

YAMAHA MOTOR CO., LTD.

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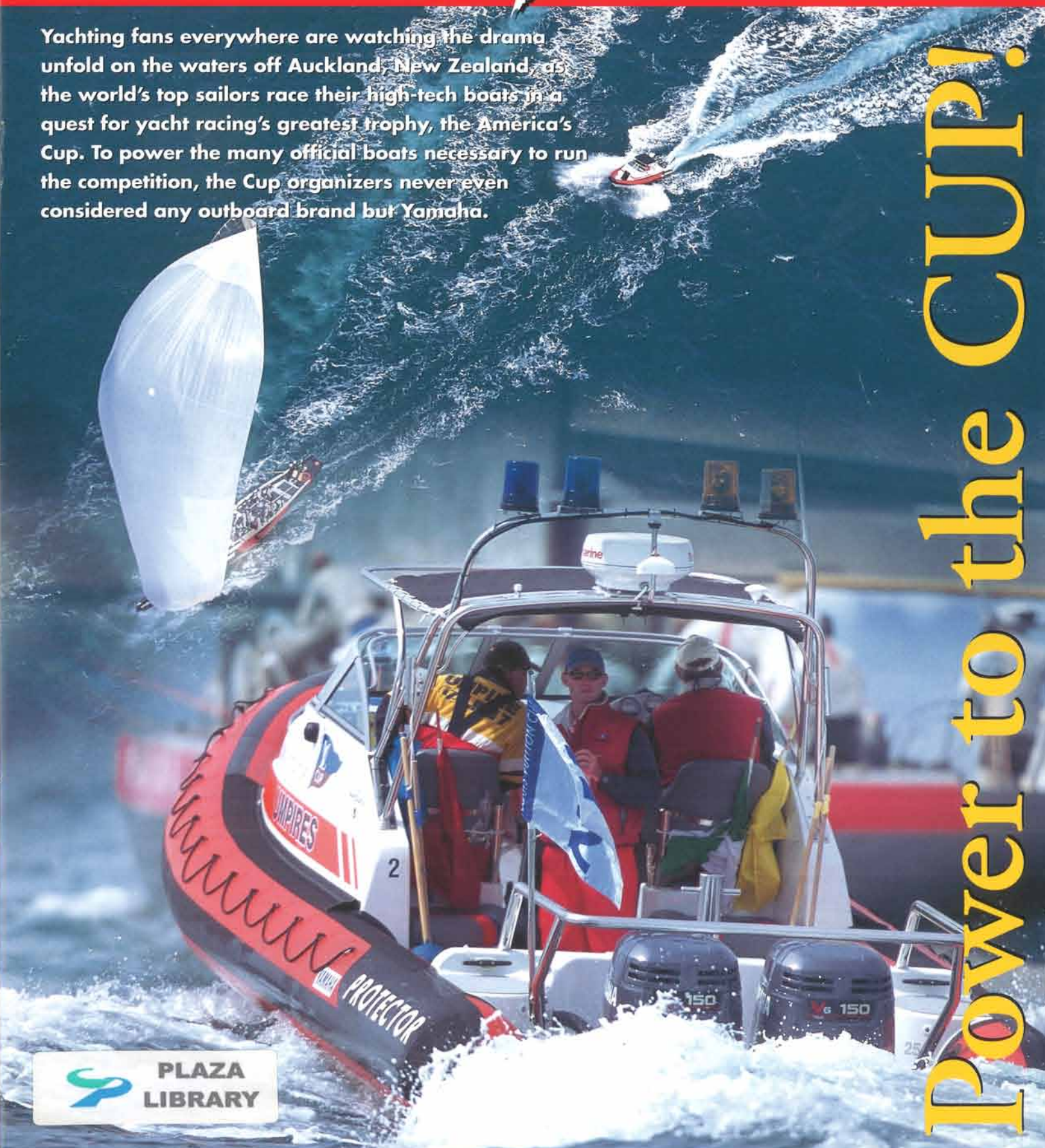
Yamaha News

No. 1

BIMONTHLY

Yachting fans everywhere are watching the drama unfold on the waters off Auckland, New Zealand, as the world's top sailors race their high-tech boats in a quest for yacht racing's greatest trophy, the America's Cup. To power the many official boats necessary to run the competition, the Cup organizers never even considered any outboard brand but Yamaha.

Power to the CUP!



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The Official Choice!

Yamaha outboards and the spirit of craftsmanship they embody help drive the America's Cup



Yamaha Power behind the America's

Auckland is a marine sports paradise

For generations of yachtsmen, the America's Cup has represented the pinnacle of their sport, and in its over 150-year history only one country besides the U.S.A has captured and defended the Cup. That

country is New Zealand. And now, in the waters off Auckland, Team New Zealand is preparing its second defense of the America's Cup, which it first won in 1995 and successfully defended in 2000.

As of October 2002, nine yacht clubs from six countries are in New Zealand

competing in the Louis Vuitton Cup for the right to challenge Team New Zealand. They include three syndicates from the U.S., two from Italy and one each from the U.K., France, Switzerland and Sweden. After the challenger is decided in January, the final competition against



New Zealand for the America's Cup will begin on February 15.

In recent years, the city of Auckland has been likened to the Silicon Valley of yacht design and technology, with some



The range of Yamaha outboards being used include the 150SW, 200SWS, F115 and 150HPDI

30 boat-building companies and over 50 makers of boat rigging and equipment. Many of these companies set the world standards in areas like racing yacht construction know-how and design technology for winches and other marine components, electronics and wear. And it is the strength of Team New Zealand and the popularity of yachting and a variety of other marine sports that helps make Auckland such a vital center of the boating industry.

Over 200 Yamaha outboards are at work

Here in Auckland and in the America's Cup and Louis Vuitton Cup competition, where everything is world class, the out-

board motor brand of choice is of course Yamaha. As the world watches the competition in the waters off Auckland, they will certainly see many of the roughly 200 Yamaha outboards in use by the race officials and the syndicates. In

its role as Exclusive Supplier to the America's Cup 2003 Organizing Committee, Yamaha Motor Australia has supplied all the 4-stroke and 2-stroke engines that are powering the official boats. Now, as the Louis Vuitton Cup competition is in progress, Yamaha outboards are at work daily on the umpire boats that officiate the races, the

mark-laying boats that set out the course buoys each day, the patrol boats and rescue boats that maintain security and safety out on the race waters, as well as the press boats for the army of international journalists and photographers covering the races.

The full range of Yamaha outboards allow the organizers to choose the right engine for the right job, like the 150SWS for the highly maneuverable

umpire boats, the 200SWS for the mark-laying boats and the F115 and 150HPDI models for the rescue boats, for which a variety of use conditions are anticipated.

In Auckland, *Yamaha News* spoke to Mr. Greg P. Fenwick, the Marine Sales Manager at Yamaha Motor New Zealand Ltd. who is in charge of maintenance and service for these Yamaha outboards in use in the America's Cup. "In the last America's Cup, the fact that the race organizers used Yamaha outboards clearly boasted the reputation of Yamaha products greatly, and I think that is the reason so many syndicates have chosen Yamaha engines this time. And now, the attention is definitely focused on the environment-friendly Yamaha 4-strokes and HPDI 2-stroke models. One of the challenge syndicates from the U.S., One World, cited environ-



About 200 Yamaha outboards are being used on official and syndicate support boats in the America's Cup 2003 and Louis Vuitton Cup competitions

Cup and Louis Vuitton Cup

The America's Cup, Yacht Racing's Greatest Trophy

The roots of the America's Cup, which is widely considered the pinnacle of match-race ocean sailing, go back to a race held in 1851 around the Isle of Wight in the English Channel. The winner of that race was the sole entry from the United States, a boat that ran away from the 15 British entries with such overwhelming speed that it sent shockwaves through the proud British, and European, yachting world at a time when Great Britain was still considered the ruler of the seas. As its trophy, the winning boat *America* took home a sterling silver cup made by procurers to the British Throne. In later years, this trophy would come to be known as the "America's Cup."

Today, the America's Cup is a match-race competition, which means one-on-one races competed

between two boats. And although the image is one of nation against nation, the Cup is actually a competition between yacht clubs and any club in the world can put together a syndicate to compete in the America's Cup. Since 1983, the competition to decide which syndicate will challenge the Cup holder has been called the Louis Vuitton Cup, after its title sponsor. The winner of this "challengers' competition" then faces the Cup holder one-on-one. The syndicate that wins the final competition for the Cup also wins the right to decide when and where it will defend the Cup in the next holding. That is why the America's Cup races are not held at regular intervals like the Olympics or other world championship competitions.

ment friendliness as one of their team concepts at their press conference and gave the use of Yamaha 4-stroke outboards as an example of the measures they are taking. Of course, the main reason for the popularity of Yamaha marine engines is surely their reliability. I believe that is why so many syndicates choose Yamaha outboards," stresses Fenwick. After all, it is not only the race yachts that must battle the seas off Auckland.

With the help of this reliable Yamaha power, an unscripted drama is now unfolding in the Southern Hemisphere for us to watch, a drama that brings together not only the international syndicates but the people of Auckland and New Zealand, marine fans from around the world and the media.

Where does the famed Yamaha

Tests re-create a variety of use environments

Like the America's Cup, there is a long and proud tradition behind the Yamaha outboards that so many people place their trust in today. Since the birth of our first P7 model in 1960, Yamaha outboard motors have grown into a world-leading brand used and loved by people in over 180 countries around the globe.

The important elements that give today's Yamaha outboards their famed reliability are a Yamaha-developed aluminum alloy named "YDC30," our five-layer anti-corrosive finish and a wide range of other technologies and know-how that Yamaha is able to build into each motor because we are a comprehensive maker involved in everything from the machining of critical parts to the final assembly. Another important factor is the stringent testing all Yamaha outboards are subjected to. In order to learn more about the testing operations, we spoke to development staff at Yamaha's Sanshin factory where the outboards are made.

Yamaha presently operates test facilities at six locations in Japan and overseas, including Sanshin Industries Co., Ltd. headquarters in Hamamatsu near the YMC headquarters, at Sanshin's Kuramatsu Factory, the Lake Hamanako Test Base, the Gamagori Test Base and test facilities in Alabama, USA, and the Netherlands.

"Dynamo tests and water-tank tests are performed at the two Sanshin facilities in Hamamatsu, the Gamagori facility and the facility in the Netherlands. At these facilities we replicate a variety of use conditions in order to verify things like power output, torque, fuel economy and environmental performance. For example we run tests at different air and water temperatures, from extreme cold to hot. We also verify the effects of different types of water qualities," says Mr. Masanori Takahashi, a



reliability come from?

Senior Supervisor at Sanshin Industries. When one speaks of outboard motors one is speaking about products that are used in very different environments around the world. For example, in the tropics the water temperature is high and ion transfer occurs at a higher rate, which has a big effect on aluminum. Such factors as air temperature and humidity, water temperature, salinity, oxygen content, acidity and level of impurities all have critical effects on outboard motors. In their tests, Yamaha engineers re-create the use-environment conditions of each region in order to evaluate the engines.

Mr. Takahashi gives an example. "We have a special mixture that we add to the water in the test tank to simulate the

ity on Lake Hamanako and the Alabama facility which connects to a canal, are bases where actual running tests are conducted with the outboards mounted on boats." Besides testing how well the models fit Yamaha boats, the different local boat brands are also used in tests in order to fine-tune the running characteristics of Yamaha outboards.

Yamaha's design philosophy

From Senior Engineer Akihiro Onoue, who served as Project Leader for the F225 development team, we heard about the approach taken in the development of Yamaha outboards. "All the technical departments in the Yamaha group share information that can be used in the development process, but in our case we never take the approach that we can use engine technologies directly from other divisions. We are dedicated to design processes that are completely 'marine-specific.' Because, unlike engines for vehicles that run on roads, our marine engines are always run in water conditions that are constantly changing," says Mr. Onoue.

He went on to tell us this interesting fact. "In order to reduce weight while at the same time maintaining a high level of reliability, we adopted a new type of aluminum forging method for the F225's pistons. It was the first time ever this method was used on a Yamaha outboard. It involves heating the aluminum to a point short of melting and then applying pressure to shape the piece. This provides a very uniform crystal matrix in the aluminum that enables a lightweight, high-strength piston design. But we don't make a big deal about small details like this, and we don't even mention it in the catalog. Because our aim from the beginning is to build products with performance that will exceed the expectations of the customers

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muddy waters common to some rivers and lakes. Muddy water has an especially big effect on abrasion in the drive shaft and pump assemblies. We run repeated tests under these conditions in order to find optimum part shapes and materials to ensure the kind of durable product quality we demand."

Concerning the test work carried out at the Hamanako and Alabama test facilities, Mr. Takahashi says, "An outboard motor is not a product that functions independently, it is a device designed to propel a boat. How well it matches the boat it is mounted on is extremely important. The Hamanako facil-



Senior Engineer Akihiro Onoue of Sanshin Industries. "The customer always benefits most from a well-balanced design. At Yamaha we design every part of our outboards to be marine-specific," says Mr. Onoue.

Senior Supervisor Masanori Takahashi of Sanshin Industries. "An outboard is not an independent product. The point is how well it matches the boat it is mounted on," says Mr. Takahashi.



On the job developing outboard motors

in actual use," he confides.

"Lately we have been able to shorten the development time for our engines by about 30% with the use of technologies like 3-D CAD analysis. And, of course, we subject all our products to thorough testing. But, no matter how outstanding your analysis software and test facilities or your manufacturing facilities may be, that alone will not necessarily ensure top product quality. What is important is the test checklist and the evaluation standards you use.

Our evaluation standards are the products of many years of studies conducted in markets all over the world, from the pleasure-use markets of Europe and North America to the Southeast Asian, African and South American markets where people make their livings using outboards long and hard in demanding conditions. During these surveys we listen to the voices of the customers and experience firsthand the use environment and ways the outboards are actually used. It is an ongoing process and we are constantly gathering information and updating our evaluation standards. I believe that this is where the real strength of Yamaha outboards originates," concludes Mr. Takahashi.

Speaking to these Yamaha engineers we sense the spirit of true craftsmanship, an unending search for perfection and a pride that never settles for anything less.



Auckland is a mecca of marine sports

Yamaha Motor Creates an All-Scandinavia

Yamaha Motor Scandinavia AB (YMS)

Location: Farsta, Sweden
Branch offices in Odense, Denmark and Oslo, Norway
President: Jan-Åke Johansson
Employees: 75

Combining resources and a positive attitude

As Yamaha's new Scandinavian distributor, YMS will be responsible for marketing and sales not only in Denmark, Norway and Sweden but also in neighbouring Estonia, Latvia and Lithuania, as well as Greenland, Iceland and the Faeroe Islands. As a region, this represents the biggest marine and snowmobile market in Europe, and also boasts a significant part of the European market for motorcycles and ATVs.

In addition to offering a full and unified line of Yamaha products, we will also be marketing Buster, Yamarin and White Shark brand boats and accessories selected to meet the needs of each market. We at YMS believe that the positive atmosphere in the organisation is the most important element that will help us reach the ambitious goals we have set. Our competent and enthusiastic personnel have gladly joined together to take on the challenges of making Yamaha the market leader in Scandinavia.

As its top priorities YMS will be working on the development of marketing, creating an even more effective sales organisation and more effective solutions for distribution, logistics and administration while working to develop new business segments and strengthened our position in all the

product areas. The realistic sales goals now adopted will make Yamaha the No. 1 brand in all its product categories.

Snowmobiling creates a vital winter market
 The heavy snows that cover the northern regions of Scandinavia for about half the year use to make much of the area inaccessible and limit the mobility of the local inhabitants. The arrival of the snowmobile changed all that, creating a whole new winter lifestyle for the people of the north country and others who want to visit for winter sports like cross-country touring, hunting and fishing and snowmobile racing as well. No wonder that many people in the north consider their snowmobiles their most important possessions.



The new management group: (from left) Johan Lindvall, Jens Otto Bache, Arne Johansson, Pontus Liljequist, Henrik Thaulow, Niels Hansen and Jan-Åke Johansson

As of the 1st of January 2003, Yamaha marketing operations for Norway, Denmark and Sweden have been merged together to form a new company, Yamaha Motor Scandinavia (YMS). With business territory that also includes some of the surrounding countries, YMS's market will be Europe's largest in the marine and snowmobile sectors, and with consolidated efforts to strengthen marketing, its sales network, distribution and administrative functions, the company is aiming to become one of the most competitive marketing machines in the global Yamaha Motor group. Here we look at some of the specific steps the new company will be taking to ensure they are No.1 in the Scandinavian market.



Scandinavia is a land of many lakes and long coastlines. It is said that one in every three Scandinavian families owns a boat, which makes this Europe's biggest outboard motor market

For YMS, snowmobiles also provide a tremendous business opportunity that gives us and our dealers a year-round business season. Yamaha models like the VT500XL are extremely popular among private owners and rental operators alike because of their reliability, comfort and fuel economy. Farmers also use bigger models like the Viking III for winter work like hauling timber.



Snowmobile racing (photo: Björn Friström, Snowrider). It is important for our snowmobile sales that we are represented at the championships

The snowmobile business season starts in the last week of October and many users flock to the snowmobile fairs that YMS and the dealers organize to see the latest models and get the best trade-in deals. We promote sales through advertising in the

Distributor

four snowmobile magazines and direct mailings to owners of older Yamaha models and owners of other brands. Our snowmobile race activities also serve to promote the product and keep Yamaha in the media.

Our dealers are our most important resource

We are constantly working to strengthen the Yamaha brand and create more satisfied customers, and one of our most important goals is to develop our dealer network so that they will be able to meet the demands of future customers.



Yamaha business school. For our dealers the education in Yamaha business school has meant a new way of doing business. The result has become more satisfied customers and increased sales

We have long worked with the most professional dealers and this cooperation has made us one of the most successful companies marketing Yamaha products in Europe.

As competition increases, more demands fall upon our dealers. To help them win the battle for the hearts of the customers we have created a cooperative program with one of Sweden's leading business schools, in which our dealers are trained in business planning, management and profitability. We also have a sales school program for personnel who deal directly with the customers.

At YMS we are convinced that a strong-functioning after-market is the key to loyal and returning customers, our goal is to establish life-long customer relationships. We are therefore working continuously to improve the quality of our authorized service workshops. Quality service means satisfied customers, which in turn leads to increased sales. Our aim is to have all our authorized service shops reach the five-star level. Some of the demands for a 5-star rating are computerizing service routines, taking environmental responsibility and working on a consistent budget.

Reaching out to the customers with Yamaha Centres and PowerCard

We are now establishing specialized

Yamaha Centres located in places that will not upset the established dealer network but rather serve to supplement it. These Yamaha Centres handle all Yamaha motor products exclusively as well as our boats. These Centres not only create good publicity for the brand but also offer a comprehensive answer to the increasing demands from our customers. Important ingredients include sample accessories, service and help with purchase financing.



Our unique PowerCard with Euroservice

All our Yamaha Centres have a broad "all-the-year-round" product-range and well-developed services. To be able to offer our customers advantageous financing when purchasing our products YMS has tied up with Handelsbanken Finans to offer one of the market's most advantageous charge/credit cards. This Yamaha PowerCard is a universal card, that can be used for all kinds of purchases, but at the same time an exclusive card with

many extra benefits. It has no annual charge and gives the customer up to 90 days interest-free credit when shopping at a Yamaha dealership. By offering the customers PowerCard, our dealers can be sure the customer always has accessible credit for the more expensive products.

The dealers, as well as YMS, can also make use of the customer directory that is gradually built up with card-customers to send direct-mail offers to different customer groups. PowerCard is also available with an integrated euroservice-function that entitles the holder to cost-free guaranteed service in all of Europe on all Yamaha's products.



A snowmobile with a sledge is perfect when a group of people is going to their cottage

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Next season we will sponsor joint Scandinavian motocross and Enduro teams. We also compete in the snowmobile Sport 800 class with modified SXViper machines. This season we have high hopes of winning snowmobile titles in the Swedish and Nordic Championships.

Promotions keep customers coming back

To increase the value customers get from buying Yamaha, everyone who purchases a 2003-model motorcycle will be given the opportunity to take part in a one-day driving course that is held in several locations



Yamaha Center Gothenburg (photo: Leif Gustafsson). Customers find both boats and Yamaha products at a Yamaha Centre

around Scandinavia.

All Yamaha motorcycle-owners will also be invited to a Scandinavian Bike-Meet in August. There they will also get a chance to try our boats, WaveRunners and ATVs. The event is organised by Yamaha Motor

Scandinavia in co-operation with the Swedish Yamaha Custom Club.

To us at YMS, sponsoring race activities is important marketing and an integral part of the sales process. It builds the brand image and also provides important information and inspiration for new innovative solutions for our technicians. We participate in high profile Scandinavian road racing in the Super Sport 600 class with the YZF-R6.

Next season we will sponsor joint Scandinavian motocross and Enduro teams.

We also compete in the snowmobile Sport 800 class with modified SXViper machines. This season we have high hopes of winning snowmobile titles in the Swedish and Nordic Championships.

Our goal is to exceed the customers' expectations

In everything we do in all our lines of business, our major goal for the future is to be able to offer our customers products, service and increased value that far exceeds their expectations. This is a goal that will surely consolidate our market leading position.

This Is My Country



Sweden

- Country name: Kingdom of Sweden
- Capital city: Stockholm
- Area: 449,964 sq. km.
- Population: 8,873,052 (July 2000 est.)
- GDP: US\$184 billion (1999 est.)
- Currency: Swedish krona

The Land and its Environment

The Kingdom of Sweden occupies the eastern half of the Scandinavian Peninsula and the northern 15% of its territory lies above the Arctic Circle. The country has coasts along the Gulf of Bothnia, the Baltic Sea and the North Sea. It shares borders with Finland to the north-east and Norway to the west. In land area, Sweden is just about equal in size to the State of California in the U.S.

Lying in the high northern latitudes, one might expect the temperatures to be quite cold, but the Scandinavian peninsula is washed by the warm Gulf of Mexico Current, so it is actually not so cold. In the summers, when the humidity

falls, the climate is very comfortable and the days grow so long in these northern latitudes that you can enjoy the "midnight sun."

Like its neighbor Finland, lakes and forests cover much of Sweden, with the total surface area of the many lakes adding up to some 39,000 square kilometers. In numbers, 54% of Sweden's land area is forest, 16% mountains, 11% marshland, 9% lakes and rivers, 8% cultivated land and 3% developed urban land.

Modern Industrialization

When the effects of the industrial revolution began to reach Sweden in the mid-19th century, it was still very much an agricultural nation with 70% of its population involved in farming and its related trades. However, the country's rich resources of water and forests would eventually help drive the country's push toward modern industrialization. By 1910, the farming population of Sweden had already become the minority and by the 1950s the country had completed its transition from an agricultural society to an industrial one. (See graph)

One of the things that helped speed Sweden's development as an industrial nation has been a long line of famous Swedish inventions, beginning with dynamite by Alfred Nobel. Other important inventions include the automatic aligning bearing, the acetylene lighthouse signal, the invention of the milk fat separator, the three-phase motor and high-voltage DC current transmission. Many more familiar inventions like the safety match, the tetra pack and the desk phone have come from Sweden in the 20th century, along with modern Swedish design in everything from tableware and furniture to automobiles.

In the course of its industrialization, Sweden also tackled many of the social problems of modern societies, and many of the social programs developed in Sweden in the areas of support for the physically challenged, childcare and care for the elderly have become models for many countries. Sweden has also been in the forefront in tackling environmental problems, as well as beginning the *ombudsman* program.



Enjoying life in the great outdoors

The Swedish are a people who love nature. The country's unique *Allemansrätten* policy is a good example of this. While it is forbidden to enter private property or people's gardens, all Swedes have the right to enter larger areas of wooded land or pasture to gather mushrooms or berries without the permission of the owners. Thanks to the well-developed program of environmental education, you will find that people in Sweden do not abuse the natural environment or public lands.

A uniquely Swedish type of nature education for children can be found in the *Skogs Mulle* program. In this program the teacher dresses up as a *mulle*, a kind of forest-dwelling fairy, and leads the children into the woods to learn things like the names of the trees, which mushrooms are edible and how to tell the age of a tree by its rings.

Foods for all seasons

Enjoying the great outdoors like the people of Sweden do is a good way to work up an appetite, and there are unique Swedish dishes for each season. A Swedish treat that you find being sold not long after the New Year is the *semla*, a wonderful companion for coffee that is made by hollowing out a bun and filling it with almond paste topped with fresh whipped cream and covered with a lid of bread. A typical menu for an outdoor feast during Sweden's big summer holiday, *Midsommar*, will be various types of pickled herring, potatoes flavored with dill and fresh-picked strawberries. As the short Swedish summer draws to a close in August, friends may gather around a pot of boiled crayfish with a strong cup of cheer. Of course, the Swedish word smorgasbord is known around the world for a buffet dinner with many dishes to choose from. In Sweden, the grandest smorgasbord of all is usually the one prepared in the home when families gather at Christmas time.



A restaurant specializing in the famous Swedish smorgasbord



Modern Swedish glassware is famous along with the country's furniture and kitchenware for its simple sophistication of design



The "X2000" super express train runs between Stockholm and Copenhagen

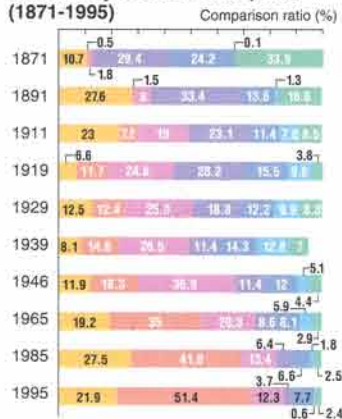


World attention focuses every year on the Nobel awards



Swedish children are taught from a young age to love and respect the natural environment

The history of Swedish exports (1871-1995)



Source: Larsson, M., En svensk ekonomisk historia 1850-1985, and SCB

Traffic laws	
Minimum age for driver's license	18
Minimum age for motorcycle license	16 for up to 125cc
Motorcycle license classes	16 for up to 125cc, 18 - 20 for up to 25 kW, 20 for over 25 kW
Minimum age for boat license	Not required for boats under 45 feet

Cost of living		Common image of Yamaha products in Sweden	
Average lunch	60 SKr	High quality, high tech, reliable, high resale value	
Cup of coffee	14:50 SKr	Products that come to mind with the name YAMAHA	
Bus fare	10 SKr (Price for one-way ticket in Stockholm)	Motorcycles, snowmobiles, outboards, ATVs, scooters, musical instruments, HiFi-products	
Gasoline (1 liter)	9:36 SKr		

Yamaha racing teams gear up for 2003

Yamaha has decided the line-up of the teams that will participate in the 2003 MotoGP World Championships. "Fortuna Yamaha Team" and "Gauloises Yamaha Team" will be the two factory teams with support also being given to "Team d'Antin" for a total of three teams. The five riders on the three teams will all be riding the 4-stroke YZR-M1 as they vie for the title.

Top rider on the Fortuna Yamaha Team will be 30-year-old Carlos Checa from Spain who finished fifth overall during the 2002 season. The 2003 season will be his fifth with Yamaha and second on the YZR-M1.

His teammate will be Italian Marco Melandri (20), champion of the 250 cc class in 2002. Brazilian Alex Barros (32) is a new addition to the Gauloises Yamaha Team and joins longtime Gauloises rider Olivier Jacque (29) from France, who captured the 250cc championship in 2000, to complete the line-up. Both teams carry the name of a cigarette brand of the main sponsor Altadis, a tobacco company with headquarters in Spain.

The satellite team, Team d'Antin, will also be competing on the YZR-M1. Riding it will be Shinya Nakano. Norifumi Abe (26), the rider better known as Norick who rode for the team up until this year, will lend his efforts to further improving the performance of the YZR-M1 as test and development rider. There are also plans for him to take part in several races this season as a wild card entrant. Off-season testing of the YZR-M1 in the run-up to the season-opening Japan GP in April is already well underway with several tests in Spain in December.



There will be five Yamaha YZR-M1 machines competing in road racing's premier MotoGP class in 2003

In the top class of the World Motocross Championships, Belgian Stefan Everts (30), champion for the second consecutive year, and Marnicq Bervoets (33) will be riding



Everts will take part in the Motocross GP Class World Championships

again for the Yamaha factory team under the leadership of team manager Michele Rinaldi. Their machines will be the new 4-stroke motocrosser YZ450F. The championships have previously been held in three

classes – 125, 250, 500 – but changes to the regulations have been made for the 2003 season. The divisions are as follows: Motocross GP World Championships (250cc 2-stroke and over 290cc up to 450cc 4-stroke), 125 Motocross World Championships (125cc 2-stroke and over 175cc up to 250cc 4-stroke), 650 Motocross World Championships (500cc 2-stroke and over 475cc up to 650cc 4-stroke). The GP class becomes the top category and the action gets underway with the Spain GP raising the curtain on the season March 30.

"Yamaha USA" will field three riders in the U.S. AMA Supercross and National MX series. Tim Ferry (27) from the United States, the French rider David Vuillemin (25) and the Australian who captured the Eastern 125cc Supercross title, Chad Reed (20) will all be competing. The series started off the first week of January.

MotoGP World Championships



Carlos Checa



Marco Melandri



Alex Barros



Olivier Jacque



Shinya Nakano

Motocross GP World Championships



Stefan Everts



Marnicq Bervoets

AMA Supercross Championships



Tim Ferry



David Vuillemin



Chad Reed

WORLD TOPICS

We always welcome your contributions.
Write to Chief Editor Shigeharu Maruhashi of the PR Division,
Yamaha Motor Co., Ltd.
2500 Shingai, Iwata, Shizuoka 438-8501 Japan,
<maruhashis@yamaha-motor.co.jp>

Kenya

Yamaha Distributor Throws an Outboard Motor Show

Capt Andy's Fishing Supply recently organized a very successful promotional event that attracted over 250 customers anxious to see displays and demonstrations of the latest Yamaha outboard motors. Capt Andy's is one of the distributors of Yamaha marine engines in Kenya and this show, held on October 6 at Mombasa's Tamarind Harbour, was the first of its kind ever organized in Kenya. The guests were clearly grateful to see Capt Andy's technicians demonstrate the Yamaha products on display. In addition, panels were prepared to illustrate the spare-parts backup system and other things customers want to know when buying an engine.

Capt Andy's also invited local boat builders to display their products, and Diani Marine Diving brought its 52-ft tour boat powered by three Yamaha 200A outboards that reaches a top speed of 35 knots. And to make sure that guests of all ages and their families had lots of fun, and a full array of attractions was planned. Besides the BBQ lunch buffet, there were boat rides around the bay on a diving tour boat, as well as

water skiing, tubing and banana rides, and a raffle to raise money for a children's charity. The big turnout and the excellent response of the visitors were a good indication that shows like this could become regular promotional events.

From Preetham Junius Kumar, YMC Nairobi Office, Kenya

In addition to the displays and demonstrations of Yamaha outboards, visitors could enjoy boat rides on the beautiful bay.



A special boat in the swimming pool also drew lots of attention

China

Chinese marine dealer trips visit the U.S. and Thailand



This year's trip to Thailand included a dealer meeting

This autumn, Yamaha Motor (Shanghai) Trading Co., Ltd. (YMST) treated its most outstanding outboard motor and WaveRunner dealers to overseas tours of the U.S. and Thailand. In the case of both WaveRunner dealers and outboard dealers, the outstanding dealerships eligible for the trips



In the USA, Chinese dealers visited the YMUS marketing office in Kennesaw, Georgia

were chosen not only on the basis of sales but of overall excellence in their business activities. That includes accessory sales, service systems, performance of periodic after-sale inspections, maintenance of potential customer data and number of user registrations files. Accompanied by YMST's President Akihito Tajiri and Marketing Manager Huang Yong, the WaveRunner dealer trip winners departed Shanghai on Oct. 29 and spent eight days in the U.S., touring the WaveRunner factory of Yamaha Motor Manufacturing Corp. of America outside Atlanta and the Yamaha Motor Corp., USA WaveRunner marketing office in Kennesaw, Georgia, as well as enjoying sightseeing in Las Vegas, Los Angeles and San Francisco.

As for the outboard dealer trip, this year marked the third time that YMST has taken outstanding dealers on a trip to Thailand. Leaving Shanghai on Nov. 29 accompanied by YMST Vice President Masaru Kawakami, the 36 dealership representatives had an outboard dealer meeting on the 30th at Thailand's famous Pattaya resort area and then enjoyed three days of sightseeing. Having made this trip to Thailand with Yamaha has become sort of a status symbol in the Chinese outboard industry, and at repeat dealerships top management who have already made the trip are now using the honor as a motivational tool for their employees.

From Takatoshi Kondo, Sales Department, YMST, China

Brazil

YMDB Dealer Convention Held

On August 30th, Yamaha Motor Do Brasil Ltda. (YMDB) held a dealer convention in the coastal city of Natal in northeastern Brazil. An encouraging speech from YMC's President Hasegawa to these dealers, who are now actively participating in the "Plan 100" (manufacturing increase plan) served to fire up and excite the listeners. These dealers already had reason to be excited, as sales have been steadily increasing since



A total of 550 people gathered, including Marine and Motorcycle dealers from 240 shops

the introduction of the popular YBR125 on the local market. The arrival of the new model XTZ125 into this already super-charged atmosphere brought an enthusiastic round of applause. The dealers present at this meeting left with a sense of a bright future for Yamaha motorcycles in the market. The next day, participants were able to get hands-on experience with this new model during a trial riding session and see for themselves what makes motorcycles such an attraction.

From Shigeki Shimizu, Marketing Div., YMDB

France

Yamaha Shines at the Rally AMV Shamrock

The second edition of Rally AMV Shamrock took place from November 1 to November 9 in Morocco. A total of 89 participants battled for the top spot, but this honour was claimed by Yamaha Motor France Mobil 1 rider David Fréteigné and his WR450F 2TRAC.

The desert was an unfamiliar environment for Fréteigné, but he had a strong ally for the Shamrock in Jean-Claude Olivier, President of Yamaha Motor France who finished second in the race. "Thanks to him," explains David, "I evolved quickly. He is an ace at navigation and it is a real pleasure to be guided by someone like him."



Carving up the Moroccan dunes

David won the Rally aboard the brand new WR450F 2TRAC.

The 2TRAC is a hydraulic 2-wheel drive system, lighter and more compact than the 2002 model, that makes the bike steady and easy to ride. "This bike gives me confidence. I can run at high speed and still feel reassured, so I can devote more attention to navigation." This manoeuvrability and riding ease are most noticeable in the dunes. Instead of being forced to go around them or run the risk of getting stuck, the WR450F crosses them easily. J-C. Olivier was also very pleased with the promising results from the new WR450F with its electric starter convenience and improved 2 TRAC.

The Rally AMV Shamrock was an excellent opportunity for Yamaha and its riders to shine.

From Communication and Events Department, YMF, France



Catching the desert air

New Zealand

Yamaha Rugby Football Club Challenges Team New Zealand

On September 27, the members of the Yamaha Rugby Football Club (RFC) played Team New Zealand in a "friendly" game of touch rugby.

The Yamaha RFC, in New Zealand for training matches, were invited to test their skills against New Zealand's America's Cup athletes. The match started early in the morning of a clear, brisk Auckland day, with the kickoff at 6:45 a.m. On hand to view the game and cheer the players on were Mr. Wakuda, a Director of Yamaha Motor Co., Ltd. (YMC) and Mr. Adachi, Managing Director at Yamaha Motor Australia Pty. Ltd./Yamaha Motor New Zealand Limited. Television crews were also on hand to record the exciting match for the evening news. It was a hard-fought battle, with players on both sides giving it their all. In the end, the result was a 6-all draw, a respectable outcome for both sides.

After the competitive but thoroughly enjoyable match, the teams had breakfast together at the Team New Zealand base. While refueling their bodies with food to recover from all the spent energy, the players enjoyed conversation about the match and many other topics. For the Yamaha team players, some of whom are from New Zealand, it was a wonderful chance to test their skills as well as spend some time with the Team New Zealand members, who are possibly as popular in New Zealand as the famed All Blacks national rugby team.

TVNZ interviews the Team New Zealand skipper for local fans



Yamaha RFC and Team New Zealand players

Burundi

YRS and service training build trust in Yamaha bikes



Participants with smiles in the YRS in Burundi with the riding instructor, Mr. Arthur Blick

Over the two days of Sept. 12 and 13, the Yamaha distributor for the Central African country of Burundi, Union Motor Parts, organized a Yamaha Riding School (YRS) and Service Training course in co-operation with YMC's Overseas Market Development Operations (OMDO). Aimed at improving the riding skills and technical skills about self maintenance of people who ride Yamaha motorcycles for various government agencies and NGOs, as well as the special peacekeeping force from the South African National Defense Force, this event was attended by about 40 riders. Scenes of the participants learning about pre-ride machine inspection, sound riding techniques and strategies and fundamentals of machine servicing were covered by local television and newspapers. Taking the opportunity of this event, the South African National Defense Force contingent presently stationed in Burundi to assist in peacekeeping work recognized Union Motor Parts' ongoing cooperation in machine servicing and repair by presenting the company with a special certificate of appreciation.

From Preetham Junius, YMC Nairobi office, Kenya

WORLD TOPICS



In the production model parade, 14 nostalgic Yamaha motorcycles appeared

Japan

Historic Motorcycles Put Through Their Paces

On Oct. 19, the Yamaha Fukuroi Test Course in Fukuroi City not far from YMC's home offices in Shizuoka Prefecture served as the site of the Historic Motorcycle Display and Demo Run that has become a regular tradition in recent years. This event started as simply an exercise to keep the vintage Yamaha motorcycles displayed at YMC's Communication Plaza in running condition. Soon it became a much-anticipated annual in-house event as more and more employees volunteered to

Fans thrilled to see test runs by the Yamaha supercar OX99-11 and the Yamaha-built 1966 Toyota 2000GT

take part in the maintenance and running of the vintage bikes. Finally, the event became so popular that it was opened to the public as of last year.

This year the displays included a total of 21 Yamaha production models, starting with the company's very first motorcycle, the YA-1, and the YDS-1, which is generally considered the first Japanese sport motorcycle. In addition, there were three factory racers, three production racers and two Yamaha-built automobiles. Some 200 Yamaha fans showed up to see the beautifully preserved vintage bikes and enjoy watching them run in the production bike parade and test runs of the two automobiles. The excitement of the crowd reached its peak, however, when the two-stroke racers screamed around the track with their now nostalgic trail of white smoke.



The ALS MARINE booth

Philippines

ALS MARINE center of MOTOREX show

Manila was recently the site of the MOTOREX transport industry show, at which Yamaha was a major presence. The show was launched on September 7, 2002, and ran until September 15. It was opened by leading government officials and other prominent names in the transportation industry. MOTOREX is a land, air and sea transport show all under one roof.

ALS MARINE CENTER, a major local dealer, mounted a 100 sq. meter booth showcasing its latest fiberglass boats powered by Yamaha outboard motors. The Yamaha WaveRunner XL700 was also displayed together with inflatable boats.

Being one of the major participants, the ALS MARINE CENTER company name and Yamaha outboard and WaveRunner names were included in all flyers, brochures, radio announcements and all newspaper print ads. These efforts definitely helped promote the Yamaha name in the area.

The occasion was made even more special due to the fact that ALS MARINE CENTER celebrated the 28th anniversary of its founding on September 12. The dealership used the combination of these 2 events to

promote Yamaha outboard motors and WaveRunners in the Philippines and is dedicated to continuing this unending effort.

From Cristina T. Supagan, AMC Sales & Marketing, Philippines



Government leaders helped open the show

Bahrain

Selling government agencies on WaveRunners as rescue craft

Koheji Marine Center (KMC), Yamaha's distributor in the Middle Eastern country of Bahrain, recently organized a seminar which proved highly successful at convincing government agencies like the Coast Guard, police and the Red Cross on the merits of using personal watercraft in their rescue and patrol operations.

During the seminar, representatives from these agencies were given explanations of how personal watercraft can contribute to society and how Yamaha is working to increase consciousness about proper and sound watercraft use and to improve their social acceptability and public image.

The officials were particularly impressed with the comparison made between the potential of the often-used inflatable boats with outboard motors vs. Yamaha WaveRunners as rescue craft. The KMC staff pointed out three big advantages of the WaveRunners over inflatable boats: (1) there is no external propeller that can be a danger in rescue work, (2) they can be used more effectively in rough seas because they are easily rightable if capsized and (3) they are faster on the water, so they can get to the rescue site more quickly.

The questions coming from the audience clearly indicated that the officials were impressed by what they heard, and some even expressed interest in acquiring WaveRunner rescue craft immediately. KMC displayed models of its proposed rescue spec and patrol spec Yamaha XLT1200 with special coloring which were greeted with great interest and approval by the agency representatives.

From Hirotaka Itakura, Overseas Marketing Div., Water Vehicle Operations, YMC



At the rescue craft seminar



The special-coloring rescue spec XLT1200 prepared by KMC

Japan

Yoshida wraps up 290,000 Journey

Everyone who has been following the progress of globe-trotting motorcyclist and retired Yamaha employee, Shigeru (Stan) Yoshida in the last two issues of Yamaha News will be glad to know that "Yoshida Circles the World – The Second Journey" had a happy ending in Los Angeles, where he was welcomed by the staff of Yamaha Motor Corp., USA (YMUS) on Oct. 16. As many of our readers will know, "The Second Journey" started with Yoshida's desire to complete the one leg of the journey

that was denied him on his first circling of the world in 1965 on a Yamaha YDS-3: a crossing of the entire length of Russia. Leaving Japan in June, he realized that dream and then cruised on with his 1997 Yamaha Royal Star across Europe and then shipped it to New York, where he left him last. Crossing the eastern and central U.S., Yoshida veered north through the Dakotas and into Canada to visit the grave of an old friend, Walt Healy, an avid motorcyclist who had been biking until just a few months before his death last



Yoshida being warmly welcomed at YMUS.

January at the age of 88. From there, Yoshida crossed the snowy Rockies to Vancouver before heading south again into the U.S. By the time he reached Los Angeles he had 290,000 km on the odometer of his faithful Royal Star.

From Katsumi Suzuki, Customer Support Group, YMUS

China

Chongqing Jianshe-Yamaha Holds Dealer Meeting



Chinese dealers are anxious to get the newly unveiled YBR125 in their showrooms

On Oct. 19, Chongqing Jianshe-Yamaha Motor Co., Ltd. (JYM) organized a nationwide Dealer Meeting in Chongqing in central China, gathering about 300 representatives from all parts of the country. In attendance from YMC was Managing Director Miyao. The venue for the meeting was one of the city's leading theaters, which proved fitting for the dramatic impact caused by the unveiling of the company's new model YBR125 and the big applause it received from the dealers and guests. This new model will go by the name *Tianjian*, or Blade of the Heavens, in the Chinese market. The YBR125 is an epoch-making new model

that combines the uncompromising Yamaha quality that is so respected in the Chinese market with a very competitive retail price.

The meeting's afternoon agenda included a ceremony celebrating the line-off of the first YBR125 models, followed by a tour of the JYM factory and a test-ride event. Despite a light rain, the long line of dealers finishing their test rides were full of praise for the new model, a response that was reflected in the rush of orders the next day.

The YBR125 also drew exceptional acclaim from international representatives at the Cross Trade (CT) Forum organized almost concurrently in Japan by YMC's Cross Trade Division.

From Naoki Ariga, China Business Div., YMC

Turkey

Africa Motorcycle and Moped Summit explores marketing strategy



65 marketing representatives gathered from 28 African countries at the Summit

Turkey's center of commerce, Istanbul, was the site of the "Africa Motorcycle and Moped Summit" organized by YMC's Overseas Market Development Operations (OMDO) over the three days of Oct. 29 to 31. A total of more than 65 marketing representatives gathered for the Summit from 28 African nations and from various international Yamaha manufacturing bases. Representing YMC at the conference was Managing Director Kajikawa, who spoke about Yamaha Motor's founding ideals and explained the main points of the company's new medium-term management plan "Next 50." This was followed by presentations on specific marketing strategies for the African nations. It was evident from the lively discussion prompted by these presentations that expectations are high for sales growth based on the supply of a variety of Yamaha brand motorcycles and mopeds with features and prices to fit each market. Among the models on display were Yamaha brand mopeds manufactured by Beldeyama A.S. of Turkey, the "YAM100S" developed and manufactured by Jiangsu Linhai Yamaha Motor Co., Ltd. (LYM) of China and some other models from Yamaha Motor India Private Ltd., (YMI) and P.T. Yamaha Indonesia Motor Manufacturing (YIMM). The representatives showed satisfaction with the performance of these models at the test ride event at the end of the Summit.

From Michiru Wajima, Africa Group, Area Marketing Div., OMDO, YMC

UAE

Middle East WaveRunner Workshop 2003 unveils FX140

Dubai in the United Arab Emirates was the site of the Middle East WaveRunner Workshop 2003 on Oct. 21, 22. Representatives from Yamaha marine distributors in nine countries, including the Gulf countries of UAE, Saudi Arabia and Kuwait and the Mediterranean countries of Turkey, Cyprus and Lebanon, gathered to hear presentations of Yamaha's Water Vehicle marketing policies and market reports from the various distributors. After the workshop, WaveRunner test rides were held to give everyone a long-awaited chance to compare the ride of the new 4-stroke model FX140 and the 2-stroke lineup.

Everyone who tried it out was full of praise for the new FX140 4-stroke, with most representatives expressing their surprise at what a high-quality product it is. They were also heard to say how anxious they are to introduce it in their markets so that the customers can experience the exciting new ride it offers.

In several Middle East countries, such as the UAE, Bahrain and Saudi Arabia, development of large-scale new marine resort facilities is proceeding at a rapid pitch in recent years, reflecting a growing interest in marine recreation among people of the Gulf region in particular. This trend naturally brings with it big expectations for future growth in personal watercraft demand.

From Hirotaka Itakura, Overseas Marketing Div., Water Vehicle Operations, YMC



Representatives from Yamaha distributors in nine countries participated in the Middle East WaveRunner Workshop 2003

Australia

New Parts Warehouse Will Smooth Operations



YMA Director Wakuda and a joint developer of the G-FAST system from CSK, Managing Director Toki joined other dignitaries at the tape-cutting ceremony

An opening ceremony was held at Yamaha Motor Australia Pty. Ltd. (YMA) on September 23 to inaugurate its new parts warehouse. This warehouse, with floor space of around 5,000 square meters, is part of YMA's continuing efforts to develop a smoother parts distribution and to meet the needs of increasing sales of accessories. These efforts are also one element of YMC's medium-term plan to increase consolidated sales in the YMA market. In addition, the "G-FAST" warehouse system, which has been in use since 1999 at Yamaha Motor Distribution B.V. (Holland), Yamaha Motor Corporation USA, and Yamaha Motor Canada Ltd. is now implemented in YMA. With these new state-of-the-art systems and facilities, an initial efficiency target has already been met. YMA will keep striving for new heights of excellence in customer satisfaction.

From Yoshihiro Oba, Assistant to Managing Director, Spare Parts, YMA

USA

RX-1 Named "Snowmobile of the Year"

Yamaha's revolutionary 4-stroke snowmobile, the RX-1, has recently been named "Snowmobile of the Year" by *SNOWGOER* magazine. *SNOWGOER* is one of the leading U.S. snowmobile magazines, boasting both the longest history and largest circulation in the industry. This fact has long made its "Snowmobile of the Year" award one of the most prestigious awards any snowmobile can win in the U.S. market. For Yamaha, this welcome award comes three years after the Yamaha SRX was named "Snowmobile of the Year" by the same magazine in 1999.

As the first performance 4-stroke snowmobile in the industry, the RX-1 is already generating a tremendous amount of interest in the North American market. The *SNOWGOER* award can only add fuel to the big impact the RX-1 is sure to have on the market this winter.

From Manabu Tsuura, North America Business Division, YMC



Managing Director Kajikawa receives the award from a Snowgoer representative

Japan

Supplying the X-REAS to Toyota

Yamaha has begun supplying the X-REAS relative shock absorber system, which optimizes control of the relative movement of the right and left wheel suspensions, for the new model Toyota Motor Hilux Surf (known as the 4Runner in overseas markets). This new design is an improvement of the REAS model which Yamaha has provided Toyota in the past and provides additional shock-absorbing capacity by means of an interim unit. These new technological advancements provided by Yamaha have brought greatly improved drivability and driving enjoyment to Toyota sport utility vehicles (SUVs), which go far beyond the usual boundaries of these models. This creative use of Yamaha technology in Toyota products is serving to keep both companies at the top level of performance in the industry and first in the minds of customers.



The New Hilux Surf SSR-G equipped with Yamaha's X-REAS suspension

Brazil

Revised parts system in operation at YMDB



The kickoff ceremony, held in a YMDB warehouse

At Yamaha Motor Do Brasil Ltda. (YMDB) a revised parts system (PRO-PAC) is up and running, and a kickoff ceremony was held to celebrate this advance on October 1 in a YMDB warehouse. This new parts system is designed

to streamline operations at YMDB and provide greater responsiveness to the market needs. As a result of this improved and revised system, YMDB is in a position to facilitate expansion of future parts sales and cross trade business in the area. In particular, improvements were made in the Master Parts List modular function as well as in the speed of search and location functions.

These changes are certain to make YMDB's parts operation even more efficient.

From Ryosuke Nagasawa, Overseas Sales Div., Parts Operations, YMC



Jubilo Iwata takes title with first double stage win in J.League history!



In 2003, Jubilo will get the chance to compete on the Asian and World stages.

Jubilo's ace striker Naohiro Takahara (25) missed the World Cup to illness but became the youngest player ever to win the J. League scoring title

Yamaha's pro soccer (football) team Jubilo Iwata capped off a nearly perfect season by win-

ning its third championship title in Japan's J.League. It was the first time in the league's 10-year history that a team won both the first and second stages of the season to clinch the title and eliminate the need for the championship playoff. The year 2002 may



The team's top position in both goals scored (72) and goals allowed (30) proved the team's outstanding offensive/defensive balance

long be remembered as the year Japanese soccer came of age, as Japan and Korea hosted the world Cup and both teams made it to the final tournament for the first time. In domestic soccer, however, this season will be remembered as one thoroughly dominated by the smooth-passing, high-scoring Jubilo team. After winning the season's first stage, which ran from March to July with a break for the World Cup to which Jubilo sent three players to the national team, Jubilo continued to pile up victories from the beginning of the second stage in August and was in first place by the

10th round. Holding that position to round 14, Jubilo had amassed a big enough lead in series points to clinch the second stage and season titles with one round still remaining. For that match against a strong Tokyo Verdy team Jubilo had the home advantage and the more than 16,000 fans who flocked to the Jubilo Iwata Stadium were treated to an exciting match that went into overtime. Just when the fans were thinking they might have to settle for a draw, Jubilo midfielder Takashi Fukunishi booted home a dramatic last-minute goal that lifted Jubilo to the J.League's first-ever single season two-stage championship.

Match winner Fukunishi, who had only 3 goals to his credit this season prior to round 14, was beaming. "I haven't scored that many this season, so to get a goal in such big game is thrilling," the midfielder said.

This final victory gave Jubilo Iwata an excellent record of 13 wins against 2 losses in the second stage. When combined with the first stage, the team's overall season tally stood at a stunning 26 victories, 3 losses and 1 draw.

This championship also earned the club a spot at the "Japan, China, Korea 3-Nation League Championships" which will be held beginning in February of 2003. This international berth is of great significance to the club. Next season Jubilo Iwata will be competing not only in J.League, but also on the Asian and World soccer stages.

Yamaha Motor Rugby Club wins first Championship in the Kansai A League

On November 30, the Yamaha Motor Co., Ltd. Rugby Club won its first-ever championship in the Kansai Company Rugby A League. The Kansai Rugby A League is contested by the best corporate-sponsored teams in western Japan, and Yamaha Motor finished at the top of the pile. With this title in only Yamaha's 5th season in this competitive league, the team won the long-desired right to play in the "Japan Rugby Top League," the pinnacle of rugby in Japan. The Yamaha team came into the final match with a perfect record of 6 wins and no loss-

es. For the championship, their rival was Kobe Steel which also boasted an excellent record of 5 wins against 1 loss. With these 2 rugby powerhouses meeting and putting their proud records on the line, something had to give. After taking a big lead of 22-0 in the first half, the Yamaha team was thoroughly tested as Kobe Steel mounted a comeback and managed to score 3 tries in the second half. However, the team dug in hard and fought with even more tenacity to hold on to the lead until the end



Yamaha's Waisake Sotutu breaks away from four tacklers for a clean try

of the match.

With the momentum from this championship to carry them forward, great things are surely in store for the team in both the National Company Tournament which began on December 14 and the Top League competition next season.

G22 series golf cars debut with user- and course-friendly design

The G22 is a new golf car series that was released in the U.S. in June 2002, where annual sales of these models are expected to reach 30,000 units. Now Japanese market versions based on these models have been released in Japan as of Nov. 2002. These two models, including the G22-A powered by a 357cc OHV gasoline engine and the G22-E powered by a state-of-the-art electric motor and 48-volt battery, represent the next big evolution in the quality of the ongoing line of golf cars Yamaha has been producing since the company's first model was released in 1975.

Roughly 300 years have passed since the game of golf was born in Scotland, and it was in 1901 that Japan got its first golf course, a four-hole course built in the Rokko hills above the city of Kobe. Entering the 1970s, Japan experienced a boom in new golf course construction and the appearance of the first Yamaha "YG292" golf car in 1975 soon brought a major change in the way the game was played. The hard-working power of this model far exceeded that of the existing electric models and sparked a shift in consciousness from "golf carts" that were primarily for carrying the golf bags to a "golf car" that carried the golfers and bags.

Yamaha golf cars went on to evolve in terms of both performance and lineup variety. Today, they are manufactured by the YMC group company SOQI Inc.

in Japan and Yamaha Motor Manufacturing Corp. of America (YMMC), established in the USA in 1988. Of these, YMMC boasts an annual production of about 40,000 golf car units, as it answers the demand for new and trade-in golf cars in an American market where present ownership is estimated at 800,000 units. In this market, where the use of caddies by amateur golfers is not generally accepted, Yamaha golf cars are highly acclaimed as vehicles that help golfers play an enjoyable round of golf at a good pace without unnecessary stress. In contrast, golf car ownership is only about thirty thousand units in all of Europe, where golfers cling to the tradition of golf as a game where the player must walk the full course.

The newly released G22 series models are for the Japanese market, but they are part of a new international standard in quality for the basic 2-passenger class golf car. Thanks to the course-friendly features like the extra wide tires designed to be easy on the grass, the golfer-friendly features like the smooth ride and ease of operation and, above all, the way all these features fit snugly into the soft lines of its unimposing body design, the new generation of Yamaha golf cars are already much-appreciated fixtures on golf courses in the U.S., Oceania and Asia. In these cars we see one more product of Yamaha's dedication to providing our customers with one-of-a-kind weekends in the great outdoors.

