

# Yamaha News No.4



2006 Y route



## China says YES! to Yamaha

Over the past three years, tours of Yamaha riders have traced the letters Y, E and S across the map of China to bring the Yamaha brand closer people in all parts of this vast country.

2007 E route



2008 S route



# China's challenge is exemplified by the "Y-E-S" route



In southern Hainan the road surface temperature exceeded 44 degrees C. But riding was a pleasure

**Total distance traveled: 57,000 km. This May saw the successful completion of the "YES! Rally" in China. This was a journey that began in 2006 and totalled 115 days of touring over the three years.**

**On the same day the riders reached their final destination in Shanghai, Yamaha MotoGP star Valentino Rossi achieved his second China GP victory in four years. The following report details what the "YES! Rally" has achieved.**

## 57,000 km of human endeavor

"YES! Yamaha" was started in 2006 and is the first Chinese branding campaign. The "YES! Rally" was the backbone activity of the event. For this rally, riders were recruited to cover eight routes in groups of 12~15 riders. Over the past three years these riders have been carving their unique trails across the vast and diverse terrain of China.

The riders also carried out safety promotional activities, joined in service cam-

paigns, and took part in activities contributing to the local communities in many of the places they visited.

Not only did this event enable the riders to demonstrate the true convenience of the motorcycle, but it was also a chance to rediscover the joy of riding and to interact with the people in each place they stopped. The main aim of the campaign was the mutual sharing of ideas between participants, while at the same time enhancing the Yamaha brand image and contributing to staff development.

Yamaha Motor Co., Ltd. President, Takashi Kajikawa, was there to meet the rally group at their final destination in Shanghai, commending the riders on their great achievement.

"At Yamaha Motor it is our aim to be a



The rally visits a town in Jiangxi province with beautifully preserved 300-year old houses

company that creates *Kando*\*. Our primary objectives are to provide the people of the world with new excitement and more fulfilling lives. I believe that all the riders in the rally could not help but be moved by both the scenery and the local people they met along the way, not to mention by the experience of coming face to face with all the many traditions and historical sites they encountered throughout the event. The rally groups also cooperated in community and traffic safety activities in the many areas that they passed through. This act of mixing and interacting with local communities is an essential element in the promotion of the Yamaha brand, and this rally was therefore hugely significant in the many and varied ways it enabled Yamaha to contribute to society. I also wish to express my gratitude to all the local dealers and people who provided immeasurable support throughout the course of the event." During President Kajikawa's speech many of the riders seemed unable to hold back tears at their sadness of parting from one another.

The groups had encountered their share



The YES! Rally began in 2006

**Y**



**12,500km**

**E**



**24,500km**

**S**



**20,000km**

of unexpected and frustrating situations on their journeys. Roads that suddenly disappeared on them. Unavoidable delays due to snowy and white out conditions due to thick fog were not uncommon. Surprise and astonishment at the hospitality received from regional ethnic groups, including welcome parties where the hospitality flowed freely. Delight at being able to witness children's eyes light up when presented with gifts of stationery supplies to help them with their studies. Visits to the elderly in welfare institutions helped them to truly appreciate how important a smile can be. They were also able to participate in activities to promote road and traffic safety education for communities by working together with local police.

And of course the rally is most noteworthy for the fact that it is the first rally event Yamaha has attempted in China. It was also the first event open for public participation and the first large-scale event by a motorcycle maker in China, a country with some 120 motorcycle manufacturers competing in a market where the top six companies dominate 60% of



Time for conversation and a haircut at a visit to a home for the elderly



Yamaha Motor's President Kajikawa (2nd from left) and Yamaha Jianshe Motor Shanghai Marketing's President Wo Chengchang (center) gave congratulatory speeches at the goal of the 2008 YES! Rally

the market. This event has greatly contributed to the development of the Yamaha sales network in China.

The participants of this event were from all walks of life and all ages (the youngest member being only 19 years old whereas the oldest riders were in their 60s) but all gelled well throughout the course of the rally. We received much positive feedback from the participants such as: "I was impressed by my first visit to the Yangtze River!" "The visits to local primary schools and participating in donations and traffic safety education programs were priceless experiences." "I learned the importance of teamwork and road safety." "This was a true test of a motorcycle's

performance, especially when cornering on wet roads and negotiating uneven surfaces. It made me realize the quality of Yamaha motorcycles." "It was inspiring to see Hainan's Blue Diamond Sea," and "I now feel like a member of Yamaha's family."

The rally was also characterized by the variety of motorcycle models taking part. Bikes formed into groups of the same model as well as models that suited the different terrain in each of the courses. This style of rally differs from other rally riding. Teams of motorcycles ranging from 100cc~1600cc, all with different power and of different categories, were formed. One group brought together the



Visiting an elementary and middle school built by citizen donations in Henan. Here Yamaha donated textbooks

MT-01, YZF-R1, YBR250, LYM110 and the Cygnus. Yamaha's reliability and multipurpose uses were proven across engine size and category.

Chinese manufactured Yamaha products proved their reliability running alongside ones made by Yamaha in Japan, like the YZF-R1 supersport model. It has been 24 years since Yamaha began offering technical support to Chinese motorcycle manufacturers in 1984, and this long history of joint achievement is evident in the high quality that the Chinese Yamaha products have achieved.

The rally's success was based on the teamwork of the riders, the support from each of the local representatives and sales outlets, cooperation from the local authorities, along with the management staff. The success of the rally is also due to the support received from the people. Wo Chengchang, president of Yamaha Jian-she Motor Shanghai Marketing Co., Ltd. summarized the event as follows:

"Rallies are about human development. I believe that everyone who took part in this event, not only the riders who undertook such a long and arduous journey, but

also the dealers and management staff who showed such enthusiasm in welcoming the rally have gained from the experience and developed throughout this time together. When taking on such an enormous challenge, it is only by consolidating and relying on team strength that the joy of achievement is possible. I believe that this is the tradition promoted at Yamaha."

\* *Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.

## The event's contribution to the dealer network

Other Yamaha users were keen to join the rally as it approached each town. Some of these riders joined the rally for a few days at a time. The group's number swelled to around 100 Yamaha riders in a tidy formation as they progressed along their route lined with supporters.

Upon the rally's arrival at a Yamaha dealer, the group would be welcomed by fireworks and music played by a band. A complimentary service campaign would often be hosted by the dealer management and many Yamaha users together with the local authorities, who would join in the excitement.

Over the three years of the rally, participating Yamaha users easily exceeded 1,000 riders for the total of eight routes. At the same time, many riders shared in the fun of the rally as well as making a huge contribution to the dealer network.

"Making an appeal for Yamaha's presence and distinction in each dealer's local area was one of the main themes of the rally. The progression of the rally through each town increased Yamaha's presence tenfold.

Through the rally's contribution to local communities, the Yamaha brand has been introduced to people who had previously not known much about motorcycles at all, and not just solely on a product basis. We have had good feedback from the local Yamaha dealers that the Rally will have great benefits to the future of the motorcycle market in each of their areas." Over the three years of the rally, some 649 Yamaha dealerships were visited.



The rally received warm welcomes at dealerships wherever it went



Visiting a school near Chifeng, Inner Mongolia



A welcome by local citizens in ethnic costume (Hunan)



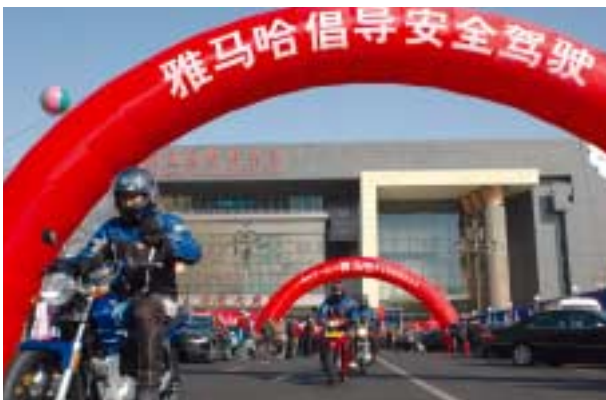
The rally riders joined in a tree-planting project in Inner Mongolia



Yamaha dealers welcome the YES! Rally in Henan (2007)



On the road to Anhui



The rally's '08 northern route started from Shenyang

## Motorcycles that made up the rally

### YBR125

The YBR125 is manufactured locally by Chongqing Jianshe Yamaha Motor Co., Ltd. Exported since 2005, it has been a best-seller in Europe in the 125cc class. This motorcycle came through the rally with flying colors.



### Cygnus

The Cygnus is manufactured locally by Zhuzhou Jianshe Yamaha Motor Co., Ltd. The company was formed in 1996 550km north of Hong Kong in the city of Zhuzhou in Hunan province. The company mainly manufactures scooters, and started exporting from 2007.



### LYM110

The LYM 110 is an under-bone (step-through) type of motorcycle manufactured by Jiangsu Linhai Yamaha Motor Co., Ltd. The company is based in Jiangsu province not far from Shanghai near the mouth of the Chang River. Utilizing the many component manufacturers in the area, the company offers an exceptional under-bone type motorcycle made of quality components.



## Interview with Yamaha Motor's Executive Officer Takahiko Takeda "YES! Rally" review...

**Can you tell us what the significance of organizing this rally was?**



"I believe that the main significance of this event was the fact that we could make a strong appeal for the Yamaha brand to the market in the most meaningful way. This

meant we were able to physically introduce Yamaha motorcycles to the many people who live in the extensive land mass of China through an actual 'Look and touch' type of approach. Of course we still value mass-media like television to help promote our products, however this rally has made it possible for us to create important relationships directly with people living in local areas while we covered the long distance of the 57,000 km course over the past three years.

Riding Yamaha motorcycles over this time has been a massive branding exercise which is

something that television commercials would not be able to achieve. Another significant factor has been the chance to promote riding safety and visit schools, etc., as part of a contribution to local community activities during this time.

Making the effort to go into the local markets has been a chance for us to share the joy of riding with our customers. And also to take the opportunity to further understand the needs of our customers. The "YES! Rally" has been a solid base for promoting the Yamaha brand in China."

**Are you planning to continue these types of activities?**

"Yes we are. Grass root activities like this are at the core of our marketing activities and their continuation creates further value for us. The main reason for carrying out these activities is the chance to bring a continuous stream of new ideas and renewed energy as we promote Yamaha. It is also very important to share the joy in order to continue these types of activities

for not only ourselves but for all who are involved."

**Can you provide us with an outlook on the motorcycle market prospects in China?**

"There are over 100 motorcycle manufacturers in China. However, one of the new requirements being implemented in July 2009 is to comply with the EU3 emissions standards and, therefore, only manufacturers that can meet these requirements at competitive prices will remain.

Yamaha's current annual production of motorcycles in China is just under 500,000 units. We are now aiming for a target production level of 800,000. In order to achieve this we will need to strengthen the size and quality of our sales network, as well as the competitiveness of our products, while further developing the relationships with our parts suppliers. As long as we can do this, Yamaha's competitive edge in the Chinese market will become stronger and stronger."

MotoGP

Triple Crown for Yamaha!



An impressive victory by Valentino Rossi of the FIAT YAMAHA TEAM at the Japan GP, 15th round of the MotoGP series, clinched for him the 2008 season championship title. At the same time his performance and those of the other Yamaha riders, the FIAT YAMAHA TEAM and the factory gave Yamaha the "Triple Crown" of rider, team and manufacturer titles.

The race started with Rossi in 4th position on the grid and moving up to 3rd behind Dani Pedrosa (Honda) and Casey Stoner (Ducati) in the early running. After passing Pedrosa, Rossi engaged Stoner in a fierce battle for the lead that thrilled the fans. On lap 14 he finally passed Stoner and went on to stretch his lead to the finish for his fifth straight victory and eighth of the season.

Rossi's teammate Jorge Lorenzo has returned to form after a series of injuries to finish 2nd and 3rd in rounds 12 and 13 and then just miss a third straight podium by finishing 4th in the Japan GP. Meanwhile, riders Colin Edwards and James Toseland of the Yamaha satellite

team Tech3 have been winning series points consistently.

Valentino Rossi, FIAT YAMAHA TEAM, MotoGP winner

"It's a great victory and a great achievement; I think it's at the same level as the first title in 2004 with Yamaha, maybe even better! This championship has been very long and hard and all of the team and all of Yamaha have worked very well, never giving up for one moment. We have been able to put a great

bike onto the track in all conditions and at all circuits, and this has allowed me to ride like this and to win so many races. I am very happy! The race was a great battle and I had to ride at 100%, like I have through all through the season!

I think this is the hardest I have ever had to work to win a world championship and I have to say a huge thank you to Yamaha, my mechanics, the team and everyone involved for working this hard alongside me."



After recovering from mid-season injury, Lorenzo was back among the leaders again



Despite switching to Bridgestone tires with no previous development data, the Rossi team had a highly successful season

WSB

Haga Victorious at Italian Round



After round 12, Haga said, "I could hear Biaggi's bike all the way but my bike was working very well and I am very happy with the result"



Corser has constantly been on the podium and scored fastest lap at round 8

At round 12 of the WSB championship, Yamaha Motor Italia WSB Team's Noriyuki Haga won both races in a perfect day of racing. It was also a perfect day for the team, as Haga's teammate, Troy Corser, joined him on the winner's podium with twin 3rd-place finishes.

In both races Haga and Corser battled for the lead with Troy Bayliss, (Ducati). In race one Haga outran Bayliss by a close 0.129 sec. to win. Then in heat two Haga took the checkered first again after Bayliss took a fall on the final lap. As for Corser, he has been consistently on the winner's podium in every race since round six in the U.S. and scored fastest lap on his YZF-R1 at round 8, the Czech round.

WMX

# Philippaerts brings title back to Yamaha in first try



Philippaerts revels in the joy of victory after the final race

David Philippaerts of the Yamaha Monster Motocross Team has won the MX1 championship title in the final round of the season, the Italian GP, riding the YZ450FM. It is his first world title victory. For Yamaha, this is the fifth championship title in motocross' premier class since the initiation of the MXGP (present MX1) in 2003.

Philippaerts took the lead in the season ranking with consecutive 2nd-place overall finishes in rounds two and three and a 1st overall in round four. Although he gave up the lead at one point by failing to win points in round 11, he scored his second overall win of the season in round 12 to regain the lead. And while the battle for the title with 2nd-place Steve Ramon (Suzuki) came down to the second



heat of the final round of the series, Philippaerts' consistent riding got him the points he needed to win the season title in the premier MX1 class.

His Yamaha Monster Motocross teammate, Josh Coppins, regained form after early season injury to win both heats of round eight, the German GP, and went on to finish the season ranked 5th.



"Germany was my best race and I was happy to win there. Now we just need to re-group and come back and have another go next year," said Coppins

## David Philippaerts, Yamaha Monster Motocross Team, MX1 championship winner

"It has been a long, long year and now I am so happy. I had looked at Steve's season in 2007 and I knew that consistency was the key to the title. I am so pleased for the team, Yamaha, Michele and my sponsors. I also want to say a big thank you to my girlfriend Alice. I am happy and it was so emotional to win the championship here in Italy and in front of those fans. I do not know what else I can say!"

WSS

# Parkes fast in Italy with race lap record



Broc Parkes ran to a race lap record in the Italian GP, round 11 of the series



Laverty mounted the podium in only his second WSS race

Broc Parkes of the Yamaha World Supersport Team rode his YZF-R6 to a race lap record in the Italian GP (Valllunga), round 11 of the WSS series, on his way to finishing 2nd. This gave Parkes his first podium finish since round six in Germany. As of the end of round 11, Parkes remains in 4th place in the season ranking, but he has closed the gap with the series leader, Andrew Pitt (Honda), to just 30 points. With three rounds remaining in the season, hopes are high in the Yamaha camp for a come-from-behind title win.

On the third rung of the podium at the Italian GP was Eugene Laverty, who has filled in for Parkes' injured teammate, Fabien Foret. It was an impressive podium finish for Laverty in only his second WSS race.

RACING

EXPRESS

# WORLD TOPICS

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

## Thailand

### TYM opens Yamaha Riding Academy facility to promote riding safety



YRA Riding Training Course

Thai Yamaha Motor Co., Ltd. (TYM) officially inaugurated its newly constructed Yamaha Riding Academy (YRA) facility adjacent to its factory as the first standardized riding training center in the ASEAN region. With a total investment over 300 million baht (approx. 8 million US dollar), the training center occupies an area of 18,843 m<sup>2</sup> with a complete riding training course, lecture rooms, a riding simulator room and an auditorium with complete facilities. Thai government dignitaries including Mr. Suwit Khunkitti, former Deputy Prime Minister and Minister of Industry, joined Yamaha Motor Company's President Takashi Kajikawa, and TYM CEO, Mr. Takahiko Goan, at the training center's inauguration ceremony.

From Premchit Maneesarachun, TYM, Thailand



Mr. Suwit Khunkitti (center left) and Mr. Takashi Kajikawa (center right) with TYM management joined the official inauguration ceremony of YRA

## France

### Owners celebrate 25th anniversary of the Ténéré model



The special Ténéré spirit was felt wherever owners gathered to talk of their adventure rides and touring

From May 30 to June 1, European enthusiasts gathered in Mothem, France to celebrate the 25th anniversary of the birth of the now legendary Ténéré model. About 450 Ténéré riders from all over Europe joined the meeting



Yamaha Motor Europe offered test rides with the new XT660 Z Ténéré

near the Rhine River in Alsace and all the Ténéré models ever produced could be seen, including the rare DT125 Ténéré (2AJ), the 600 air-cooled singles and the 660 version from the 90s. About half of the riders showed up on the famous XTZ750 Superténéré, some with more than 300,000 km on the odometer. Yamaha Motor France S.A. displayed the famous Paris-Dakar Rally bikes from the 90s and Italian Paris-Dakar winner Franco Picco joined the whole weekend to celebrate the Ténéré birthday with his fans.

From Hennes Fischer, Yamaha Motor Europe N.V., The Netherlands

## Germany

### Yamaha wins top World Trademark Review award

In an awards ceremony held in Berlin, Germany on May 20, Yamaha was the proud recipient of the prestigious World Trademark Review award that honors leading in-house departments or groups carrying out the important work of in-house trademark counsel to the highest possible standards. Sixty finalists are chosen from among 1,200 companies for this annual award, and Yamaha was awarded



Group Vice President of Yamaha Motor Europe N.V. accepting the World Trademark Review award

the top award among five Asian companies. Among other things, this award recognized the achievement of Yamaha in winning the largest compensation ever as a foreign corporation in a case of trademark infringement in China last year.

From Shigeki Hirasawa, Yamaha Motor Europe N.V., The Netherlands

## Mexico

### YMMEX held Yamaha Riding Academy course for police



Practicing on a balance bridge

On May 18 and 19, Yamaha Motor de Mexico S.A. de C.V. (YMMEX) organized a Yamaha Riding Academy (YRA) course for police in Hermosillo Sonora city in Mexico, with Mr. Yoshiaki Kato (former GP rider) from Yamaha Motor Co., Ltd. as special instructor.

The 22 officers participating in the course over the two days practiced obstacle riding on a slalom run and a balance bridge, among others, and also learn riding specific riding skills related to their XJ900 police model. The police will put these newly acquired skills to use in their daily law enforcement work to protect the citizens of Mexico.

From Jorge Diaz, YMMEX, Mexico



## Colombia

### Dealers hail the long-awaited BW'S!



The new model BW'S was unveiled to resounding applause at the dealer meeting

On June 26 and 27, some 200 people, including 140 Colombian dealers gathered for a dealer meeting held by Incolmos Yamaha at its company headquarters in Medellin. In addition to presentations of Incolmos' corporate aims and business and branding policies, the dealers saw the unveiling of the new motorcycle model "BW'S" and new apparel in a fashion show atmosphere. The second day agenda included a factory tour, product explanations and test rides. About the BW'S, a typical journalist comment heard at the test rides was, "I just want to keep riding it!" Expectations were high for its August release.

From Shigeji Tachiki, YMC, Japan

From Shigeji Tachiki, YMC, Japan

## Portugal

### Yamaha in Rock in Rio



The Yamaha booth at the ROCK IN RIO-LISBON music festival

Yamaha Motor Portugal S.A. (YMP) joined the 3rd ROCK IN RIO-LISBON rock music festival as a sponsor this year. Visitors to the Yamaha booth could subscribe to all Yamaha events and test-rides, or simply get a Yamaha gift. The cause that gave birth to ROCK IN RIO-LISBON is shared by Yamaha, which produces and distributes products that bring joy to their users while also respecting the environment. Following this brand strategy YMP seeks to support events where the target is people who enjoy the outdoors and nature and are environment-conscious. In its booth, YMP displayed scooters, motorcycles and ATVs and Marine products as well as Musical instruments through a tie-up with Yamaha Music Iberian.

From Manuela Rodrigues, YMP, Portugal

## Germany

### YMG presented Aerox to Santander Consumer Bank AG

On July 10, Yamaha Motor Deutschland GmbH (YMG) presented two Aerox WSB replica scooters to Santander Consumer Bank AG HQ (Mönchengladbach, Germany), in order to strengthen the two companies' partnership. Santander Consumer Bank has long been a vital partner for YMG in customer financing in Germany and they have also become an official



Santander Bank managing director, Andreas Finkenber, on the Aerox WSB replica

sponsor for the YMG racing program from the 2008 season. Santander Bank will display the Aerox WSB replicas in the lobby of their head office for their employees and they will later be used as prizes for their staff idea contest.

From Nicole Papay, YMG, Germany

## Canada

### Yamaha Motor Canada sponsor for "Ride for Sight" 2008

Yamaha Motor Canada Ltd. (YMCA) employees gave their time and money in support of the 2008 Ride for Sight campaign. YMCA is proud to sponsor this organization's efforts and help the charity celebrate its 30th anniversary.

Yamaha riders were among the 1,200 motorcycle enthusiasts who rode to raise funds for a great cause! Yamaha staff organized demo rides and pleasure boat cruises powered by Yamaha F150 outboard engines. Thanks to everyone who made this ride a success!

From Ken Lehan-Port, YMCA, Canada



YMCA employees joined in the 2008 Ride for Sight!

## Japan

### Big 30th Anniversary Meeting for the Yamaha SR

Over the two days of July 20 and 21 a grand "SR 30th Anniversary Meeting" was held to celebrate the 30th anniversary of the SR500 and SR400 that have long been popular in Japan and Europe since the launch of the first SR model in 1978. As of the end of 2007, a 30-year total of 120,000 units of this model have sold in Japan alone. On the 20th, some 500 owners gathered at the Yamaha Fukuroi Test Course with their beloved SRs. On the 21st, a "Fun Meeting" was held at the Yamaha Motor headquarters Communication Plaza, where participants could mingle and enjoy a photo contest, a factory tour and a talk show.



A variety of SR models from over the years joined the Memorial Parade Run at the Yamaha Fukuroi Test Course

Sweden



The welcome area is designed with a focus on quality

## Showing Yamaha in its best light

The Yamaha Centre in Karlstad, Sweden, has recently been redesigned as one of ten pilot stores setting a new standard for Yamaha dealer showrooms in Europe. Designed under the new guidelines for store interiors and exteriors launched recently by Yamaha Motor Europe N.V. (YMENV), the Yamaha Centre in Karlstad is unique in its size (1,200 sq. m. showroom) and the fact that it sells all Yamaha products plus boats. Yamaha Motor Scandinavia AB (YMS) will use it now as a model to promote store design aimed at increasing sales by showing the products at their best in a customer-friendly environment. The new YMENV guidelines are to display the Yamaha brand clearly, to focus on quality, to inspire the customers and, finally, to increase sales.

From Wera Andersson-Allo, YMS, Sweden



The custom bike zone in the Yamaha Centre in Karlstad showroom

Thailand

## New Nouvo Elegance proves itself in 72-hour endurance run



TYM management and press members joined the 72-hour endurance test of the new Nouvo Elegance



Press members witnessed the perfect condition of the engine after 72 hours of continuous running

Thai Yamaha Motor Co., Ltd. (TYM) has upgraded its popular Yamaha Nouvo model line to the new "Nouvo Elegance" with a newly developed high-performance liquid-cooled 4-stroke 135cc engine featuring Yamaha's exclusive aluminum DiASiL cylinder mounted on an underbone frame. And to prove

its incomparable performance, TYM invited members of the press to join in a 72-hour endurance test at its newly opened Yamaha Riding Academy (YRA) facility. At the end of this longest endurance test ever held in Thailand, the engine was still in perfect running condition. The original Nouvo revolutionized the Thai motorcycle industry in 2002 as the first automatic transmission model. The new Nouvo Elegance now raises the bar for excellence in the everyday-use motorcycle for this market.

From Premchit Maneesarachun, TYM, Thailand

Mexico

## Bronze Instructor Course held



Mr. Yoshiaki Kato (front row 3rd from right) and YMMEX's newly certified Bronze Course instructors

From May 13 to 16, Yamaha Motor de Mexico S.A. de C.V. (YMMEX) held a Bronze Instructor Course for people of the company's Sales and Marketing departments. Participating as guest instructor from YMC was former GP rider Yoshiaki Kato, who offered theoretical knowledge and demonstrated the correct and incorrect handling posture for each action. Also taught were safety measures and attitude concerning the responsibility and commitment required of a certified

instructor. On the last day, the students became the instructors, as they applied their newly acquired knowledge in instructing others under the supervision of Mr. Kato and the already certified instructors of YMMEX.

From Daisy Ramirez, YMMEX, Mexico

Portugal

## 8th Pan European Webmasters Meeting



The webmasters enjoyed a full two and a half day agenda

From June 18 to 20, this year's Pan European Yamaha Webmasters Meeting was held in Portugal under the theme "Getting Personal." In the full agenda of presentations, case studies and workshop sessions, the 30 attending webmasters from 19 countries learned about new trends, new applications and training from the Online Communications team on the VMAX back end reservation tool and the new email product. On the final day, several brainstorms gave much feedback for the next redesign and for the development of killer applications for the Yamaha Motor Europe Portal Project. The participants also had a chance to learn about the marketing activities of the Portuguese Marine marketing team.

From Manuela Rodrigues, Yamaha Motor Portugal S.A., Portugal

Germany

## First joint motorcycle test-ride event by the three Japanese makers

A first "Fans & Family Motorrad Festival" was held at the Nürburgring circuit south of Cologne (Köln) in northwestern Germany from June 13 to 15. Aimed at stimulating the German motorcycle market, this event was organized by Yamaha Motor Deutschland GmbH (YMG), Suzuki International Europe GmbH



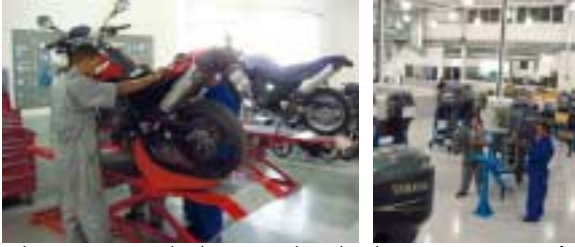
Some 4,500 people enjoyed test rides during the 3-day event

and Honda Motor Europe (North) GmbH with the support of the German motorcycle industry organization Industrie-Verband Motorrad (IVM) and, held in conjunction with the German round of the WSB championship, it attracted some 40,000 domestic and international visitors. The three makers prepared 300 machines for test rides and about 4,500 visitors took rides during the three days. Next year the other makers are willing to join the event.

From Hideo Ishibashi, YMG, Germany

## Venezuela

### New Technical Training Center to train service people at nationwide level



Built on a 1,400 sq. m. lot, the new Yamaha Technical Training Center consists of a maintenance shop, offices and a training area

Venemotos C.A., the sole Yamaha distributor in Venezuela, recently opened a new Yamaha Technical Training Center as one of the company's 45th anniversary projects. The Center's purpose is to provide service training for mechanics and trainees nationwide for all the lines of Yamaha products. The two main functions of this state-of-the-art facility are to provide classroom and workshop facilities for training (theoretical and practical) and updating the skills of mechanics working with Yamaha products in the nationwide distributor network and to nurture top level mechanics who understand Yamaha's dedication to the highest quality standards and share a passion for the brand.

From Leopoldo Pérez Barnola, Venemotos C.A., Venezuela

## France

### Launching of the new VMAX

On June 23rd, the new VMAX was unveiled at Yamaha Motor France S.A. (YMF)'s premises at St Ouen l' Aumône in an unforgettable evening. This launch of the 2009 new model was attended by about 400 VIP guests, dealers, dealer customers and members of different French VMAX clubs who came on their bikes and organized a parade and display at the venue. Introducing the new VMAX along with world-famous actor Gérard Depardieu, YMF's CEO, Jean-Claude Olivier, told the story of this mythical bike first introduced in 1986 and praised the impressive beauty of the new model.

YMF's special Web viral marketing campaign for the new VMAX has already attracted 70,000 hits!

From Claudine Maffiolo, YMF, France



YMF's CEO, Jean-Claude Olivier praising the new VMAX at the unveiling

## India

### Exciting new street model "FZ16" launches in India

On September 13 and 14, Yamaha Motor India Sales Pvt. Ltd. (YMIS) held a press event in the popular west coast tourist destination of Goa to launch the exciting new model FZ16, designed and engineered to be the new "Lord of the Streets" in India, the world's second largest motorcycle market. This launch was followed by introductions of the new model at dealer meetings in four venues around the country from Sept. 17 to 20. The dealers were excited to see this ground-breaking new model with its dynamic, muscular styling and India-first features like a mid-ship muffler and radial rear tire.

From Sanjay Tripathi, YMIS, India



YMIS's CEO, Tsutomu Mabuchi (3rd from right), was at the press event to introduce the new model FZ16

## Thailand

### TYM active in World Environment Day 2008



TYM management joined in World Environment Day 2008 celebrations at TYM



TYM employees cleaned roadsides and planted trees near the TYM factory

Over the three days of June 5 to 7, Thai Yamaha Motor Co., Ltd. (TYM) conducted a full program of activities to mark the worldwide United Nations' World Environment Day 2008. TYM management and employees participated in activities aimed at promoting awareness and encouraging action to reduce energy consumption at the individual and corporate level. The efforts included environmental display booths, film and documentary presentations, games to stimulate action and thinking about environment, and a painting competition with the theme of green factory operation. Working with local authorities, employee volunteers also cleaned up roadsides and planted trees along roads surrounding the TYM factory.

From Premchit Maneesarachun, TYM, Thailand

#### 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](mailto:yamahaneeds@yamaha-motor.co.jp)

# Supporting the “spirit of challenge,” sharing dreams and *Kando*



12,000 spectators attended the tournament over the course of the 3-day event

**Yamaha Motor Co., Ltd., together with Yamaha Motor Vietnam Co., Ltd. (YMVN), sponsored the 1st YAMAHA ASEAN CUP U-13 FOOTBALL tournament organized in cooperation with the Vietnam Football Federation in the city of Da Nang for three days from August 4. Six U-13 teams (two teams from the host country Vietnam) from five ASEAN countries, Indonesia, Malaysia, Singapore, Thailand and Vietnam, competed and the winners were Vietnam’s Da Nang team. Team Malaysia took 2nd place, with 3rd place going to Team Thailand.**

## Contributing to the ASEAN region through popular sports

As part of its commitment to youth development and social contribution activities, Yamaha Motor Co., Ltd., carries out activities to popularize and promote a range of sports, both at home and abroad. Football, a sport that is popular worldwide, is also extremely popular in the ASEAN region, an area with increasing importance as an emerging market for Yamaha motorcycles. Since 2005, Yamaha Motor has been contributing to the popularization and pro-

motion of football as the official sponsor of the Asia Soccer Federation. Each of the bases of the Yamaha Motor group in the ASEAN countries is also committed to sponsoring and supporting junior football tournaments in their own countries.

## A new symbol of ASEAN youth development and sports promotion

Yamaha Motor is committed to young rider development and every year sponsors the “YAMAHA ASEAN CUP RACE” for production Yamaha mopeds. “YAMAHA ASEAN CUP U-13 FOOTBALL” was held this year for the first time with the aim of improving the social value of the Yamaha brand in the ASEAN region and encouraging children to set themselves goals and aspirations to succeed in sports on the world stage, as well as sharing *Kando*\* with all the many spectators. It is through sport that the Yamaha “spirit of challenge” is most directly and simply expressed. Next year’s tournament will be held in Thailand, where we will no doubt once again see some very exciting matches unfold.

\* *Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.



The Vietnamese team from Da Nang won the championship



The farewell party overcame the barriers of team, country and language, with all the players joining in with the innocent pleasure typical of children



“We hope this tournament will become one that all ASEAN region children will dream of playing in. All of us will be working together to build interest and raise the quality of this event,” commented Takahiko Takeda, Executive Officer, Yamaha Motor Co., Ltd.



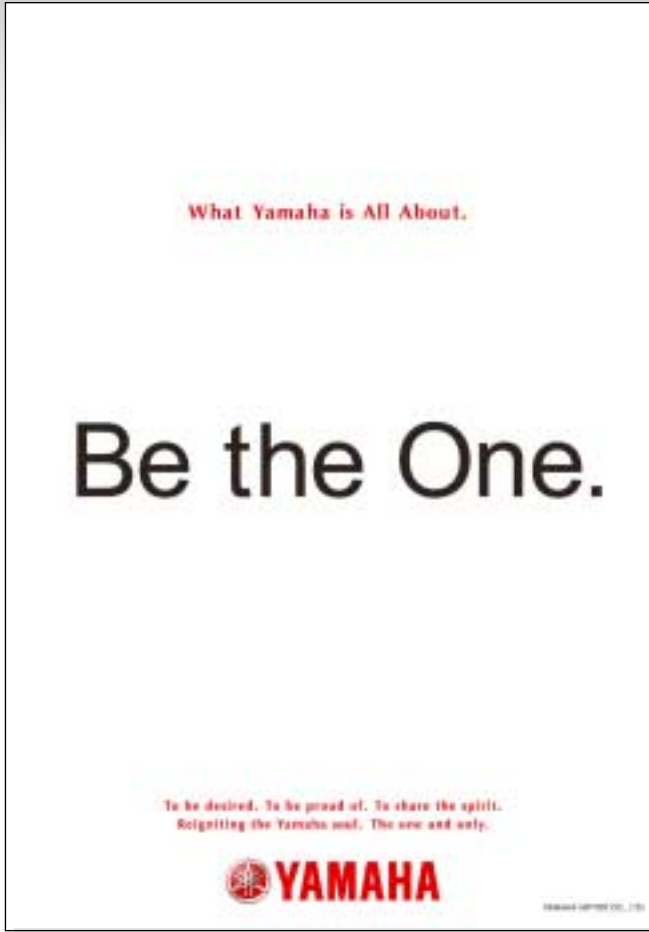
“We are determined to continue this tournament for many years to come, as a means to contribute to the communities in a very Yamaha way, through the shared excitement and fulfillment of sports.” Masaki Asano, General Director, YMVN



Best Player Award winner Nguyen Viet Nguyen “I couldn’t have won this award on my own. More than anything it is due to all the support I received from those around me. It is my dream to one day play for the national team.”

# Be the One. Because Yamaha is the One!

Brand Management Operations, Yamaha Motor Co., Ltd.



At this year's July 1<sup>st</sup> celebration of Yamaha Motor Company's founding, President Takashi Kajikawa introduced the Yamaha Motor group's new brand slogan, "Be the One." The message is simple and clear. Let "Be the One." be the slogan that gives us the strength to build the Yamaha brand to even greater glory.

## Working together to be "Be the One."

This new slogan means to be unique, to be unlike any other. When we say, "Be the One." we want everyone in the Yamaha family to understand, to feel and be energized by the unique Yamaha-ism that makes our company and our products so special. It is because we all share these thoughts and values that Yamaha is able to create the outstanding products that exemplify our corporate spirit. And it is because we are all united by this spirit that we are a corporate group that creates *Kando*\*. "Be the One." is the guiding principle for that spirit.

To realize this "Be the One." quest, let's look again at the essence of Yamaha that makes our brand unique.

\* *Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.

## What is Yamaha-ism?

The Yamaha "Brand Charter" is a shared definition of what Yamaha Motor Co., Ltd. and Yamaha Corporation (music) want the YAMAHA brand to represent. But until now, the two companies have used slightly different wording to describe that image. At the end of 2007 a joint review was made and a new unified Brand Charter was drawn up. This new Brand Charter uses a number of expressions to describe "Yamaha-ism," including "high quality," "innovative," "human perceptions," "spirit of challenge" and "enrich people's lives worldwide."

The new "Be the One." slogan is also a reflection of the spirit of this Brand Charter.

## 2008 Brand Charter Revision

The Yamaha brand symbolizes high-quality and innovative products, services and corporate activities that reflect Yamaha's commitment to its customers around the world.

The Yamaha brand is the distillation of many qualities: a keen awareness of the importance of human perceptions, a mentality that always seeks the next advancement and the spirit of challenge, creativity and innovation of each and every person in the Yamaha family.

The mission of the Yamaha brand is to create *Kando* together with the customers, to help enrich people's lives worldwide and to contribute to the communities and cultures we all value.

We, the members of the global Yamaha family, are working to continue building trust in the Yamaha brand, and to make it shine even brighter for the future.

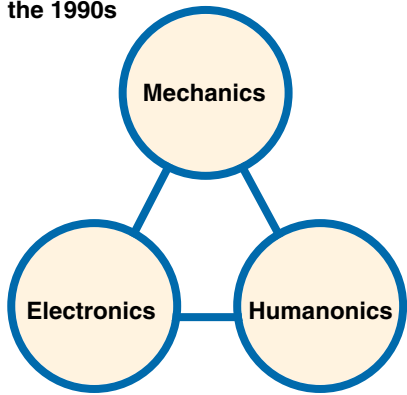
## What is Yamaha Motor Visual Identity?

Visual Identity (VI) is the visual elements that express the essence of the brand's individuality and uniqueness. The VI elements of Yamaha Motor Co., Ltd. and the worldwide Yamaha Motor group are designed not only to give visual expression to the qualities that make Yamaha unique and communicate the brand image, but also with the purpose of strengthening the brand value. Also, these VI elements should serve as a source of pride for people who work in the Yamaha Motor group and symbols they can identify strongly with. In order to help us use VI to communicate a consistent image of the Yamaha brand to the customers, we maintain and regularly update the Yamaha Motor VI Manual.

# New Technology Vision – E.M

Along with the new long-term vision and the new Brand Vision, a new Technology Vision has been adopted for the Yamaha Motor group. This vision is called E.MOTIONICS and it presents an overall vision and also clarifies the directions of Yamaha technology development and application. Here, we introduce this new E.MOTIONICS Technology Vision that has been formulated so that it can be shared by everyone in the Yamaha Motor group.

The “Trinics” technology vision of the 1990s

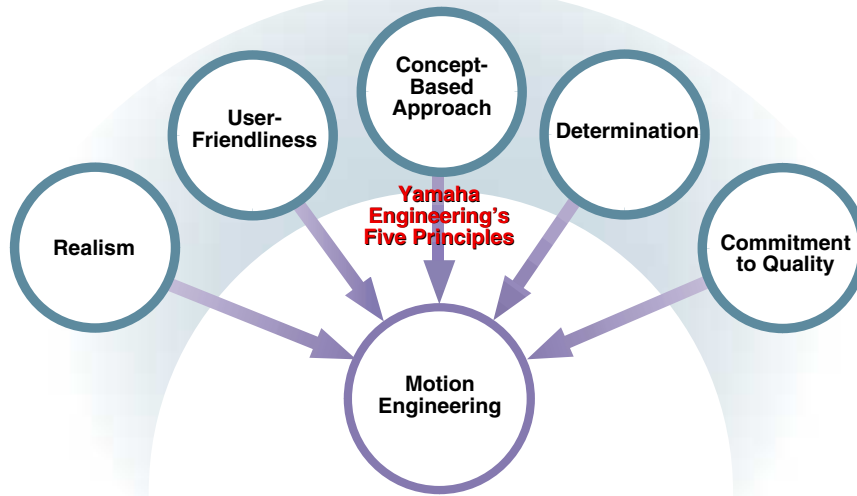


Almost two decades ago in 1990, Yamaha Motor Co., Ltd. formulated a Technology Vision called “Trinics” based on the three pillars of Mechanics, Electronics and Humanonics.

By the nature of our business as a manufacturer of products based on small engine technology, mechanics have long been the core of Yamaha’s technological expertise. Electronics is a field that has brought vital added value and heightened competitiveness to Yamaha products since the adoption of fuel injection and other electronically con-

trolled systems. And it is the third pillar, “Humanonics,” that has added to these the special Yamaha uniqueness and given clear direction to our technological development and product creation. Humanonics is a word created by Yamaha to express a branch of ergonomics that seeks to make a science of the five human senses. As expressed in the Yamaha terms “Rider-Machine Communication” and “unity between rider and machine,” Yamaha places great importance on human perceptions and sensibilities and seeks to develop

The “Motion Engineering” concept that is the origin of the new technology vision and the “Yamaha Engineering’s Five Principles” that support it.



For over 50 years Yamaha Motor Co., Ltd. has focused on “motion” and developing and supplying products involving motion that create a wide variety of “value” for the customers.

At the core of these efforts lies “Motion Engineering.”

And supporting “Motion Engineering” is the “Yamaha Engineering’s Five Principles,” that Yamaha has long valued.



# MOTIONICS

Technology Vision Slogan

**E.MOTIONICS**  
Feel the Technology

**E.MOTIONICS**  
**EMOTIONICS**  
**MOTION**  
**MOTIONICS**

The **E** of **E.MOTIONICS** means to Enjoy, Encourage, Enhance and bring Emotion  
Emotion – Creating product value with the ability to move people's souls  
Motion – through motion, enabled by technology  
Motionics – that is "Motion Engineering."

the technologies that enable rider-machine communication based on human perceptions.

At the time this Trinics technology vision was adopted, there were calls everywhere for a new field of "mechanics" technologies that united mechanics and electronics. In answer to this call, Yamaha added Humanonics to mechanics and electronics and came out with the clearly defined technological strategy of Trinics as the overall direction of the company's technological development efforts. After that, Yamaha added to this basic vision the G.E.N.I.C.H. and "Humachine Technology" concepts to connect the Trinics vision more specifically to the technological needs of the different product lines and brands.

Today, nearly 20 years after the birth of the Trinics vision, Yamaha continues to pursue technologies in the three areas of Mechanics, Electronics and Humanonics. However, the environment in which we do business today and the demands on technology have changed. That is why Yamaha has now launched a new technology vision that builds further on Trinics to answer the

newly emerging technological needs of the day.

In formulating the new vision, a review was made of all the technologies of each division with a close examination of the technological elements they involve. What was revealed by this review was how strongly Yamaha is focused on "things that move" and bringing *Kando*\* (excitement and fulfillment) to the customers through the experience of "motion." If expressed in one term, the real underlying concept in Yamaha technology is "Motion Engineering." This is a term that summarizes Yamaha's present focus on "motion" and the use of engineering based in the Trinics concept to create a wide variety of "value" for the customers.

And this all is supported by five basic principles that Yamaha has long valued: "Realism" based on knowledge and experience in the workplace; "User-Friendliness" based on a knowledge of the customers' feelings; a "Concept-Based Approach" based on a holistic view of the product that transcends the individual parts and components; the "Determination" and flexibility needed

to take on new challenges and an unwavering "Commitment to Quality."

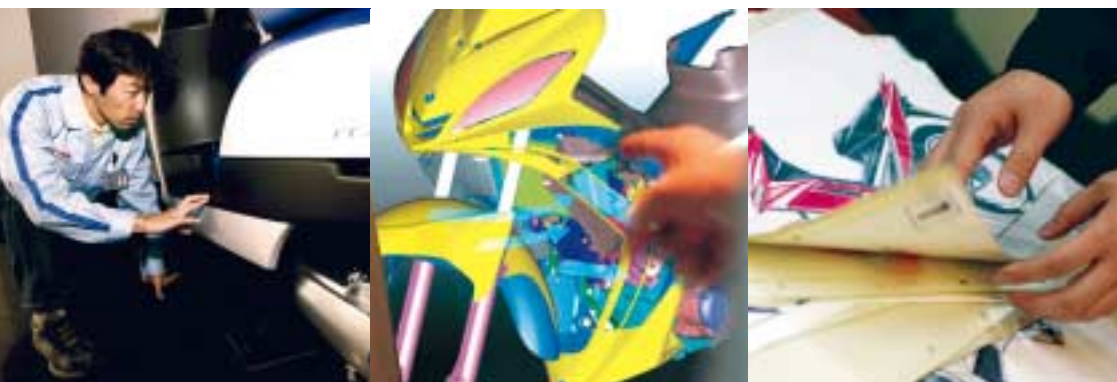
The new technology vision that Yamaha has formulated, based on these concepts and attitudes and aimed at heightening the value that we create for the customers, is called "E.MOTIONICS."

At the core of the E.MOTIONICS concept is "MOTION." It is an expression of technology that uses "Motion Engineering (Motionics)" to achieve "Emotion," which means creating value [in our products] that has the ability to move people's souls. The E. in front of MOTIONICS stands for Enjoy (bringing people new enjoyment), Encourage (bringing encouragement to people) and Enhance (heightening people's appreciation).

The core concepts involved in this are technology that values people's sensibilities and perceptions, technology that is in tune with human perceptions and technology that moves people to the soul. When we hear the word technology we tend to think of things that bring greater functionality and convenience. But at Yamaha, our aim is technology that goes beyond functionality and convenience to stimulate the emotions and

bring happiness to people. This is the unique value of Yamaha technology.

\* *Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.



## The designed-in-Japan “EXULT 45” raises world standards with a new premium boat category

What would be the qualities of your dream boat? A boat that delivers high performance in all types of sea conditions, excelling in both speed and comfort? A boat with high functionality appropriate for any purpose from fishing to cruising? The ultimate objective in boat building is the realization of all the above elements to the highest possible level. To achieve these basic performance standards there must be absolutely no compromise in the design and engineering. It is this way of thinking that has led to the development of Yamaha’s “EXULT,” a new premium boat category.

“EXULT 45” is particularly defined by the quality and luxuriousness of the living spaces. Yamaha’s designers have brought proud Japanese artistic sense and the traditional Japanese spirit of elegant hospitality to the interior, while seeking perfection of form to the hull, deck and cabin and beauty in the exterior design. For Yamaha a boat



should be a thing of beauty, not just a “heavy duty” form of transport.

In the main salon, frosted glass is used to provide both privacy and a bright, spacious feeling to the interior, while abundant use of mirror-finish rosewood panels adds another touch of quality and warmth. The contrast of the rosewood and the white base color of the sofas and fabrics creates a wonderfully relaxing atmosphere. The furnishings too are all top class brands from around the world, including a fine wood-inlay table in the center of the salon. No expense has been



spared in the pursuit of luxury and quality. There is also an owner’s room complete with a powder room, and a guest room with reclining/sleeping space for three adults. Besides this, the layout features a sky lounge located at the highest point of the main salon with a view that is truly magnificent. “EXULT” is a premium boat line that Yamaha is proud to present to the world with its luxury design flavored by the best of Japanese aesthetics. We dedicate this ultimate in luxury, the “EXULT,” to true ocean-lovers.