desire to satisfy their customers and be the ones that they trust.



The written test contained questions in knowledge about tools and troubleshooting methods



The third part of the contest tested the service people's customer handling skills in the situation of a customer bringing in a machine for repairs



The practical skills part of the contest tested the contestants skills and process in the two areas of pre-delivery bike inspection and troubleshooting a malfunctioning machine



The sports model class winners with YMC's President Kajikawa, 1st place Massimiliano Cordeschi, 2nd place Tom Lischitzki (far left) and 3rd place Christopher Scott Sirucek (far right)



The commuter/business class winners with Mr. Kajikawa, 1st place Dewa Putu Gunawirawan, 2nd place Wei Gang (far left) and 3rd place Djarot Imam Kristanto (far right)

4th YAMAHA World Technician GP results Sports model class

Sports model class

Place	Name	Nation	Dealership/company
1st	Massimiliano Cordeschi	Italy	Comi Moto
2nd	Tom Lischitzki	Germany	Zweirad Voiges
3rd	Christopher Scott Sirucek	U.S.A.	Ray's sport and Cycle

Commuter/Business model class

1st	Dewa Putu Gunawirawan	Indonesia	Mahasurya Motor II, Singaraja-Bali
2nd	Wei Gang	China	Shanxi Ya-rong Motor Development Co., Ltd.
3rd	Djarot Imam Kristanto	Indonesia	Hoya Motor, Klaten-Central Java



FX Cruiser SHO and FX SHO — Power with Intelligence

The photo shows "FX Cruiser SHO"

The Yamaha WaveRunners are the embodiment of long years of design and engineering efforts drawing on the foundation of unique Yamaha technological expertise cultivated for motorcycle and outboard motors and the accumulated developments in hull technology for FRP boats and a host of other revolutionary technologies. And they are designed with the aim of achieving a harmonious balance between the needs of our customers and concern for the natural environment and regional communities. As Yamaha's new flagship models, the "WaveRunner FX Cruiser SHO and FX SHO" boast superb riding performance, maneuverability, reliability, durability, environmental measures and riding comfort, plus many advanced features and a design that brings together in this model all the elements necessary to take the personal watercraft to a whole

new level.

At the heart of this model is a newly developed in-line 4-cylinder, 4-valve, DOHC 4-stroke, 1,812cc supercharged marine engine designed specifically for this model. The supercharger is extremely quiet and compact, adopting a centrifugal system to minimize output loss. Outstanding power development characteristics translate the rider's every intention into smooth and precise running.

The hull benefits from nanotechnology by utilizing a newly developed "NanoXcel" material. This new material is extremely strong and smooth—enabling a beautiful finish—while also achieving a 25 percent reduction in weight compared to conventional materials. All of this means that along with higher top speed and improvements in performance, it also has better fuel economy.

What's more, other features have been

added to improve riding comfort and enjoyment and functionality. They include a Yamaha-exclusive cruiser concept based on in-depth ergonomics research, the "Q.S.T.S." (Quick Shift Trim System) to control machine trim, the "Cruise Assist" function to maintain a chosen speed when riding for longer distances or towing a skier, and the "No-Wake Mode" that makes possible stable operation in low-speed (no wake) zones. The ultimate world of marine sports enjoyment offered by the WaveRunner FX Cruiser SHO and FX SHO has been made possible through a combination of highly intelligent design and exceptional power.

By achieving "Power with Intelligence" in this way, the new Yamaha flagship models point the way to the PWC of the future.