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Double Take



When Yamaha set about to rebuild its popular mid-class 600cc all-rounder, the "Fazer," the aim was more than just making a good thing even better. We talked to the development project leaders to find out the story behind the boosted performance and sculpted good looks of this new pair that are sure to be turning a lot of heads when they hit the streets this year.

Yamaha's new middleweight right moves and good looks

The press launch of Yamaha's new 600cc mid-class sports bikes, the FZ6-S "Fazer" and FZ6-N "FZ6" took place in Europe in August. With a 599cc engine that is a direct descendent of the YZF-R6 power unit, mounted on an aluminum frame cast with Yamaha's exclusive CF die-casting technology, these new models have an exciting look with a seductive expression that is pure Yamaha. *Yamaha News* spoke to the Fazer/FZ6 development team to find out about the concepts that gave birth to these impressive new middleweight contenders.

A building seen from afar, then up close

The first time Jun Tamura encountered the great Cathedral of Milan, the world's largest remaining work of Gothic architecture, it was an enlightening experience. "When I first saw it from a distance I was impressed by the sense of volume. Then as I approached the appearance began to change. Finally, when I got up close, I was drawn in to the details of the stone carving. Never had I experienced such variety in expression depending on the distance and angles of light," he recalls.

A few months later, Tamura was beginning design work with several European-based designers on the successor to the Fazer. Remembering his moving encounter with that great dome of the Cathedral of Milan, he had made up his mind that this should be a bike with a personality worthy of the

historic streets of Europe's capitals. "On supersports models with their large cowl-ing surfaces it is hard to create a strong sense of volume, but with "naked" models there is much more modulation of surfaces that give you more opportunities to emphasize three-dimensional volume. I wanted to use this potential to create impressive sculpted form, full of contrasts and crescendos," he said.

The project team threw out conventional concepts like giving each component its own character or assigning priorities of dominance and recession in the overall design. Instead, they say that they worked toward the idea of a machine with one cen-

tral concentration of mass around which the various components would be positioned.

Working from that central mass, they divided the various components into groups of different strengths and then focused on connecting those groups together into the design. They called this concept "group and connect." For example, they created relationships between parts like the fuel tank and engine to connect the two. They explored things like the fun of a tank that looked as if it had just been placed nonchalantly atop the frame, or the sense of strength that comes from the way the frame firmly embraces the engine.



sports contenders have the

too The secret behind the sculpted look of the new Fazer and FZ6

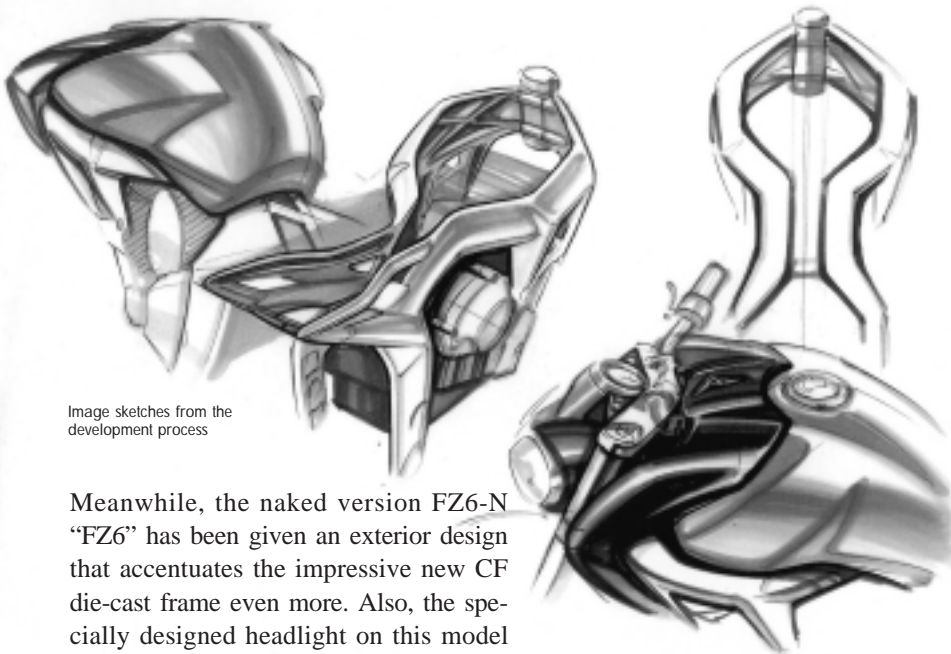


Image sketches from the development process

Meanwhile, the naked version FZ6-N “FZ6” has been given an exterior design that accentuates the impressive new CF die-cast frame even more. Also, the specially designed headlight on this model gives an impression of compact concentration with the flashers and other surrounding parts, all with a strong metallic accent. The overall design of this assembly gives the feeling of sharpness in terms of the airflow lines. Since the design development for the FZ6-N “FZ6” and FZ6-S “Fazer” were conducted simultaneously, there is a great sense of design harmony in both models.

A hint from the engine assembly line

What gives the new aluminum frame its special character is the Yamaha-exclusive CF (Controlled Filling) die casting technology that enables the casting of large, complex parts in one finished piece. This revolutionary technology has already been used for the rear arm of the new YZF-R6, but this is the first time it has been used for a main frame.

“We had the option of a steel frame in the beginning, but since we were designing the frame in Japan, we wanted to use the latest technology we had available to us here,” says Yasunori Kobayashi, the Project Chief for the models’ chassis design. “However, some of us worried about the fact that mak-

ing large, complex frame parts in one casting involved certain risks,” he adds. Those fears were ended, however, when one of the development staff proposed a two-part frame that would be bolted together down the middle.

“When I first heard the suggestion, I thought it was a pretty bold one. But when you think about it, the crankcase is usually made the same way, of two die-cast halves bolted together, either top and bottom or right and left,” continues Kobayashi. If this method could be used for vital power unit parts like the crankcase, why not for the frame? This realization gave birth to the new CF die-cast frame. In the development process that followed, the Yamaha engineers would create and test close to a dozen prototype frames.

Meanwhile, the engine development proceeded with the YZF-R6 power unit as its base. “In terms of the engine character, we had no real worries from the beginning. In all our tests we got great performance results with this high-revving, high output engine. The only real adjustments we had to make were in how to mount it on the frame. From an exterior design standpoint,



Jun Tamura (GK Dynamics) was in charge of exterior design

the ideal layout was to have just two mounting points, one on either side, and that is how we started our tests. But, to get the kind of Yamaha handling that we wanted, we made a very strong request for two mounting points on the left side instead of one in order to stabilize this side, which has the chain line. And, eventually, that is what we got,” says Makoto Jomoto, who headed riding-test team. This was a typical case where no compromise was allowed in the vital areas of running performance and handling.

The fascination of what lies within

The day Yasunori Kobayashi learned that he would be in charge of the chassis design of the new FZ6-S “Fazer” and FZ6-N “FZ6,” he knew that he had a debt to repay. In 1997, when he was responsible for designing the cowling assembly for what would be the original Fazer to be introduced in Europe, Kobayashi had been the victim of circumstance. “A cowl design that I had been working on for the Japanese market that was intended to be reminiscent of the racers of the 80s with very small headlights was suddenly adopted as the European model,” he recalls.

Despite his objections, the bike went into production. And although that first Fazer became a top seller thanks to its sporty performance, there were more than a few complaints about the shape of that front cowling. “That had always been a thorn in my side. So, when I was told that I would be in charge of the new models’ design, I knew this was my chance to make amends,” said Kobayashi.

This desire on Kobayashi’s part combined

with Tamura's focus on form would eventually shape the unique front assembly of the FZ6-S Fazer. "By making effective use of transparent parts we were able to bring in the added enjoyment of looking through transparent surfaces to what lies within," comments Tamura. From the inside of the front cowl the viewer follows the bullet-shaped form from the headlight back toward the rider, with the transparent wind-screen continuing above. "You can enjoy a space here similar to a car's dashboard. And you will find that the appearance of it changes when it's sunny or cloudy, and between day and night," he adds.

Development of a center muffler

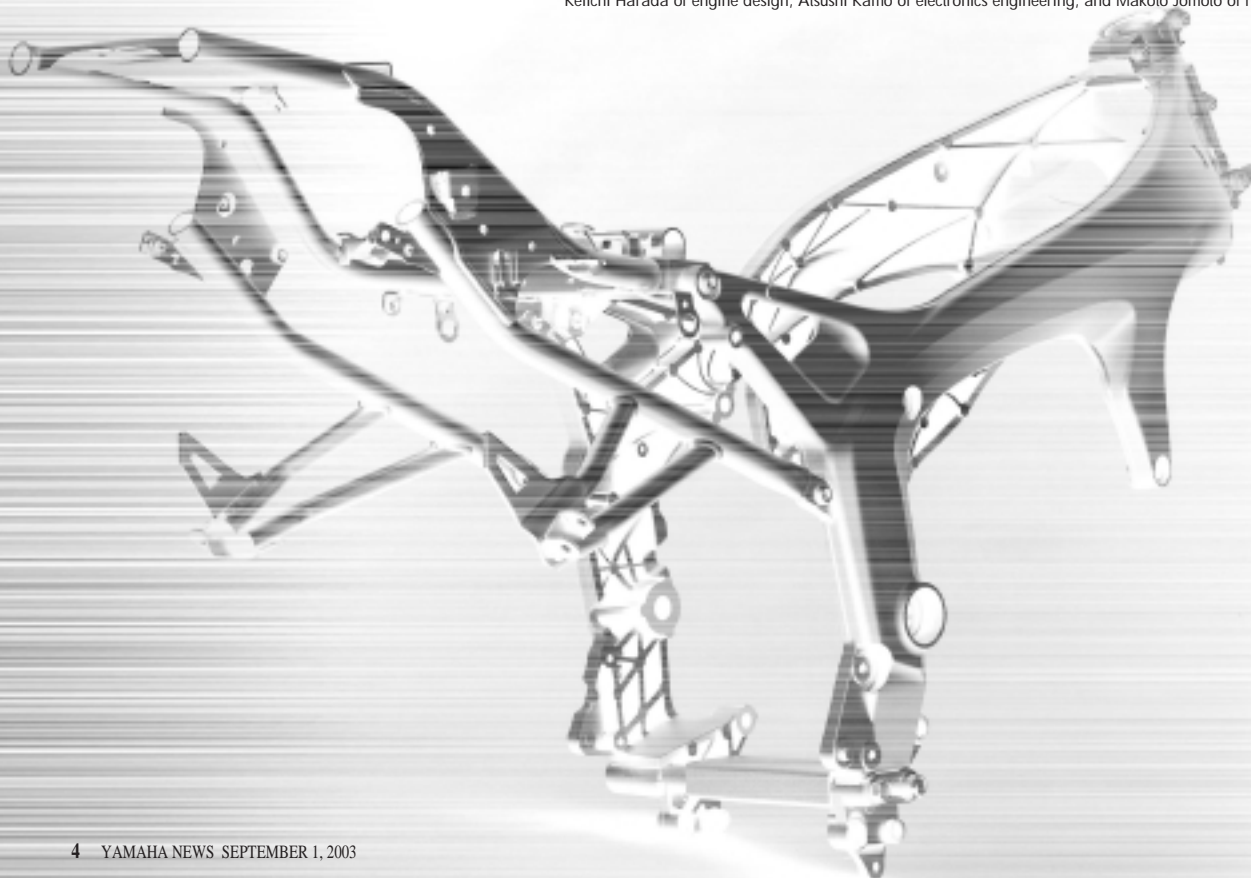
Another unique appeal is found in the Fazer's innovative muffler design that draws straight back from the engine beneath the seat toward the rear of the machine. Whereas a rear-exhaust design has been achieved before on 2-stroke machines, for Yamaha a rear-exhaust design on a 4-stroke machine was a completely new challenge. For Engine Design Project Chief, Keiichi Harada, it was an ongoing process of trial and error. "One of the features we really wanted to use was a 4-into-2-into-1 up-slanted muffler. But, when you fit it with a catalyzer,

the exhaust temperature rises to about 800 degrees C. The problem we spent much of our development efforts on was where to dissipate some of that heat. Since it is impossible to eliminate all the heat, we all worked together on defining the right air flow around the muffler. And, because the exhaust temperature and the air flow are always changing in normal riding conditions, computer simulations are not enough

to give you sufficient answers. We had to run a lot of actual road tests in order to get the right specs down," he explains. New materials were also brought into the design. The plated plastic-resin silencer cover is a prime example. This plated plastic involves covering the plastic with a layer of copper-nickel based alloy and then giving it a chrome plating. This gives it the look and feel of metal with a very high heat



The respective Project Chiefs (from left), chief of chassis design Yasunori Kobayashi, Hisayuki Nozawa of engine testing, Keiichi Harada of engine design, Atsushi Kamo of electronics engineering, and Makoto Jomoto of running tests



tolerance. "At first we tried a painted (metal) cover, but when we switched to the plastic plated material with its superior heat resistance we knew we had the answer. It is more expensive, but it provided what we wanted both from functional and design standpoints," said Harada.

The new muffler was also part of noise-reduction efforts. "With the muffler positioned under the seat and the battery moved forward to get the front wheel weight distribution we wanted, the design freedom regarding the air cleaner was limited considerably. From our prototype tests we knew we were getting plenty of power output, but we were also getting noise levels that were about two decibels above our target, which meant about one and a half times above target in terms of energy equivalent. Solving this problem would thus be critical. This was our first experience of a case where noise reduction measures became tied in with heat reduction. In the end, we were able to get a good sound that cleared the noise regulations easily by adjusting the secondary reduction ratio in the transmission to one that suited the new models especially well," explains Hisayuki Nozawa, a member of the engine testing team.

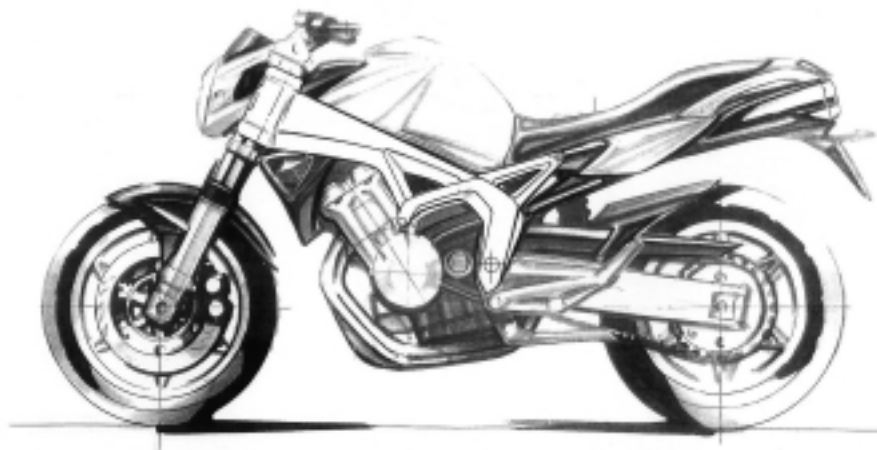
Innovation in the electronics

Another innovative feature of the new FZ6-S "Fazer" and FZ6-N "FZ6" is the simplification of the sensing functions of the fuel injection system. Compared to the seven sensors in the YZF-R6 system, the models' system eliminates two sensors for a total of five. A group injection method in which the amount of fuel needed for each cylinder is divided into two injections of 50 percent each was adopted to reduce the number of parts needed and allow a more compact design. "While we reduced the number of sensors for the intake system to a minimum, we also adopted the latest type of ECU (Electronic Control Unit) that is about half the size of the YZF-R6's but still features a 32-bit CPU. As a result, we were able to get a control map that provides very linear power development across the entire speed range," says Electronics Project Chief, Atsushi Kamo.

The contemporary style meter panel is another feature of the new models that owners should enjoy. "The previous needle

type meters have been replaced by a fully digital unit. This was one more new design effort for us. It is a two-color EL panel that makes it easy to distinguish between the central digital portion and the side portions at night," Kamo explains. In this way, within the priorities of the development plan, the electronics also contributed to increased quality and performance overall. From these project staff comments we get a

picture of the contemporary development process where priorities are set in line with real user needs. And, we also see that the sculpted beauty of the well-modulated design of the new FZ6-S "Fazer" and FZ6-N "FZ6" is actually based on much deeper elements. It will not be long before these new models will be seen on the streets of Milan that helped inspire them.



The "naked" version was designed at the same time



New development project challenges Project Leader Yutaka Kubo

The existing Fazer has been a model without rivals, but when we sat down to propose a new Fazer remake, we began with extensive debate about what the truly essential elements of an all-rounder should be. The essentials that we finally came up with were a machine with even better running performance and styling so exciting

that one look was enough to make you want to jump on and take it for a ride. And the third element was to supply this kind of appeal at a reasonable price.

To realize these aims we introduced new technologies and materials, but at the same time we worked to keep the mechanics and structure as simple as possible while adding modulation to the styling. In this sense, the FZ6-S "Fazer" and FZ6-N "FZ6" design project represented a new challenge for us.

One example of the new things we tried was the use of parts made by Yamaha's advanced CF aluminum die-casting technology. Conventional metal casting will give you viable frame parts, but the new CF method gives you better looking surfaces and, as we found through our design challenge, the capability to eliminate welds from the frame assembly. In the end we were able to create a frame that exceeds the expectations of the customers both in looks and in performance.

In the early stages of the project we were considering just making improvements on the existing Fazer engine, but we eventually chose to take the latest lightweight engine of the YZF-R6 as our base power unit. We completely changed the intake and exhaust systems to get an engine character that truly fit the role of an all-rounder, with plenty of easy-to-use power for both around-town riding and out on the secondary roads. And, since we have achieved this improved performance while also maintaining a very affordable price, I hope everyone will get a chance as soon as possible to take our new models out and experience their exciting ride for themselves.

Building a Better Market Environment

Yamaha Motor Deutschland GmbH (YMG)

Location: Neuss, Germany
President: Toru Iribe
Employees: 110

For more than thirty years YAMAHA Motor Germany (YMG) has proudly been answering the needs of German customers for quality Yamaha motorcycles and other products that bring excitement and satisfaction to their lives. Today 70 percent of YMG's annual turnover comes from sales of its core product line, motorcycles, and associated products. Germany is the strongest market in Europe for Yamaha's full-sized motorcycles, but its market for scooters is rather limited compared to southern European countries such as Italy, France and Spain.

The total German market demand in 2002 was 204,000 units of motorcycles and scooters plus 78,000 units of 50cc models. In this market Yamaha products are up against tough competition from the leading Japanese and European manufacturers. Yamaha's market share is approximately 17 percent, which is about the same as its major competitors like BMW, Honda and Suzuki. At YMG we currently sell about 50,000 motorcycles a year, led by the best-selling mid-class all-rounder motorcycle Fazer 600.



Our reporter: Karlheinz Vetter, Manager Advertising and PR, YMG

Going to the customer with promotions and financing

In a mature and competitive market like Germany, no marketer can simply wait for the customers to come to them. Even with quality products like our Yamaha motorcycles, we have to go to the customers with aggressive promotions and financing. Subsidized financing is a very important marketing tool in Germany. That is why YMG has launched a customer financing program with the remarkable interest rate of 0.09 percent. And in order to make sure that the word reaches the customer about this program, YMG has spent a large amount of money advertising it. At the same time, the program is also presented on the YMG website, in a form designed so that the customers can make their individual calculations with different loan lengths and down payment scenarios.

In addition to activities like participating in the major motor shows, model-specific promotions are also a central part of the YMG approach to marketing. In the highly important supersport model category, YMG has offered something very special for customers considering buying the brand new YZF-R6, which has been reintroduced after a full remake. Since earlier this year, everybody who purchased a new 2003 R6 was offered a sports riding course on

a racetrack free of charge. In total we have had six events on famous race-tracks like Hockenheim, Sachsenring, Oschersleben, Eurospeedway Lausitzring (twice) and Salzburgring. In all, almost 400 customers have used this offer and it was a great experience for all of them to use their bikes on a real racetrack. Another important remake that will appear this year is the FZ6 "Fazer," which has long been a best-selling model in the mid-class all-rounder category. During September 2003 YMG organized a big dealer event on the island of Mallorca, Spain. In all, five groups of dealers

came to see, feel and ride the new FZ6, which is now offered in cowl and "naked" versions. The purpose of the meeting was to motivate the dealers and to make sure that the Fazer will keep the number one position in the registration statistics in Germany.

Meanwhile, to help move stock of the FJR1300, customers purchasing a 2002 model were given side cases free of charge, plus a subscription for the German motorcycle magazine *Motorrad* and a CD-ROM with a touring planner. On top of that, we offered added-value accessory packages for a variety of models and free accessories like top-cases for scooters like the Neo's



This poster publicizes YMG's aggressive customer financing program that offers 0.09% interest loans for purchases of Yamaha motorcycles and other products



YMG invited five groups of German Yamaha dealers to a test ride event for the new YZF-R6 on the Mediterranean island of Mallorca, Spain



For the new YZF-R6, YMG has offered all purchasers a sports riding course on a race track free of charge



Customers purchasing a 2002 model FJR1300 got the side cases free of charge, plus a subscription for the motorcycle magazine *Motorrad* and a CD-ROM with a touring planner

and free side bags for purchasers of the TDM900 on-off model and several cruiser models.

Racing, a vital area for promotional activities

Also, motorcycle racing is a very important activity for promoting Yamaha's brand image and sales in Germany and Europe. Today's motorcycle riders want to identify themselves with the image of a championship brand. The supersport category alone represents about 20 percent of the total motorcycle market in Germany. Today, the company's main activity is racing in the world championship 600cc supersport category. It is a joint promotional effort by Yamaha Motor Europe based in the Netherlands and Yamaha Motor Germany. This is the sixth year that YMG has had a team on the circuits. The two-rider team consisting of Joerg Teuchert and Christian Kellner, won the world championships during their third year and is performing strong again this year on the latest Yamaha R6 fuel-injection motorcycles. The company also supports their national racing team who has won the championship for six consecutive years, and key dealership teams in the German motorcross circuit.

In order to support the R6 we are also running the YAMAHA-Shell-R6-Cup, a racing series for younger riders. YAMAHA Cup racing has a long history in Germany. In 2003 this racing series enters its 26th year. This season a total of 50 riders are competing and plans are already under way for the 2004 season of this very successful racing activity in which many famous riders have started their racing careers over the years.

Focusing on our dealer network and industry-building

Selling more motorcycles is the number one goal for YMG's President Toru Iribe. "We currently have more than 400 Yamaha dealers in Germany and our priority for this fiscal year is to reorganize and consolidate our dealer network.

Some dealers sell more than 500 units a year and others sell about 50 units. We want to make sure that each dealership receives the proper support and maintains a minimum quota. I feel this will lead to increased sales, otherwise further consolidation will be necessary," explains Mr. Iribe. One of the ways YMG



YMG's President Toru Iribe



On March 15 the "YAMAHA Live" event was held at 300 dealer shops across the country to officially introduce all new models to the customers

helps get customers to visit their local Yamaha dealerships is its annual "YAMAHA Live" event, held this year on March 15. On this day, all new models were officially presented to the customers. YAMAHA Live has a long tradition in Germany and a total of 300 of the 460 dealers nationwide participated. This event is

always supported by a big advertising campaign in print and radio.

The total motorcycle market in Germany has declined since 1997. Today the average age of motorcycle consumers is 39, which is quite old. Consumers in the younger generations are not increasing, which is naturally a great concern for the German motorcycle industry and YMG, because the industry relies on new riders coming in each year. In order to promote the industry, the German Motorcycle Association (IVM) initiated a campaign three

years ago to enhance the motorcycle image, activities and the number of motorcycle events in Germany. Yamaha and other companies in the motorcycle industry have created an investment pool partnership dedicated to supporting this association and the future of the industry. One example of many IVM activities is the ride-to-work-day, which was organized for July 16 this year. Motorcycle riders were asked to commute on their bikes instead of their cars or public transportation and to take pictures of parking facilities at their companies. The purpose of this was to put motorcycles and scooters in the focus of the public audience and to show the advantages of 2-wheelers in daily use.

Other Yamaha products with bright futures

Not all of Yamaha's success in Germany comes from motorcycles. Yamaha has a strong presence in Germany with its marine products as well. The market share for WaveRunners is 46 percent and for outboard engines it exceeds 30 percent. A big part of this success is due to Yamaha's environment-friendly 4-stroke outboard lineup that expands every year and is well received in Germany for its excellent performance and reliability.

YMG has also started an ATV department as of last year, and we have already seen an immense increase in sales of our ATVs. With a volume of nearly 1,500 units (last 12 months wholesales) and a market share of more than 33 percent (in 2002) Yamaha ATVs had number one share in this rapidly growing market. The main models are the YFM660R, Warrior 350 and Grizzly 660. Also, expectations are high for the arrival of the brand-new 4-stroke model YFZ450.



The 2003 season kick-off was the Internot show in Munich in September 2002, where YMG mounted a large 1,820 square-meter booth presenting the 2003 model-line-up



The Internot show was followed by four more regional shows in big cities like Hamburg, Berlin, Leipzig and Dortmund in the spring of 2003

This Is My Country



Germany

Country name: Federal Republic of Germany
Capital city: Berlin
Area: 357,021 sq. km
Population: 83,251,851 (As of July 2002 est.)
GDP: \$2.184 trillion (2002 est.)
Currency: euro

Geography, Climate and Resources

The Federal Republic of Germany lies in the center of northern Europe with an area of 357,021 sq. km that stretches about 800 km from the Baltic Sea and the North Sea in the north to the Bavarian Alps in the south and 600 km from the Rhine River in the west to the Oder and Neisse rivers in the east. Germany shares borders with Austria, Belgium, Czech Republic, Denmark, France, Luxembourg, Netherlands, Poland and Switzerland, and has 2,389 km of coastline.

Although it lies between 47 and 55 degrees latitude north, Germany enjoys a relatively moderate climate thanks to the warming influence of the Gulf Current and the temperate westerlies that warm most of western Europe. The winters are moderately cold, cloudy and wet, the spring warms when the foehn winds blow up from the south and the summers are pleasant, with a good amount of rain falling all year round.

Germany is blessed with natural resources that include iron ore, coal, potash, timber, lignite, uranium, copper, natural gas, salt, nickel and plenty of arable land for farming. The moderate climate and plentiful rainfall make it good for farming crops like potatoes and wheat in the central and northern

regions and fruits like grapes and apples in the southwestern region of the country.

Government and Economy

The falling of the Berlin Wall on October 3, 1990, was one of the most dramatic historical events in postwar Europe, signaling the end of the cold war and the reunification of this long divided country. It is celebrated annually now in Germany as a national holiday called Unity Day.

The Germany of today is a republic consisting of 16 states. Its central geographical and economic position in Europe enabled Germany to become one of the prime movers in the recent economic unification of Europe and the adoption of the common euro currency.

At the same time, the Germany of today also faces bold challenges related to forces like an aging population and a chronic unemployment problem. However, there are hopes that corporate restructuring and growing capital markets are setting the foundations that will allow Germany to meet these challenges.

Meanwhile, German industry is among the world's largest and most technologically advanced in the production of iron, steel, coal, cement, chemicals, machinery, vehicles, machine tools, electronics, food and beverages as well as shipbuilding and textiles. German agriculture produces potatoes, wheat, barley, sugar beets, fruit and cabbage, along with large productions of cattle, pigs and poultry.

In 2002, Germany exported an estimated US\$608 billion (f.o.b.) in goods including machinery, vehicles, chemicals, metals and manufactures, food-stuffs and textiles. The main export nations are France (11.1%), the U.S. (10.6%), the U.K. (8.4%), the Netherlands (6.2%), Austria (5.1%); Belgium (4.9%), Spain (4.5%) and Switzerland (4.3%) (2001 percentages). Imports for 2002 amounted to an estimated US\$487.3 billion in goods like machinery, vehicles, chemicals, food-stuffs, textiles and metals. The main import partners were France (9.4%), the Netherlands (8.4%), the U.S. (8.3%), the U.K. (6.9%), Italy (6.5%), Belgium (5.2%), Japan (4.1%) and Austria (3.8%) (2001 percentages).

The German workforce reflects the ethnic makeup of the country, which is 91.5 percent German with the remaining 8.5 percent made up of immigrant populations from countries like Turkey, Serbia, Croatia, Italy, Russia, Greece, Poland and Spain. By occupation, 33.4 percent of the labor force works in industry, 2.8 percent in agriculture, and 63.8% in service industries (1999).

Proud Cultural Traditions

Since the Middle Ages, when Germany was a collection of independent states, the rulers of the states vied to make their capitals vibrant centers of culture and learning, building magnificent churches, libraries, theaters and concert halls. The resulting contribution of German scholars, writers,



A center of higher education since the Middle Ages, Heidelberg.

artists and musicians to European culture is well known.

In the field of philosophy for example, Germany is represented by such names as Immanuel Kant, G. W. Friedrich Hegel, Karl Marx, Friedrich Wilhelm Nietzsche and Martin Heidegger. Her famous writers include Johann Wolfgang von Goethe, Friedrich Schiller, Thomas Mann, Hermann Hesse and Franz Kafka, as well as contemporary writers like Erich Kästner and Michael Ende, whose stories are enjoyed by children everywhere. The music of German composers like Bach, Händel, Beethoven, Wagner and Brahms is loved by people all over the world, as are the performances of great modern conductors like the late Herbert von Karajan.

These traditions are carried on today by a contemporary generation of artists and musicians in all areas of the performing arts, theater and film.

The Cuisine of Germany

Probably the first things that come to mind when we speak of German cuisine are the great variety of sausages, potato dishes and the pickled cabbage known as sauerkraut. In the northern coastal regions of the country there are also many delicious fish dishes. As people today become more health-conscious, there is also an increasing interest in seasonal dishes using vegetables like spring asparagus and the many types of mushrooms that can be found in the forests in late summer and early autumn.

Germany is also famous as a beer-loving country where local brew masters produce delicious beers that visitors can enjoy in traditional beer halls or outdoor beer gardens in the summer months. Every year, Munich is host to what is surely the world's largest beer festival, the famous Oktoberfest. German winemakers also produce delicious wines using the famous Mosel and Reisling grapes of the Rhine region. And visitors to Mainz in August can enjoy the annual wine market. Many wine lovers are looking forward to a good crop of wine grapes this year as a result of the heat wave that hit Europe this summer.



A Rhine vineyard



The national opera house in Munich



A shopping and entertainment section of Berlin



Brandenburg Gate

Persons Employed by Industry

2001, annual average (Provisional/projected)
 38.77 million, +0.2% or 67,000 persons more than in 2000.

	2000 (%)	1991 (%)
Service industries	68.8	59.2
Commercial production	22.0	29.4
Construction industries	6.8	7.3
Agriculture	2.4	4.0
Average age of employed persons	39.5 yrs old (1999) (37% were younger than 35 years old)	38.3 yrs old (42% were younger than 35 years old)

(May 2002: 38.7 million, -0.6% or 221,000 less than a year before)

Source of figures: German Embassy Washington, D.C. website

Traffic laws	
Minimum age for driver's license	18
Motorcycle license classes: Minimum age	Mofa (max. 25Km/h): 15 Class M (max. 50 ccm): 16 Class A1 and max. 80 ccm): 16 Class A1 and max. 125 ccm): 18 Class A limited (max. 25 KW): 18 Class A unlimited (over 25 KW): 25
Minimum age for boat license	18

Cost of living		Common image of Yamaha products in Germany
Average lunch	7.50 euro	
Cup of coffee	2.50 euro	
Bus fare city-net (single trip)	1.50 euro	Products that come to mind with the name YAMAHA
Gasoline (1 liter)	1.05 euro	

Everts and the Yamaha YZ450FM Grab World Title!



Everts recorded an amazing eight wins in a row to clinch the title. Photo shows round 11, the Czech GP



Everts and his team celebrate winning the first title in the new MXGP class

On August 31, Stefan Everts (Belgium) of the Yamaha L&M Motocross Team clinched the world title in the pinnacle MXGP class of the Motocross World Championships by winning the Czech GP on his 4-stroke YZ450FM, and brought Yamaha the manufacturers title in the process!

This year's championships began with a new regulation establishing the MXGP class as the top class competed by 2-stroke machines of up to 250cc and 4-stroke machines of up to 450cc. In answer to this regulation change, Yamaha, Honda and KTM have fielded 4-

have stayed with the 2-stroke format. In the resulting battle of the 4-strokes versus the 2-strokes, Suzuki's M. Pichon set the early pace by winning the season opener and the next two rounds. This streak of wins had many people thinking that the 2-strokes still had the advantage. Meanwhile, Everts on his Yamaha 4-stroke YZ450FM trailed Pichon in the point ranking by a full 25 points.

But, the picture changed completely after that. Everts suddenly announced that he was also entering the 125cc class competition at round four, the Italian GP, and proceeded to score a debut win for the new Yamaha

YZ250F, commenting that he might continue to compete in both classes. He also won the 250cc class that day for an unprecedented double win! After that, Everts was back in winning form and he proved it in awesome fashion by continuing a winning streak in both classes from round six.

Everts' winning YZ450FM machine is a modified version of the production model YZ450F, featuring a slightly longer rear arm, Brembo brakes and larger 50mm diameter front fork (vs. 48mm on the YZ450F). It seems that Everts'

mid-season return to form was partly due to the fact that he started competing in the 125cc class on the YZ250F.

"When I started competing in the 125cc class, I told myself that I was just going to enjoy riding. And I found that it gave me a good physical warm-up and a good grasp of the course conditions. That workout let me enter the main 250cc class more relaxed. In the begin-

ning of the season I was having some trouble running my own race, but from the Italian GP (Round 4) on, I found I was able to ride more relaxed. Physically, running both races was not overly demanding and it helped bring back my racing sense," said a confident Everts.

After his win at the Czech GP, and clinching a record seventh world title, Everts said, "This is something I have been working for ever since I started GPs in 1989—to be seven times world champion, to win more than anybody else. Even now its only starting to sink in, but in a few more days I guess I will finally realize that my dream has come true."

The win at the Czech GP was Everts' 69th in GP motocross, which is also a record. And there is no telling how many more he will win on his Yamaha 4-stroke machines.



At Round 11 Yamaha L&M teammate Marnick Bervoets took 2nd for a 1-2 finish

stroke machines in the MXGP class while Suzuki and Kawasaki



The 40 dealers who received service cars

China

Dealer rally promotes "higher sales and superior service"

On July 16, Chongqing Jianshe-Yamaha Motor Co., Ltd. (JYM) sponsored a YBR125 *Tianjian* sales promotion rally that gathered together dealers from all over China. Addressing the rally, JYM's president, Mr. Takada, said, "Since its release the end of last October, and especially since the introduction of the black and gold color scheme in April, the YBR125 *Tianjian* has enjoyed great sales due to the tireless sales efforts of the dealers. In its first year, at a retail price of over 6,000 RMB (approx. US\$750) it captured the top share in the market. Its reputation for quality is excellent and its acceptance in the market is growing. In the future, we must continue to focus on the three pillars of our product strategy: product quality, service and communication." New YBR125 color schemes were also announced to complement the current top sellers. In addition, it was announced that the YBR125 will be exported to

Turkey from August, 2003, further boosting the model's prestige. Adding to the festivities was a ceremony in which 40 top dealers were presented with service cars to signify their excellence as top service providers.

From Yukihiro Ozaki, Manager of Sales Marketing Div., JYM, China



Female staff who helped make the event a lively success

Sri Lanka

Yamaha joint sponsor for Sri Lanka touring event

For six days from July 6 to 11, a group of 17 people from various parts of Japan participated in a touring event jointly planned and organized by Yamaha and the Mainichi Shimbun Travel Service.



17 riders from Japan gathered for the touring event

The participants rode LIBERO (106 cc) bikes which are manufactured by Yamaha Motor India Private Ltd. This gave the Japanese riders a chance to experience firsthand the features that make the LIBERO such an extremely popular model in the local market. The touring course wound through 800 kilometers of the beautiful Sri

Lankan countryside, treating participants to views of wonderful natural scenery.

The importance of the event went beyond the pleasure it brought to the participants. At the opening ceremony, Japan's ambassador to Sri Lanka, Mr. Otsuka, was present while Sri Lanka's Minister of Tourism, Mr. Lokuge, took part in the farewell party. The presence of such distinguished guests joining in the festivities shows that this touring event is a part of a new and developing relationship between Japan and Sri Lanka.

From Yoshiyuki Ito, Supervisor, OMDO, Japan

Australia

YMA celebrates 20 years of growth

Yamaha Motor Australia Pty., Ltd. (YMA) has marked its 20th anniversary of operations in Australia by celebrating in the Whitsunday Islands off the Queensland coast. The event took place on Daydream Island and was attended by most of the 250 Yamaha staff from both Australia and New Zealand. As guests of honor, President of Yamaha Motor Co., Ltd. (YMC) and Mrs. Hasegawa bestowed gifts on staff who have worked at YMA for 5, 10, 15 and 20 years. Managing Director Masayoshi Toyama was also on hand to cut the 20th birthday cake.

President Hasegawa congratulated YMA staff on doubling turnover in the last five years and increasing turnover fourfold in the last ten years. He also remarked that YMA enjoys particularly high market share, is the only Yamaha importer in the world to launch its own finance company and is the second biggest distributor of Yamaha outboard motors in the world.

Prior to the award ceremony, everyone was flown up to Hamilton Island where they boarded a cruise ship to a secret destination that turned out to be Whitehaven Beach, a 10km strip of pure white sand and one of the finest beaches in the world.

YMC's Chairman Hasegawa Visits Hostettler

On June 3, Mr. Takehiko Hasegawa, YMC Chairman (now Corporate Adviser), visited Yamaha Importer Hostettler Company in Switzerland for the second time.

The delegation was guided personally by Mr. Fritz Hostettler Sr., President of the board, through the premises. Apart from the showroom for Yamaha products, they also visited the subsidiary companies IXS Motorcycle Fashion,



Mr. Hostettler, President of the board welcomes Mr. Hasegawa, YMC Chairman, at Hostettler Company in Switzerland

Intercycle (bicycles and parts), Hostettler Autotechnik AG (car parts) which are located in the same buildings.

In a personal meeting, Mr. Hostettler assured his ongoing commitment and full motivation of the entire Hostettler company for the future. Mr. Hasegawa concluded that with Yamaha's new models and innovative spirit he is confident that Hostettler can defend its strong position in the Swiss market. In this respect Hostettler could reach the leading position in the Swiss motorcycle and scooter market for the 22nd time in its 35 years of successful business.

From Gian Marco Badrutt, Manager of Marketing Div., Hostettler AG, Switzerland



Everyone enjoyed a surprise trip to Whitehaven Beach, one of the most beautiful beaches in the world

From there the ship cruised on to Daydream Island where staff were treated to a gala dinner and a spectacular water vehicle, waterski and freestyle motocross show featuring Yamaha products.

Yamaha Motor Australia was formed in 1983 with the incorporation of New South Wales importers McCullochs and Victorian importers Milledge. The company now encompasses all Australian states as well as New Zealand.

From Sean Hanker, Advertising and PR Co-coordinator, YMA, Australia



YMC's President and Mrs. Hasegawa cut the cake with Managing Director Masayoshi Toyama

Fans throw 25th birthday party for the Yamaha SR

The SR500, Yamaha's longest selling 4-stroke motorcycle which sold a total 34,840 units in Germany between 1978 and 1999, has become a legend among Yamaha models. And it is a legend that is still very much alive in Germany today, as 22,233 units are still registered at the Ministry of Transport, while only 12,600 have been scrapped in the past 25 years. Another legend is the XT500. Even though production was discontinued in 1989, the SR500 still enjoys its popularity among die-hard fans known in Germany as "Kickers," and there are more than 20 SR/XT Clubs in the country today. And they are very active, meeting Club to Club, organizing small regional gatherings and communicating through the Internet. In 1998, the first International SR-Fan Meeting was organized, followed by the 2nd International Meeting in 2000. This year is the 25th anniversary of the birth of the SR500 and, needless to say, the Clubs did not want to miss it. Planning was started a year ago for a big birthday party for the SR. As in the past, Yamaha Motor Deutschland GmbH (YMG) was there to support the weekend event, much to the appreciation of the owners, and it became the biggest SR-Party ever under beautiful summer skies. Around 450 SR and not a few XT's owners proudly presented their beloved models in the modification competition. Yamaha Germany believes it is very important to support and be present at such events, even for long discontinued models like these, from the standpoint of brand image and Customer Satisfaction. The special love motorcyclists have for their



At the SR/XT meeting

Yamahs was shown again on August 1 and 2 at the International Vmax Meeting, which was probably the biggest MC meeting ever held in Germany, with an estimated 1,000 persons attending.

From Hiromi Kuroi, YMG, Germany

Motor show near sellout for Yamaha outboards

From June 28 till July 1, 2003, the Minister of Trade and Industry, Mr. Michael Jong presided over the Yearly Automotive fair in Suriname, attracting most of the automotive and water sport distributors in the region. A large number of these were distributors of used cars.

Datsun Suriname N.V. participated in this Fair as a representative of Nissan vehicles and Yamaha outboards.

The fair was very successful with a visitor attendance of about 20,000. The event gave the visitors the opportunity to get very good prices for the goods on display, and the Yamaha products were very much in demand, because the reliability of these engines ensures customer satisfaction. Datsun Suriname offered a 5 percent discount for every engine and most of them were sold.

With even more promotional materials Datsun Suriname believes it can sell even more Yamaha outboards in Suriname in the future.

From Ella Marto, Secretary, Datsun Suriname, Suriname



Lots of visitor attention focused on specially priced goods on display

Holding YRS and looking toward SKD production



Local children delighted in watching the YRS riding riders in action



A dance performance was part of the "Yamaha Showroom" event



YRS classes were held for a week

Ulisses company in the Republic of Angola has become a new importer of Yamaha products. As part of efforts to emphasize its entry in the Yamaha Motorcycle business, the company held an opening ceremony and exhibition called "Yamaha Showroom" in the city of Luanda on July 23 and 24 which attracted many guests. On the opening day, Ulisses President Amoes Valentim hosted distinguished guests including Angola's Vice Minister of Industry, Cruz Neto. In his address to the gathering, YMC's Senior General Manager (OMDO) Shibata expressed his desire to build on the existing partnership between the companies and thereby strengthen the sales network and increase customer satisfaction even further in the future. At the finale of the event, a lively performance featuring dancing in smoke was presented which

expressed the excitement of Yamaha products. Ulisses and Yamaha continued to hold Yamaha Riding Schools (YRS) for one week after the event. These included various types such as the DT50 off-road YRS, MX schools for models such as the YZ125 and a YRS for police officers. All of the roughly 150 participants seemed to gain a new appreciation of the importance of proper riding. In addition, Yamaha and Ulisses plan to begin local production (SKD) of the YB50 in November, on the country's independence day, and are busy making preparations.

From Kazunori Sasaki, Africa Group OMDO, Japan

Champion named in Canadian Technician Grand Prix



The 10 finalists in their "One to One Service" YTA shirts (front row) and YMCA staff

Yamaha Motor Canada Ltd. (YMCA) held its first Canadian Technician Grand Prix on June 17, 2003. In the last of three stages of the "2003 Canadian Technician Grand Prix," ten finalist technicians selected from a pool of over 275 Yamaha motorcycle dealerships from across Canada challenged their skills and pitted themselves against their colleagues to complete grueling technical exams and labs. This final stage of the competition was held at YMCA's head office in Toronto under the scrutiny of industry representatives and the media.

Richard Welch from Kamloops Yamaha of British Columbia was declared the winner at a gala dinner in Toronto following the judging. He edged out 2nd place Daren Merkowsky from Silvester R.V. Centre of Saskatchewan, and 3rd place Jim Dorval from R.L. Equipment Sales and Service of Ontario in a close competition marked by very high average scores on both the written test and practical exercises including troubleshooting on machines like the R6 and FJR1300, spec searches on the DRL network and customer interaction skills.

The winner, Mr. Welch, will now travel to Japan to compete in the "World Technician Grand Prix" on October 3, 2003.

YMCA understands the importance of skilled technicians in our dealerships, and is working with the Motorcycle and Moped Industry Council (MMIC) and industry peers to find solutions to the current shortage of technicians. YMCA believes that the Canadian Yamaha Technician Grand Prix provides recognition, promotion, and development of a skilled labor force for the motor sport industry.

From Andy Gale, Service Div., YMCA, Canada



(From left) Mr. Jeff Waite of YMCA, Mr. R. Kojima, President of YMCA, and winner Mr. Richard Welch of Kamloops Yamaha

Yamaha distributorship united under Kesko Machinery

Kesko Machinery Ltd. is now distributing all products of Yamaha Motor in Finland. Yamaha business operations were transferred from Oy Arwidson Ab to Kesko Machinery first for July, 2003. The agreement applied to the Yamaha motorcycles, mopeds, ATVs and snowmobiles as well as their after-sales service. Kesko Machinery (Kesko Marine is a division of Kesko Machinery) has already been representing other products of Yamaha Motor in Finland, like Yamaha outboard

motors, electric drives, WaveRunners and generators. The purchase of Arwidson's Yamaha business operations will further improve opportunities to strengthen Kesko Machinery's and Yamaha's position in the Finnish market of recreational machines.

The 23 employees of Arwidson's Yamaha Division were transferred to Kesko Machinery under their previous conditions.

From Kirsi Puro, Kesko Marine, Finland



The Yamaha Distribution Agreement was sealed with handshakes by Yamaha Motor Europe N. V.'s President Inumaru and Kesko Agro Ltd's President Halmesmäki

Debut of the even more reliable E15D!

Nile Fishing Co., Ltd. (NIFCO), an importer and distributor of Yamaha products in the Republic of Uganda, held an unveiling ceremony for the new model Yamaha outboard engine E15D at Kasensero on Lake Victoria on August 2, which attracted a lot of attention from local fishermen. Victoria is Africa's largest lake and the third largest in the entire world and the Nile Perch, a white-meat fish commonly used in fast food and restaurant dishes, is a main catch in the lake. Nile Perch is exported to Europe, America, Australia and Japan and Yamaha outboard engines play an important role in this vital fishing industry.

On the roughly 300 boats in the village, motors such as the E15C have been widely used, but now the appearance on the scene of the E15D, which boasts even greater reliability, is big news for local fishermen. Other products such as generators and motorcycles which were also displayed at the ceremony were another focus of attention for young and old alike. NIFCO has also established 10 service locations in the Lake Victoria area alone and is building a reputation for complete and reliable after-sales service.

From Kazunori Sasaki, Africa Group, OMDO, Japan



Fishermen listen to NIFCO, Director, Christopher Saazi give a product explanation for the new E15D



Children also enjoyed the E15D demonstration boat rides



Yamaha Prepares For Australian Safari

Yamaha Motor Australia Pty. Ltd. (YMA) is preparing a six-person team of talented off-road racers and proven safari performers to tackle the grueling 2003 Australian Safari, which begins in Bathurst on August 23 and lasts until August 30, for YMA to torture-test its Australian enduro championship-winning WR250F and WR450F machines.

Using knowledge gained from last year's women class win, Team Manager Ms. Cheryl Muldoon is preparing a full team of six bikes and riders plus a nutritionist, chef and even a team masseur. In addition to Muldoon, YMA Marketing Assistant and winner of the 2002 250cc class of the Australian Safari, consistent top five racer Casey McCoy and last year's newcomer sensation Sam Machlachlan will be riding for Yamaha. Yamaha will also be represented by recent Australian Four Day Enduro winner Stuart Morgan and two-time silver medal winner in Four Day Enduros Allison Parker. Backing these efforts will be Australian off-road legend and eight-time national champion Stephen Gall serving as the trainer and most honored and respected member of the support crew.

The standard WR enduro machines will be fitted with long-range fuel tanks and navigational equipment for the week-long event, which takes in overnight stops in Narromine, Bourke, White Cliffs, Broken Hill, Balranald, Condobolin and Mudgee, before returning to Bathurst.

From Cheryl Muldoon, Team Manager, YMA, Australia



2003 Team Manager Cheryl Muldoon takes the flag at last year's event

EDUARDOÑO and Yamaha celebrate 30 years of teamwork

This year's distributor convention held on May 28, 29 and 30 by Yamaha's Colombian marine distributor EDUARDOÑO S.A. was a special one marking the 30th anniversary of the EDUARDOÑO and Yamaha relationship that has made Yamaha outboards a dominant force in the Colombian market with a roughly 80 percent market share. On hand for the celebrations were President Sato and General Manager Koide of YMC's ME Company and General Manager Tazura of Marine Operations. In his speech before some 90 distinguished guests at the ceremony, EDUARDOÑO's Manager, Mr. Johnny Londoño spoke about the days some three decades ago when his company first decided to handle the then little-known Japanese outboard motor brand and the relationship of trust

and cooperation that EDUARDOÑO and Yamaha built up over the years. Today, EDUARDOÑO is a company with 360 employees facing new challenges every day, but they are confident that with the nationwide dealership network they have built up over the years and a reputation as No. 1 in service, they can maintain their position as the undisputed leader in the Colombian outboard motor market.

From Takuya Nagatani, Latin America Dept., Overseas Marketing Div., ME Company, Japan



The satisfied smiles of the participants show the success of the meeting



A pleasant dinner followed the meeting with Mr. and Mrs. Londoño and distinguished guests

First Export of Yamaha Water Purifiers

On June 28, Yamaha Motor Nuansa Indonesia (YMNI) shipped its first export order of the Yamaha OH300FRP Series Water Purifiers. The export destination was Vietnam, where the purifiers will supply quality water for factory and employee household needs. YMNI hopes that this shipment will be a first step toward opening up a worldwide export market for its Yamaha water purifiers. Present plans are to begin full-scale export efforts in the first half of 2004, and it is clear that the demand for clean water is on the rise in many countries. In 2004, YMNI plans to begin exports to other Southeast Asian countries. Securing clean water for everyday use is becoming increasingly difficult in countries where population growth and urbanization are proceeding at a fast pace, and this makes Yamaha Water Purifiers a product with high potential export demand. Using the latest FRP (Fiberglass Reinforced Plastic) technology to guarantee strength and durability, these Yamaha Water Purifiers employ a four-layer sand filter instead of the conventional single-layer ceramic filter of other products to increase the water purifying quality.

Marketing and user services relating to these purifiers will be supported by a Yamaha Water Purifier website which has moved from www.yamaha-motor.co.id/water to www.yamaha-water.com.
From Riecky Patrayudha, Planning Div., Indonesia



The OH300FRP is now introduced globally through the website



Two YZF-R1 machines take it to the wire in Suzuka 8-hour

Long known as Japan's Summer Festival of motorcycle sport, the Suzuka 8-hour was more like a circus of surprises with great performances by Yamaha YZF-R1 machines when the race was run on August 3. A change in the class regulation of this season's All Japan Road Race Championships created the new JSB1000 class, which became one of five classes competing together in this year's Suzuka 8-hour. Being a class that allows only minimum modifications of production models, there was a lot of the pre-race speculation about how well these new JSB1000 machines would do against the more highly modified machines of other classes, including the Superbike Class, Super Production Class, Stock Sport Class and an XX-Formula class.

The regulation changes effectively eliminated the presence of former "factory teams," leaving Yamaha fans to pin their hopes on two satellite teams, the YSP (Yamaha Sports Plaza) & PRESTO Racing team with machine #21 ridden by veteran Yamaha rider Wataru Yoshikawa and All Japan racer Shinichi Nakatomi, and TEAM CHALLENGER with machine #39 ridden by another Yamaha veteran, Norihiko Fujiwara, and All Japan competitor Tekkyu Kayo. Both teams competed in the JSB1000 class with near-production-

spec YZF-R1s. In the final minutes of a drama-filled 8 hours, the #21 YZF-R1 was closing on the lead Honda when the race ended, leaving them proud winners of a hard-earned 2nd spot on the podium.



Yoshikawa and his YZF-R1 were competing for the lead the whole race

Attention centers on first-ever methanol type fuel cell for motorcycles at the Yamaha "Technology Explanation Seminar"

On July 2, Yamaha Motor Co., Ltd. (YMC) held a "Technology Explanation Seminar" in Tokyo for journalists and industry analysts. The first event of its kind for YMC, it was aimed at familiarizing a wider section of the population with the efforts the company is making to "Ensure Growth Capability" under its present mid-term management plan.



On hand to talk with some 101 members of the press and 78 analysts about the directions of YMC's technology development efforts and new technologies being put to use in main product operations like motorcycles and new businesses were the company's President Toru Hasegawa, Senior Managing Directors Takashi Kajikawa and Tsuneji Togami, Managing Director Kunihiko Nakajima of YMC's Motorcycle Operations and Managing Director Norimichi Harada of Yamaha Marine Co., Ltd.

Also available for study tours in another hall were displays of examples of applications of new technologies complete with explanation panels. These included a chassis of the YZF-R6 with a rear frame and rear arm made by the new Yamaha CF Aluminum Die Casting Technology and the new liner-less "DiASil Cylinder" made possible by the same casting technology, a unit of the simple, compact fuel injection system for smaller motorcycles now adopted on the "Majesty 125" model released in September 2002, a cut model of the power unit of the electric commuter "Passol," the world's first 3.3-liter V6 4-stroke outboard motor "F225A" and the newly developed "Bio Reactor," a facility that enables high-concentration photosynthesis (culturing) of microscopic algae. Special attention centered on the world's first "direct methanol type fuel cell system" for small motorcycles, which drew an especially large number of questions from the press and analysts.



Motorcycle Operations: By 2010, the world's total motorcycle demand is expected to reach 35 million units, and by working to increase our sales in markets like Asia, Yamaha is aiming to achieve a world share of 20% (7 million units) in 2010. Toward this goal we are working to equip all models with fuel injection and strengthen our aluminum and component technologies and developing "smart power" models that run on clean energy sources.



Marine Engine (outboard) Operations: To cement our position as the leading company in this field, we are developing technologies aimed at further strengthening the product reliability for which we enjoy a hard-won reputation over the years. At the same time, to offer the right marriage of environment friendliness and excitement, we are also working toward new advances in environmental technologies and with our customers to further strengthen the "basic performance" and "speed performance" they want.



IM (industrial robot) Operations: YMC is an active competitor in the field of surface mounters and industrial robots used to assemble the circuit boards used in electronics products and building semiconductor chips. We are now working to build on our existing business with the aim of doubling sales by 2007.



As future technologies to support our existing businesses, we are applying ourselves to the "Ubiquitous" field that includes Information Technologies and "Water-related businesses" and the bio-mechanics that are one natural extension of them.

Directions in Yamaha Motor Technology Development

In April of 2002, Yamaha Motor set for itself a three-year mid-term plan named "Next 50" with the purpose of strengthening our corporate state as we look toward the 50th anniversary of our company's founding in July of 2005. In this plan we also set the brand slogan "Touching Your Heart" as an expression of the exciting world we wish to bring to our customers under our corporate mission of "We create *Kando*." At the same time, we clearly stated our commitment to "Clean Skies, Clean Water and Unpolluted Soil" as the direction for our efforts to preserve the Earth's environment. Based on these

aims, we have taken on the task of creating technologies that help realize these two important but often opposed goals in order to achieve a marriage of "Environment Friendliness and Excitement." From this, we recognize two prime directions for Yamaha technology development: "Developing technology that strengthens the competitiveness of our existing operations" and "Building the foundations for big-growth potential businesses of the future." As a part of these efforts, we will also work to strengthen our fundamental technologies (basic research).

Wild new beauty unveiled, 2004 European model YZF-R1



Dazzling journalists at the early September press intro and then stealing the spotlight at the Milano Show was the new 2004 European model YZF-R1, a full-fledged remake of Yamaha's popular 1,000cc supersport flagship. This 2004 YZF-R1 boasts a newly designed liquid-cooled 4-stroke, forward-inclined, 4-cylinder, DOHC 5-valve engine with fuel injection on the new Deltabox V (victory) frame with 2.5 times greater rigidity with regard to lateral torsion than the existing model.

While holding true to the engineering and technical philosophy that has defined the YZF-R1 through the ongoing maturation and evolution since its original release as a 1998 model, state

applied to realize the new model concept of a "beautiful and exciting sports bike that is the fastest around in secondary-road riding." The new specifications include a closed-deck combustion chamber, high-strength FS (Fracture Splitting) connecting rods, a fuel injection system with sub-throttle, a compact EXUP system that services the cylinders in pairs and an up-slanted muffler design. But, the first thing that you notice when you see this model is the impression of its striking new styling.

The biggest changes are in the front view and the rear view. The front features a new headlight design that helps create an expression of potent power. At the same time the front lines accen-

uate the dynamic intake of airflow. Meanwhile, the upper cowling has been shaped to highlight the aerodynamics of a smooth flow of air from the front end back along the body and into the intake. The tail design shows unique design touches. The exposed "up-muffler" brings an expression of high performance while also expressing highly refined aerodynamics in its integration with the tail cowling.

"This new model is a product that achieves our development goal of a combination of Beauty and Beast in one exciting package. Although we had no specific single image, we took hints from the aerodynamic lines of marine creatures like the shark in shaping the surfaces. At the same time, we also tried taking ideas from animals like the cheetah in search of sculptural expressions of explosive power," said one of the Yamaha designers. In short, it is a design that expresses both "Yamaha handling" and refined "Yamaha design."