

YAMAHA MOTOR CO., LTD.

JANUARY 1, 2005 ENGLISH

Yamaha News

No. 1

BIMONTHLY

Representative Office Russia Moscow Launch of the Representative Office in Moscow Overview of



Winning Technology!



The Yamaha Technologies and Spirit Championship Machines, YZR-M1 and The YZR-M1 Challenge

In the 2004 MotoGP series, Italy's Valentino Rossi won a record nine rounds of the 16-round series on his YZR-M1 to capture the season title and bring Yamaha its first rider's championship in the premier class in 12 years. His nine wins this season is also the largest number of wins in one series for Yamaha in this class since 1988. The YZR-M1 machine that Rossi and his teammates rode is now the focus of keen attention from motorcycle fans around the world. Yamaha News spoke to members of the development staff that worked on the YZR-M1 to learn about the developmental aims and directions as well as the spirit that guided their efforts.

The YZR-M1 Engineers' Quest

Q: We are told that the main feature of the 2004 YZR-M1 was its new engine. What led up to the start of development?

Furusawa: From the middle of the 2003 season the M1 was definitely getting

faster and evolving. But our rivals were also progressing very quickly, and even if we got good results in the time trials we were often being left behind in the actual races. So, we started thinking about the next big step forward. During that summer we did analysis of the engine character and reviewed the possibilities. That led to adjustment of the combustion timing and the start of development on a 4-valve unit.

Q: What were your choices at the time?

Furusawa: There were four types of engines. The existing regular-interval firing type and an irregular-interval type and either a 4-valve or 5-valve combustion chamber for each of these types. We developed prototypes for all four of these combinations.

Q: What was the response of the riders?

Furusawa: During the tests before the start of the [2004] season we asked the riders their opinions. Of the four, Rossi liked the irregular-interval 4-valve model best. He called it a "sweet" engine. And that corresponded perfectly with our assumptions. That was a very encouraging moment for us.

Nakajima: On the development side we then took Rossi's "sweet" as our technical term as we worked on the engine's maturation through the test stage.

Q: What are the advantages of an irregular-interval 4-valve engine?

Furusawa: The aim of an irregular firing interval is to get the best possible reaction from throttle action with regard to traction development. The aim of a 4-valve design is to improve ease of use in actual MotoGP racing.

Kitagawa: That's right. The characteristics of racers in recent years has changed a lot from what it used to be. Race machines used to have a character that would be very difficult for most riders to handle. But, with today's MotoGP machines the problem is how to get as much of the power from a more than 200 horsepower engine applied to the very limited point of contact between the tire and the road surface. That means you can't have a hard-to-control machine. There has to be a gentle touch to both the engine and the machine. That is what we were aiming for.

Q: Can't those characteristics be compensated for the electronic control system?

Nakajima: If you were only aiming for "gentler" character, you could adjust it just with the ignition timing. But in the realm of differences in acceleration that even the riders can't perceive, you want torque that builds like that of a 2-stage rocket. A 4-valve engine design gives you more room for fine-tuning the character in that way.

Furusawa: The rpm is another factor involved. The YZF-R1 has its max power output in the 12,500 rpm range, but with the YZR-M1 it is 15,000 rpm. In that range the air flow characteristics are different. It is not simply a case of the more intake surface area the better. It



From left: Shigeto Kitagawa, Masao Furusawa and Masahiko Nakajima

Behind the 2004 World YZ450FM

At the final round of the 2004 season, the Valencia GP (Spain) on Oct. 30



Rossi clinched the title at round 15

is the same principle as not getting any more air coming in when you open your mouth wide to the wind in a typhoon.

Q: What is unique about Rossi's riding technique?

Furusawa: Rossi changed his riding style for us when he started riding the YZR-M1. He commented that the handling stability of the M1 was close to that of a 250cc machine and he realized the importance of running lines closer to those of 250cc racing. He made that effort to change the way he rode for us. He adopted a more gentle riding style.

Nakajima: We also got a lot of feedback from Rossi. When new parts were added he would not come back after two or three laps and simply say they were good or bad. He would run seven to nine laps with the image of actual racing circumstances and then look at the averaged lap times before commenting or suggesting changes.

Kitagawa: That is why the specs he chooses are good ones in actual racing. Rossi also explains things in easy to understand terms without depending on technical terms. And, the fact that his evaluations usually match our expecta-

tions on the technical side has helped speed up the development process. This has been a motivating factor for us too.

Q: Can you give us an overview of what gains were made in 2004 and the outlook for 2005?

Kitagawa: In the past, racing machine development probably depended to a large degree on intuition and experience, but today the analysis technologies have developed to such an extent that we can run simulations at the development stage. I think the 2004 season was one where these new technologies and Yamaha's long years of race experience came together very well.

Nakajima: Power specs are certainly important, but besides just increasing power we were able to develop in 2004 a machine that also brought out the skills of the rider to the fullest. In other words, a machine that doesn't hinder the rider. Having a rider like Rossi with such a good sense of development and analysis skills also gave us confidence in our development directions.

Furusawa: In 2005 we want not only to win the title again but also to finish 1-2. If we can do that we can win the manufacturers' title. We want to keep winning and we hope everyone will root for us.

Rossi's 2004 season on the YZR-M1

After winning the opening round of the 2004 season, Rossi had disappointing races in rounds two and three, finishing fourth. At round two in Spain, he had trouble with the first wet race, and by the end of round three he stood third in the season ranking, 15 points behind the leader, Gibernau. After a break of three weeks in the schedule, Rossi came back to win round four in his native Italy and then score two more consecutive victories in round five (Catalonia) and round six at Assen. At that point he had regained the lead in the series ranking. But then Rossi crashed in round seven at Rio de Janeiro, Brazil. In

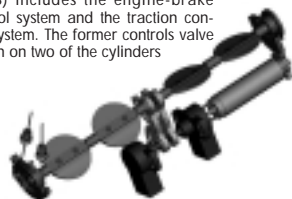
that race his rival Gibernau also crashed and retired from the race, leaving the two riders tied for 1st in the ranking. At round eight in Germany, Rossi had trouble with sliding and finished 4th. But since Gibernau crashed once again, Rossi regained the series lead. In round nine in the UK, Rossi scored a runaway victory, for his fifth win of the season. After a four-week summer break, Rossi returned in winning form to keep his momentum going by finishing 2nd, 1st and 2nd in rounds 10, 11 and 12. These performances kept him on top in the ranking. Things took a dramatic turn in round 13, however, as the

team was penalized for supposedly marking the grip after the end of the qualifying round, forcing Rossi to start from the very back of the grid. Quickly moving up to 8th position after the start, Rossi charged hard to reach 4th position before falling and retiring from the race. This cut his season lead to just 14 points. But this is where Rossi showed his toughness, scoring his second three-race winning streak of the season at rounds 14 (Malaysia), 15 (Australia) and the final round in Valencia. This brought his total wins for the season to nine, while clinching the season in round 15 with one race remaining.

YZR-M1 Feature Development



The engine management system (EMS) includes the engine-brake control system and the traction control system. The former controls valve action on two of the cylinders



One of the prominent features of the 2004 model YZR-M1 was its new engine. As mentioned previously, this new engine adopted an irregular firing interval and a 4-valve combustion chamber. The 2004 model also featured improvements in components like the engine-brake control system and traction control system.

Irregular firing interval engine

Yamaha's flagship supersport model YZF-R1 has a 4-cylinder engine with a regular firing interval and a 5-valve combustion chamber. In contrast, the engine on the 2004 model YZR-M1 adopted an irregular firing interval and a 4-valve combustion chamber. "In terms of engine type, the 2003 M1 was in the same area as the YZF-R1, but we changed the direction of our development after Rossi chose the irregular-

interval 4-valve prototype as the "sweetest" of the different engine types we had at last year's test session in Sepang (Malaysia)," says Technology Development Div. General Manager Furusawa.

Engine-brake control system

Another characteristic of the 2004 M1 was a revised engine-brake control system. Because a 4-stroke engine has a higher compression ratio than a 2-stroke, the engine brake effect is too

The ABCs of Race Terminology

MotoGP

The pinnacle of motorcycle road racing is the world championships, which are competed in three classes, the premier MotoGP class, the 250cc class and the 125cc class. Competing in the MotoGP class are specially developed 4-stroke machines with a displacement of 990cc or less. Competitors cannot enter with general production machines.

Road racing

This is a type of motorcycle race competed by special race machines on a specially designed paved course called a circuit. The premier road race competition, the MotoGP series, will include 17 rounds in 2005, beginning on April 10 and ending on November 6. The first rider to cross the finish line after running the prescribed number of laps of the circuit (about 40 minutes in duration) is the winner. Series points are received in accor-

dance with the finishing place in each round and the rider with the most points at the end of the series is crowned the season champion.

Production (stock) model racing

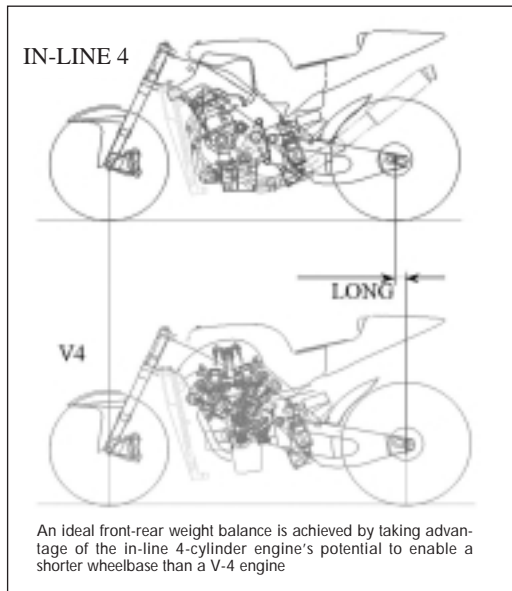
Whereas the MotoGP is competed with specially developed race machines, production model races like the Supersport races are competed on modified production models. In 2004, the Yamaha YZF-R1 was the championship-winning machine in three classes of the world's top production races in Europe and North America, including the World Endurance Championship.



To achieve an optimum rigidity balance with plenty of longitudinal rigidity and more lateral "give," the 2004 model added engine mount arms



A reverse truss type rear arm was adopted to maintain an ideal balance with the frame



An ideal front-rear weight balance is achieved by taking advantage of the in-line 4-cylinder engine's potential to enable a shorter wheelbase than a V-4 engine



puterized control assist.

Traction control

The YZR-M1 engine has a power output of over 200 PS. Traction control is used to keep the front end from lifting during acceleration. The traction control system uses sensors to detect differences in the rev-

olution speed of the two wheels. When a difference indicating either spinning (slippage) of the rear wheel or lift of the front wheel (wheelie) is detected, the system automatically reduces engine power to correct for the spin or lift.

strong for a racing machine. So, one of the development aims is reducing engine brake effect. "With the 2003 M1 we used a mapped control system that controlled the engine brake effect based on programming developed for each type of turn and course," says Furusawa. "But in actual races you will suddenly get rain or heavy tire wear, so we needed a more mature system. With the '04 M1 we adopted a feedback type system that gives you control function based on real-time monitoring of the differences in front and rear wheel revolution speeds," he adds.

Practically speaking, this is a system where the 1st and 2nd cylinders are controlled separately from the 3rd and 4th. The two cylinders on the left, when looking in the direction of forward motion, are controlled by the rider's throttle action, while the valves of the two right-hand cylinders are controlled by the throttle with an additional com-

Optimized frame for the 4-cylinder engine

The advantage of a parallel-four (in-line 4) engine is that it enables a shorter frame design. As shown in the illustrations, the rear cylinders of a "V" type engine cause the center of gravity to shift too far to the rear. The wheelbase of the YZR-M1 is shorter than the rival makes, but compared to the 2003 M1, the 2004 model's wheelbase was lengthened by 20mm and the engine mounting position was moved farther forward.

This enables good power delivery while also increasing the weight distribution on the front wheel for a more solid front wheel road set. "When this is added to

the effect of the new engine, it creates a machine that is capable of faster entry into the turns and steeper banking," says Furusawa.

Less lateral rigidity in the frame

"Compared to the 2003 model, we developed the 2004 model with more focus on stability than on handling," adds Furusawa. To improve stability, the lateral rigidity of the frame was reduced and it was designed with greater rigidity in the other directions. The rear arm was made a reverse truss type with a lower center of gravity to improve the balance with the rest of the frame. While maintaining the necessary rigidity balance, the link to the suspension was also revised.

The 2005 MotoGP Schedule (planned)

- 10 April: Jerez – Spain
- 17 April: Autodromo Nelson – Brazil
- 1 May: Shanghai – China
- 15 May: Le Mans – France
- 5 June: Catalunya – Spain
- 12 June: Mugello – Italy
- 25 June: Assen – Netherlands**
- 10 July: Laguna Seca – United States*
- 24 July: Brno – Czech Republic
- 21 August: Sachsenring – Germany
- 28 August: Donington Park – United Kingdom
- 11 September: Sepang – Malaysia
- 18 September: Twin Ring Motegi – Japan
- 1 October: Qatar – Qatar **
- 16 October: Phillip Island – Australia
- 30 October: Estoril – Portugal
- 6 November: Valencia – Spain

*Only MotoGP class competition held
** Final races held on Saturday

The YZ450FM Challenge



Stefan Everts scored overall wins in eight of the 2004 season's 16 rounds while consistently winning series points at every round

Another big news for Yamaha race fans in 2004 was the season title won in the premier class of international motocross, the MX1 class, by Stefan Everts of the Yamaha L&M Motocross Team racing on the YZ450FM. Since coming to Yamaha, Everts has won four straight titles, two in the former 500cc class and two in what is now the MX1 class. Yamaha also won the manufacturers' title in this class, helping cement the image of Yamaha as the maker of the fastest motocrossers. But what is it that makes the Yamaha machines unique? A search for the answer reveals an ongoing

quest for the next breakthrough technologies.

The story begins with Yamaha's first introduction of a 4-stroke model in motocross competition in 1997. At the time, everyone believed that a motocrosser had to have a 2-stroke engine to be good. Two-stroke engines had fewer parts, were lighter and packed a powerful punch.

But Yamaha was looking to the next generation of environment-friendly motocrossers, and that meant taking on the challenge of developing a 4-stroke

machine that could compete with the 250cc 2-strokes. When that first machine was ready, Yamaha entered it in the 500cc class of the '97 Motocross World GP as the factory "YZM400F." At the time there were already some 4-stroke European machines competing in this 500cc class, but Yamaha's YZM400F was the first machine from a Japanese maker that boasted the capability to compete with the 250cc 2-strokes.

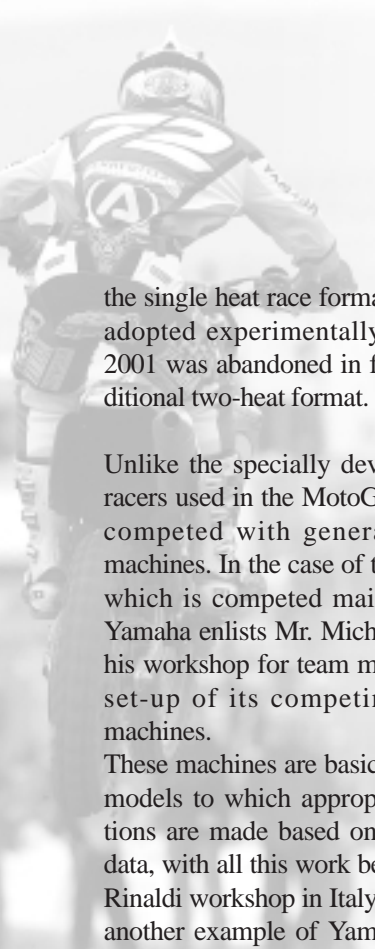
When the same model was entered in the USA's AMA Supercross competition in 1997, it far outran the technical staff's expectations by winning its debut race and becoming the first 4-stroke machine ever to win a Supercross competition. The next year, 1998, Yamaha released its production version, the YZ400F, and won the AMA Nationals season title that year in the 250cc class. The following year, Yamaha introduced the YZM426F and won the World GP 500cc class title with it.

The difference between the FIM and AMA regulations, however, prevented this machine from competing in the 250cc class of the World GP. Although this was a machine built to compete against the 250cc 2-strokes, the regulation only allowed it to compete in the 500cc class. So, some frustrating seasons went by without seeing that match-up.

It was in 2003 that the FIM was finally convinced by the makers and prominent figures in the sport to change its regulation to allow 250cc 2-strokes and 450cc 4-strokes to compete in the same class series for the title of No. 1 in the world.

This new class was named the MXGP class that year and the name was changed to MX1 in 2004. Meanwhile, the former 500cc class was competed separately as the MX3 class. With these changes, the pinnacle of motocross racing became the MX1 class and the MX2 class, which is competed by 125cc 2-strokes and 250cc 4-strokes.

Furthermore, the 2004 season saw not only Yamaha, Honda and KTM entering 4-stroke machines but also Suzuki. And,



the single heat race format that had been adopted experimentally beginning in 2001 was abandoned in favor of the traditional two-heat format.

Unlike the specially developed factory racers used in the MotoGP, motocross is competed with general production machines. In the case of the MX1 series, which is competed mainly in Europe, Yamaha enlists Mr. Michele Rinaldi and his workshop for team management and set-up of its competing YZ450FM machines.

These machines are basically production models to which appropriate modifications are made based on the latest race data, with all this work being done at the Rinaldi workshop in Italy. This system is another example of Yamaha's policy of promoting racing by taking advantage of local talents, personnel, cultural back-



Comment by Mr. Rinaldi

"Taking the production YZ models as our base machines, we work to improve their competitiveness in the races we compete in, mainly through appropriate modifications to the engines and suspensions. Yamaha has won a very high reputation in the motocross world today and many fans look at Yamahas as the ultimate motocross machines. We are very happy to be associated with Yamaha. The 2005 championship series will have 17 rounds and I think we have a very strong team with Stefan and our new rider, Brian. We will definitely be going for the title again, and I am confident we will win. Both of our riders will be shooting for the title."

ground and originality.

It was under this system that Everts once again won the championship title under the management of Mr. Rinaldi. For Team Manager Rinaldi, this was his eighth world title.

The eight seasons of world championship motocross since Yamaha entered its first 4-stroke machine in the 500cc class in 1997 have been a time of great change in the sport. And, through it all, Yamaha has continued to promote the sport, not only by developing race machines and new technologies but also by supporting race activities based around outstanding

teams in each country and working to install next-generation race regulations. All this has been done in a comprehensive program successfully linking together our technological ideals and promotional activities. This is what you might say defines Yamaha's unique presence in motor sports.



Everts clinched the MX1 series title at the Ireland GP. Team Manager Rinaldi showered Everts with champagne after the win



Everts will compete in the 2005 MX1 series again on the YZ450FM

The 2004 MX1 Season

With the establishment of the Motocross GP Class in 2003, which was then renamed the MX1 Class in 2004, the premier class competition in the world motocross championships is now competed by both 250cc 2-stroke machines and 450cc 4-stroke machines in the same race. In the 2004 season, Stefan Everts and Cedric Merotte competed in this class from the Yamaha L&M Motocross Team on the YZ450FM.

In the 32 heats in the 16 rounds of the series, Everts racked up a tally of 13 wins, ten 2nd places and three 3rd places to overwhelm the competition and keep his lead in the series ranking from round two. By the end of round 15, the Ireland GP, Everts enjoyed a 93-point ranking lead over 2nd place M. Pichon (Honda), enough to clinch the title with one round remaining. This was Everts' second consecutive win in the MX1 class and his fourth consecutive title going back to the former 500cc class. What's more, Everts' and Melotte's combined record gave Yamaha the manufacturers' title as well.

Valentino Rossi Interview

After winning the 2004 MotoGP championship title riding the Yamaha YZR-M1, Valentino Rossi visited Yamaha Motor Company's headquarters in Japan in late November, where he attended a press conference to officially report on his championship. Here are some excerpts from the press conference interview.

Q: *Congratulations on winning the MotoGP title. Were you confident that you could win this year?*

R: At the beginning of 2004 there were still some improvements that needed to be made in the M1. But the first time I rode it, the feeling wasn't bad. We did some thinking about what directions we could work in to make it a more competitive machine, but otherwise I didn't have any bad feelings about it overall. Of course, I didn't expect us to be winning the championship in the first year. But as I said, the feeling wasn't bad.

Q: *At what point in the season did you begin to think you could win the title?*

R: I was able to win the first round of the season, but there were still some things that had to be improved before I

could really compete at the top level. So, at that point I was still not ready to say I could win the title. But after winning the Mugello, Catalunya and Assen rounds I began to think, "I can win this year's title!"

Q: *What was the toughest race of the season for you?*

R: There were a few tough races. But the most difficult of all was the race in Rio de Janeiro because we couldn't get the bike set up right for the track there. During the practice runs, the qualifying and during the race, we never got the settings right. So, I think that was the toughest race.

Q: *After one year, how do you feel about being with Yamaha?*

R: I really enjoyed working with Yamaha. Everyone around me were good people. It felt like one big family. It was fun working with everyone. They



Rossi on his way to victory in round four, the Italian GP on June 6, 2004

were all very kind and clever people. They all gave 100% to make the M1 a really competitive bike. That made it fun to work not only for results but also for the engineers and all the people on the team.

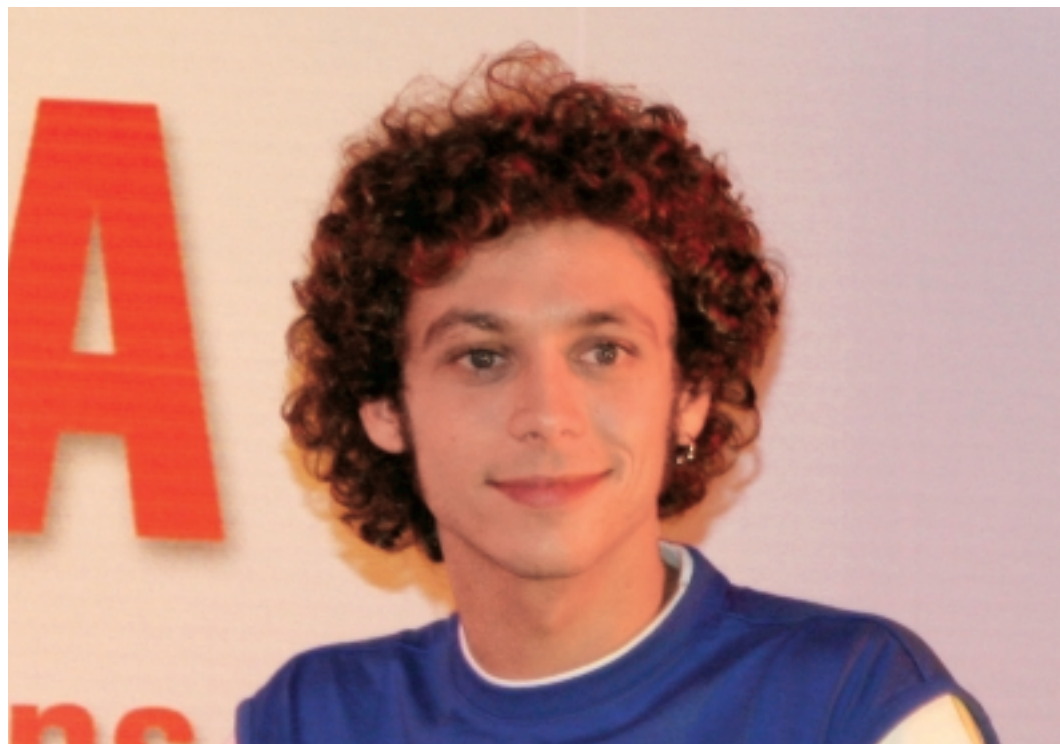
Q: *What do you want to do in the coming 2005 season?*

R: After the last race of the season I tested the new M1 model at the Valencia circuit and it felt good. Of course, since it is a new bike there are many things to improve, but it felt good.

After working for a year with Yamaha we got a lot of data for developing the new M1. So, I have big expectations for it. It is a good bike and that is why I am working with Yamaha.

Q: *What are the issues for the coming season?*

R: The bike is much better now compared to the start of the 2004 season. But there are still things to work on. I think we should keep the present engine characteristics but we need more horsepower. That is the first issue. The second is improving the rear end. We need more stability in the rear end. Sometimes there is too much play in the rear. These are the issues we will be working on for next year.



Stefan Everts Interview

Stefan Everts recently won his second consecutive world title in the MX1 class of the 2004 world motocross championship series. Everts recently visited Japan to personally report to YMC on this great achievement. Here are excerpts from an interview of Everts made on the occasion of his visit.

Q: *Congratulations on your fourth consecutive personal title with Yamaha and your eighth overall. How do you feel about this achievement?*

E: This is my eighth title so I didn't feel it was so special. But, I love winning and I try to win every race I enter, so I am just very happy to win another title. I am satisfied with my 2004 season, but to be honest, 2003 was my best season ever. I raced in both the 125cc class and the MX1 class and I did well in both classes and won my seventh title, which was a new record at the time. But, every GP is different—different courses and different conditions. So there is a fresh feeling with every race.

Q: *What is the secret to keep winning like you do?*

E: To keep practicing. Because we are all human, we have good days and bad days, but I think it is important to keep practicing. Keeping a good balance is important too. It is important not to get over-confident and to know when you are tired and need to take a rest. You also need the ability to be flexible and make quick decisions. Also, you need to try not to make mistakes as much as possible.

Q: *What was the turning point for you in the 2004 season?*

E: There was no real turning point. I didn't do well in the opening round, but won both heats in round two to take the overall win. And I kept racing well after that.

I won the title because I ran all the rounds without making any serious mistakes, while the people around me were gradually making mistakes.

Q: *How does it feel being on Manager Rinaldi's team and being with Yamaha?*



E: When I was having trouble with contract issues and injury, I got the offer from Mr. Rinaldi and Yamaha. I signed the contract with Yamaha and joined Rinaldi's team in 2001 and made a GP comeback that year. I was really happy when I won the first round.

It took some time at first before Mr. Rinaldi and I came to trust each other completely. But, I think we have a strong relationship now. He is the greatest partner, and I think now that it was a good choice. The machine was also running very well this year. Everything went well.

Q: *What does Yamaha mean to you personally?*

E: The good thing about Yamaha is that they give the riders the credit they deserve. They value the relationship with the rider and they make the rider feel close to the company. The president and the other top management and the employees have all shown me a lot of respect. I also feel that it is a very honest company that keeps its promises.

Q: *What do you hope for from Yamaha in the future?*

E: I would like to see a bike with just a little more power. I also hope they will make even better bikes besides the YZ450FM.

Q: *Your son Liam was born this summer. Has becoming a father changed your outlook any?*

E: Liam's birth was more important to me than any title. It really made me happy. I could watch him 24 hours a day and never get tired of it. I am doing my part in the child rearing too.

About if I want Liam to become a motocross rider when he grows up, I have mixed feelings. It would be nice because he would be a third generation motocross competitor. My father was very happy when I started motocrossing, but he was always worried about me getting injured too. Now I'm a father and I have the same feeling as my father had. I can understand how complex a thing it is.

Q: *What goals do you have from now on?*

E: Of course, I am going to try my best to win the 2005 title. If I am careful not to make mistakes and can continue to win, I want to keep competing as long as I can still win. My contract with Yamaha runs through 2005, but at this point I want to keep racing the GP for at least two more years.

Sometime in the future I want to teach children riding and raise GP stars of the future. And, my final goal is to work to raise recognition for Motocross.

Actually, my father has been organizing a school in Spain for the past ten years where there is perfect weather and environment for Motocross. Also, it has good facilities. So, in the future maybe I will be teaching together with my father.



Everts racing in round 14 of the 2004 MX1 series

Moscow Representative Office

Location: Moscow, Russia
Employees: 8

A vast market of potential



The Yamaha Moscow Representative Office staff, with our reporter, Marketing Assistance Ms. Inkina Nataly Vladimirovna (extremely left)

Launch of the Representative Office in Moscow

It was on the 16th of September, 2003 that a small but hopeful business base was launched in Russia's political and economic capital, Moscow, as the Representative Office of Yamaha Motor Co., Ltd. (YMC) under the operation of the Russian Div. of OMDO (YMC's Overseas Market Development Operations). The Moscow Representative Office was established with the aim of enhancing activities of OMDO's Russian Div. in the areas of information gathering, coordination with various state authorities, event planning and front-line communication with our distributors. The Office's launch coincides with a significant growth stage in Russia in terms of economy and infrastructure. The Office now consists of a staff of eight, include six Russian staff members and two Japanese representatives.

Overview of the Russian market

Russia is the largest country in the world, having a total area of more than 17 million square kilometers (6.5 mil. sq. miles), which is roughly 1.8 times larger than the territory of the USA. It contains many different types of environments, from the Euro-neighboring Northwest region to the Far East. That is why one can hardly summarize this country in a few words. There is, how-

ever, something we can clearly say: such variety is giving us great opportunities to promote Yamaha products ranging from motorcycles, ATVs, outboard motors and Water Vehicles (PWCs) to generators and snowmobiles throughout the year. In 2004 we have seen a breakthrough in the Russian market for Yamaha products, with total

imports increasing by around 60% compared to 2003, thanks to supreme efforts made by our business partners. And we expect the trend will continue for the coming years supported by the booming Russian economy.

The motorcycle market

People visiting Moscow for the first time will probably be shocked by the number of vehicles crowding the city's streets and constantly causing serious traffic jams. This is surely part of the reason for the rapidly increasing number of motorcycles in the city. Another thing that has triggered the boom in motorcycle sales is the growing number of individuals in the middle to high income bracket. Although new motorcycle imports today are still in the range of 3,500 units, they are growing significantly by 25 to 30% a year. The people contributing to this boom are often lawyers, actors, executives or company owners, and it has become trendy for them to put on full leather suits every Friday night and ride



Moscow is notorious for traffic jams, which makes motorcycles a convenient transportation choice.



Bike fans gather every Friday near Moscow University



A YBR125 display at Moscow's "Yakitori-ya" sports bar

up to Vorobyovy Gory, a famous bikers' meeting place near Moscow University, on superbikes like the R1 or R6.

Meanwhile, we are taking on the challenge of expanding the motorcycle market in Russia by adding an introductory level model with affordable pricing for more casual users, who may completely change the market composition in Russia. The YBR125, a sophisticated 125cc Yamaha motorcycle made in China, fully proved its potentiality last summer in an event where it was displayed in "Yakitori-ya," a popular sports bar in Moscow. Several interviews were made of monitor customers to whom the first set of trial units were sold. We also got positive opinions concerning the YBR125 through a test ride event for potential customers organized by the local Yamaha distributor at a karting circuit in Moscow. For the next season, we plan intensive promotions on a wider scale in cooperation with our distributors.

equally large

Outboard motors in Russia

Russia has a lot of long and wide rivers, and the country's large lakes and surrounding seas provide plenty of opportunities for using outboard motors for fishing, hunting and pleasure boating. The marine industry and boat production are now developing rapidly in Russia and producing new demand for Yamaha outboard motors at yacht clubs, marine clubs, boat stations, marine centers, rescue centers and the like. Yamaha outboard motors are widely known throughout Russia and have proved their reliability. Boat races organized by local boat manufacturers and marinas are also becoming popular, providing good opportunities for users to compare the different brands. The fact that most of these competitions are won by boats



Boating is a popular pastime in Russia and Yamaha outboards are the trusted power

powered by Yamaha outboards shows customers the high quality and outstanding performance of our products and contributes directly to increased sales. During the 2004 sales season, more than 10,000 units of Yamaha outboards were imported into Russia, twice the 2003 figure. This gave Yamaha a high 36% market share among imported outboard brands. These figures show that Russia may soon become one of the world's leading outboard markets.

Snowmobiles keep cold winter hot

In the beginning of March, 2004, an



St. Basil's Cathedral with a Moscow Kremlin Tower in the background

Russian Soviet Federative Socialist Republic of the Soviet Union.

Russia consists of 21 autonomous republics, 10 autonomous districts, 2 federal cities (Moscow and St. Petersburg), 1 autonomous oblast and 49 oblast.

Lifestyle: Russian people today are discovering the healthy lifestyle and the positive habits and attitudes it brings. People spend time in the sports clubs and enjoy fitness activities, swimming and playing ice hockey in winter.

Today's urban population prefer colorful fashion like those in Milan and many like to frequent chic bars, casinos and clubs you can find especially in Moscow and St.-Petersburg.

Russian Federation

Capital City: Moscow
Area: 17,075,400 sq km
Population: 150 million people
Currency: Russian ruble

The state: The Russian Federation of today is a democratic federal republic. The country was formed on 24th August, 1991 from the former

Unique Holiday: The 8th of March is an official "Women's Day," the favorite day for all Russian women. On this day men give women gifts and flowers. Men also are supposed to do all the housework on this day so women have a chance to forget about cooking, dishes and so on.

Russian cuisine: In today's information-rich world, Russians are eating more like most Europeans. But traditionally, Russian food was influenced by religious periods of fasting when the eating of meat and dairy products was prohibited and non-fasting periods. This surely had a big effect on Russian food, leading to lots of vegetable, cereals and fish dishes enriched with vegetable fats. But Russian holiday feasts are rich in varieties of meat dishes.

A common lunch in Russia usually consists of soup such as Borsch and a main meat/fish dish. One of the favorite dishes in Russia is salted herrings covered with beet root with mayonnaise called "Selyodka Pod Shuboy" (meaning herring under fur coat). Russians also drink a lot of tea. It is customary to have something sweet with tea, such as biscuits, cake or jam.



The Bolshoi Theater in Moscow is home to Russia's world famous Bolshoi Ballet

event was held at the Meridien resort outside Moscow to encourage our distributors to promote Yamaha snowmobile sales toward the coming winter. During this event organized by staff members from YMC in Japan and the Moscow Representative Office with cooperation from our local distributor, new model presentations were made along with test rides for each distributor. For this winter sales season, YMC has received pre-orders from our distributors for around 2,000 units, or almost twice last year's volume. So far, there are many positive

signs to support our optimistic forecasts for the coming snow season.

Russia is a country with huge market potential for Yamaha products. And there are Yamaha products to promote in all seasons. All the staff of the Moscow Representative Office believe that in the nearest future the markets for Yamaha products will spread throughout most of the country's regions. And as they do, we want to make sure that Yamaha will be continuously touching the hearts of the Russian people.



Russia is the world's coldest country, but snowmobiles add fun and convenience to the long winters

We always welcome your contributions.
Write to Chief Editor Rika Niwa of the Public Relations and Administration Dept., Yamaha Motor Co., Ltd.
2500 Shingai, Iwata, Shizuoka 438-8501 Japan, <yamahaneews@yamaha-motor.co.jp>



The guests toured the new YMP test and training facility

Portugal

New marine test and training center opens

On Sept 23, an opening ceremony was held for Yamaha Motor Portugal's (YMP) newly completed Marine Test and Training Center. Built into a former warehouse on the grounds of YMP's headquarters, the new center will serve as an important service base in this largely commercial-use market, as well as being a facility for training dealer mechanics in the latest service know-how. Equipped with a large-size test tank capable of running two big engines at once and a heavy-duty hoist (2.5 ton),



The new Marine Test and Training Center has a large capacity test tank and facilities for WaveRunner testing too

this facility also has the capability to prepare boat package rigging for the growing pleasure-use market. As a test facility for Southern Europe, the center will also perform roles like testing new motor and boat matchings. Among the roughly 70 guests on hand for the opening ceremony and celebration were Mr. Herry Kleyn van Willigen and Mr. Eiji Ichida of Yamaha Motor Europe N.V. (YMENV), Mr. Matt Kondo representing Yamaha Motor's (YMC) Marine Service Operations, as well as important industry representatives and marine journalists. After a tape cutting and the presentation of a special plaque from YMC, the guests were given a tour of the facility before moving on to a lunch at the Cascais marina. The support for this new service center from YMENV and YMC is another example of Yamaha's "Think Globally, Act Locally" policy.

From Takahiro Fujimura, YMP, Portugal

USA

Yamaha YFZ450 dominates USA's GNCC national ATV championship in debut year

After dominating the competition throughout the season, Bill Ballance and the Yamaha YFZ450 ATV clinched the 2004 ATVA/AMA Grand National Cross Country (GNCC) championship on October 6, 2004 with two rounds remaining in the series. The title is Ballance's fifth straight, making him only the second rider to earn as many as five #1 plates in GNCC competition.

"The Yamaha YFZ450 is the most awesome ATV I have ever ridden," said Ballance after winning the series title in Summersville, West Virginia. "Every championship is sweet, but I'll remember this year as being the



Ballance receives his No. 1 plate for next season after winning the 2004 championship

easiest because of the YFZ450 and Yamaha's support." The season's ranking also showed that the YFZ450 is in a class by itself, as it was the machine ridden by eight of the top ten riders.

Known as America's toughest form of off-road racing, the GNCC Racing series consists of 14 rounds, with each stop pitting rider and machine against not only the competition but also rugged natural environments. Each course ranges anywhere from 13 to 20 kilometers (8-12 miles) in length, and riders do battle at the highest levels, often competing for up to three hours straight in everything from tree-line trails and sand sections to mud and rocks. This means that to win races in this series an ATV must have an excellent balance of performance capabilities. With the YFZ450, Ballance won the top spot on the podium in seven of the first 12 races of the series, including five straight rounds, as he built up an unbeatable points lead. "There's a lot of blood and sweat that goes into winning races, but we had fewer problems than we've had in other years," said Ballance, praising the reliability and durability of his Yamaha machine. "The YFZ450 is perfect for GNCC racing. Most people are amazed at how few changes are made to the stock unit to make it a race-ready machine." With five championships to his credit, Ballance is now just two short of the all-time GNCC record. With the help of the YFZ450, the reigning champ plans on getting one step closer to that record in 2005. "My plan is to win another championship in 2005 and maybe win a few races out West," said Ballance. "The YFZ450 is the ATV I have the most confidence in, and in this sport confidence is everything."

From Steve Nessi, ATV PR Manager, YMUS



This is Ballance's fifth national ATV championship plate

Grand Yamaha user appreciation day at the races



Practicing for the freestyle jump show



At the YahooDay opening ceremony



MotoGP star Norick Abe appeared in his Gauloise colors on the Yamaha Y125ZR used in the moped race

On September 26 of last year, Yamaha's Malaysian partner, Hong Leong Yamaha Distributor Sdn., Bhd. (HLYD) organized its 4th YahooDay, the company's annual Yamaha fan appreciation event. Being the 25th anniversary of the company's founding, this event was organized on a larger scale than usual. Held in conjunction with the Malaysia round of the FIM Asian 600cc (SuperSport) class championship, the YahooDay schedule also included an FIM certified moped race plus special HLY-sponsored attractions including an X-treme riding show and freestyle jump show that thrilled the audience. A Yamaha booth was also set up at the circuit to display Yamaha machines and offer services like a children's riding course. Making a guest appearance from Japan to give a riding demonstration and hand out souvenirs to the fans was Yamaha MotoGP rider Norick Abe. Besides seeing the Yamaha TDM, XJ900, "tricker" and YZ125 in action in the shows and on display, the audience also saw Yamaha team rider Yusuke Teshima from Japan win the main 600cc class Asian Championship race on the YZF-R6. This victory, along with all the other Yamaha promotions surely helped impress on the fans the outstanding quality and performance of the Yamaha products and boost the brand image here in Malaysia. Representing YMC at the final awards ceremony as presenters were Senior Managing Director Kajikawa and Yamaha Motor Asian Center Co., Ltd. President Iio.

From Ryouhei Nakata, Southeast Asia Business Div., YMC

WaveRunners chosen as rescue craft for rowing competition

Yamaha WaveRunners have been chosen as the official rescue craft for the upcoming National High School Rowing Championships to be held in YMC's home prefecture, Shizuoka, next March. At the request of the Shizuoka Rowing Association, Yamaha Motor will supply the competition with specially outfitted WaveRunners of the type that are now being used as rescue craft by a growing number of organizations and agencies around the world. When used as rescue craft, PWCs usually pull a rescue sled that lies close to the water surface and is easy to lift the victim onto. The Shizuoka Rowing Association's decision to approach YMC concerning the supply of rescue craft resulted from a review of rescue preparedness following an accident that occurred at the 2001 rowing championships. When Yamaha gave a demonstration of a rescue operation using a WaveRunner at the recent Shizuoka Prefectural Sports Meet rowing competition, the officials were very impressed with the speed and safety with which the PWC carried out a demo rescue.

In their decision to choose Yamaha WaveRunners as rescue craft, the Association also appreciated factors like the lack of an exposed propeller and the great maneuverability of the craft, which enables them to maneuver right alongside the victim in the water easily and safely.

From Yoshiaki Murakoshi, WV Div., ME Company, YMC



When used as rescue craft, the WaveRunners usually tow a rescue sled



Student rowers will be protected by rescue teams using WaveRunners

6th African Parts Managers Meeting Held

On the 7th and 8th of October, 2004, Yamaha Parts managers from 19 distributors in 17 African countries gathered in Durban, RSA, for the 6th African Parts Managers Conference. Held regularly on a roughly biennial basis, these meetings had been aimed at improving parts supply and parts management in the African markets. The main focus of the conference this time was to organize the launch of full-fledged parts marketing strategy, adding a whole new aspect to previous efforts concerning simply what should be done to improve parts management in the past few years.

The contents of the marketing program centered around know-how for

promoting the use of Yamaha Genuine Parts. Yamaha reps made presentations on research subjects and good examples of sales activities from outside the African region. The participating distributors also shared presentations of their current marketing efforts and discussions were held on their contents. Also, a neighboring conference room was set up like a model dealership to display the various POP tools to be used in the dealer program, as well as to exhibit Yamaha Genuine Parts and Yamalube oil.

From Heihachi Matsuoka, Area Marketing Div., Parts Operations, YMC



Parts Managers from 17 African countries attended the meeting in Durban, RSA

Japan



The 3rd Service Managers Meeting drew 57 people from 32 countries

Bringing services that “Touch the Hearts” of customers worldwide

Yamaha’s 3rd Global Service Managers Meeting was held from September 21 to 24 at the Communication Plaza and other facilities of YMC’s headquarters in Iwata, Japan. This meeting is held every two years for the purpose of promoting the worldwide development of motorcycle service activities and communication between the service managers in the different regions. This was the third holding of

the Meeting after the first in Taiwan and the second two years ago in France.

This year’s meeting was attended by 57 service representatives from 32 countries. The first day’s agenda included tours of YMC’s Kanto LV (Land Vehicle) Service Div. and Repair Consulting Center. On the second day an explanation of the Service Division’s new Mid-term Plan was given at the Communication Plaza. From day three the participants were divided into eight groups to discuss topics including “New Model Launch Activities” and “Developing Attractive Service Activities.” Reports on each group’s conclusions were then presented to the entire audience and awards given for the best reports.

With a strengthened recognition of the new directions and levels of service activities, the managers will now be pursuing “True One-to-One Service” in their respective countries to help promote sales and win loyal customers.

From Motorcycle Operations Service Div., YMC



The participants were divided into eight discussion groups

Indonesia

Yamaha Wins 2004 CS No.1 Award



The Scorpio-Z has sold well all over Indonesia

For the first time, Yamaha is the winner of the Indonesian Customer Satisfaction Award (ICSA) in the sport motorcycle category.

Based on interviews of some 10,200 customers in six cities by an independent polling company (concerning product quality, price and brand reputation), the ICSA has been Indonesia’s most prestigious customer satisfaction award since it was launched in 1999. For Yamaha’s local manufacturer, P.T. Yamaha Indonesia Motor Manufacturing (YIMM) and sales company P.T. Yamaha Motor Kencana Indonesia (YMKI), this award is surely the result of the CCS (Customer and Community Satisfaction) Phase II program launched in 2003 to boost customer satisfaction. In order to survive in and lead the increasingly competitive Indonesian motorcycle industry, these two companies will continue work to differentiate the Yamaha brand from the other makers in the future, both in terms of business quantity and quality. At the same time they are dedicated to programs that contribute to the society and make them valuable corporate members of the society. And their challenge to be No. 1 in CS will be the central pillar of these efforts.

From Toshifumi Kubota, Sales & Marketing Div. 2, YMC



YMKI staff at the award ceremony

USA

Yamaha paves the way for 2005 Red Bull U.S. Grand Prix

Yamaha Motor Corporation, U.S.A., has stepped forward to fund the track safety improvements required by the Federation Internationale de Motocyclisme to gain its approval for the track to host the 2005 Red Bull U.S. Grand Prix, the ninth round of the 2005 MotoGP Championship.



Yamaha will sponsor track improvements for a 2005 US MotoGP round

Yamaha is also serving as the official motorcycle at Mazda Raceway Laguna Seca and as a “Proud Sponsor” of the Red Bull U.S. Grand Prix through 2007.

“We’re thrilled by the interest from Yamaha in particular and the motorcycle community over-

all in this event coming to the U.S.,” said Gill Campbell, CEO and general manager of Mazda Raceway Laguna Seca. “Yamaha’s generosity has made it possible to bring the MotoGP World Championship back to the USA for the fans to enjoy.”

“Helping bring the MotoGP World Championship back to the U.S. was an excellent opportunity for us to show our appreciation to our customers and fans,” said Bob Starr, corporate communications manager at YMUS. “And since this race corresponds with Yamaha’s fiftieth anniversary, we could think of no better way to celebrate than with over 100,000 U.S. fans.”

Plans for the track improvements, which began in November, were completed in concert with Claude Danis, president and circuit inspector for the FIM. The improvements include increasing the runoff area at several turns, widening the front straight and relocating the track bridge.

From Bob Starr, Corporate Communications Div., YMUS

USA

Aaron Gobert and the R1 claim 2004 AMA National Superstock Championship

The 23-year-old Team Yamaha U.S. rider Aaron Gobert and the new YZF-R1 have claimed the number one championship plate in perhaps the most competitive and brand-rich class in all of AMA racing.

The American Motorcyclist Association’s Superstock class features the most powerful open class production-based motorcycles with only minimal modifications allowed for racing. The competition is always extraordinarily close and all machines appear as if they’re fresh off the showroom floor.

Gobert began the year with a dramatic win at the prestigious

Daytona Motor Speedway and rode consistently all year to take the hard-fought championship title from his teammate Jamie Hacking in the final round at Virginia International Raceway.

“The AMA Superstock Class is the only one in AMA racing that truly features all the major brands and, as such, the championship is that much more meaningful to us,” said YMUS Racing Division Manager Keith McCarthy. “To finish both first and second in the championship proves the new R1 is the absolute best in class.”

The championships won by the YZF-R1 and last year’s YZF-R6 have contributed directly to the retail success of each of these models. Both are completely sold out and commanding a premium price throughout the U.S. dealer network.

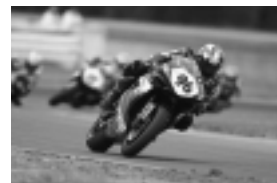
From Bob Starr, Corporate Communications Div., YMUS



2004 AMA Superstock Champion Aaron Gobert



Gobert and his team pose for a victory photo



Gobert in the lead coming out of a turn

Australia



Stephen Gall on his WR450F

50,000 kms on YAMAHA WR450Fs

Yamaha's inaugural Safari TASTE, or TRIBE Australian Safari Tour Experience, was a spectacular success for both the entrants and the WR450Fs that took part.

All 12 machines that followed the gruelling course completed the event without a single problem. Regular oil changes, clean filters, chain lubes and the odd tyre change were the only items required on the 4,200km off-road adventure.

The course—which started and finished



Team Yamaha and TASTE riders prepare at Mount Panorama in Bathurst

in Bathurst and took in the vast outback of New South Wales along the way—involved long transport sections where the 450cc enduro bikes hustled along at 130 kph for hours on end. "Witnessing six WRs finishing the race and these 12 bikes not missing a beat despite the rough tracks and extremely dusty conditions proves the reliability of these awesome machines," said Yamaha spokesman and TASTE participant Sean Hawker.

Yamaha Riding Academy boss Lyndon Heffernan headed the trip using the same route sheets supplied to the entrants. Yamaha legend Stephen Gall also took part and proved that the WR450F can be economical as well as reliable. He regularly squeezed 200 km from a tank of fuel when other TASTE riders were averaging 140 km per 10-litre tank. "It's all about smooth throttle control and picking the right lines," he explained.

From Sean Hawker, Advertising and PR co-ordinator, YMA, Australia

Germany

Designers name MT-01 "Motorcycle of the Year"

The Motorcycle Design Association (MDA) held its "Designers Night" event on September 14 of last year in Munich, Germany, to correspond with one of Europe's leading motorcycle trade shows, the Intermot. Launched in 2001 by the co-founders Francois Duma of France and Glynn Kerr of the UK, who presently serves as president, the MDA is an organization of European corporate and free-lance motorcycle designers, modelers and planners. As one of the events on this latest holding of the Designers Night, President Ishiyama of Yamaha's motorcycle design company GK Dynamics was ushered in as an honorary member of the organization. After this induction ceremony, Mr. Ishiyama gave a speech presenting his philosophy

of motorcycle design, which was followed by interviews with the industry magazines like Germany's leading monthly *motorrad*.

At this meeting, the MDA members also voted for their choice for the association's "Motorcycle of the Year," an annual award that recognizes the year's best designed motorcycle. The result of the voting was announced the next day, Sept. 15, and the winner was Yamaha's new "MT-01."

From Kunisaburo Uemura, GK Dynamics Incorporated, Japan



The MT-01 designer, Mr. Tamura of GK Dynamics (right), Mr. Ishiyama (middle) and Mr. Kerr (left) at the ceremony

France

154 units of FZ-6N delivered to the French Army Police

On 20th October, 2004, 154 units of FZ-6N were delivered to the French Army Police Gendarmerie in one big lot at the head offices of Yamaha Motor France (YMF). These are units that have been modified for Riding School usage with several originally-developed kit parts by YMF.

This Gendarmerie is the police unit administrated by the French Army as a supplementary force to the normal police, and the Gendarmerie police bikes are used daily for patrolling public roads for speed control, traffic accidents, escorting VIPs and other duties. The Gendarmerie are now starting to use Yamaha's FZ-6N for their Riding Schools to educate future Gendarmerie police bike riders. Welcomed by YMF's president, Mr. J.C. Olivier, 154 riders from the Army Police Gendarmerie and a group of officials came to pick up the 154 units they have bought from YMF. Blessed by a break in the rainy weather, it was so impressive to see



The fleet lined up in front of YMF headquarters

this delivery ceremony with so many future police bike riders and the lined-up fleet of FZ-6N bikes under the blue sky!

This type of large government order owes much to YMF's diligent program of after-sale service as well as the reliability of the bikes themselves.

From Communication and Events Dept., YMF, France

To have your topic included in Yamaha News World Topics:

- 1) Send us your text or an outline of the contents, making sure to specify who, what, when, where, why and how details.
- 2) Also send 1 or 2 high-resolution photos with explanations.
- 3) Submissions received in Japan by the 20th of odd-numbered months will be considered for the next issue.

Notice of when your article will appear in YN will be made after the editing process. Send your articles to me by the e-mail, (Ms.) Rika Niwa, at the address below.
E-mail: yamahanews@yamaha-motor.co.jp

“MT-01” Runs to a Different Beat



Yamaha officially unveiled the new 2005 European and Oceania market model “MT-01” at the INTERMOT Munich 2004 (4th International Motorcycle and Scooter Show) in September. The “MT-01” was first displayed as a special exhibition model at the 1999 Tokyo Motor Show, where its unique product concept and innovative design ideas drew a lot of attention worldwide. Since then, there have been many expectant calls from the marketplace for a production model of the MT-01, especially from the mature European market, which presently boasts annual two-wheeler demand of about 1.9 million units. Expectations have been growing for a new-concept big V-twin model. The new MT-01 has been developed with the latest technologies throughout its design to answer these expectations aroused by the original model concept.

The development project adopted as its key words a “Soul Beat V-twin Sports”

model while aiming to build the ultimate machine for the sophisticated adult rider. The power unit is a newly developed air-cooled 1,670cc OHV V-twin 4-stroke engine rigid-mounted on a Yamaha CF aluminum die-cast frame to produce massive, broad-ranging torque like no motorcycle before it and a ride that offers the ultimate pulse experience, or what is called *Kodo** in Japanese.

True to Yamaha’s dedication to developing machines that offer a sensual riding experience that can’t be expressed in mere spec numbers, this is a model that provides a truly emotional riding experience that lets the rider feel the beat of the engine and the feeling of strong, direct power to the road surface like the kick of a steed.

Meanwhile, the look of the MT-01 has been designed in a completely different image from the beautifully balanced design of a supersport bike. The frame and seat have been designed around the

central mass of the power unit in order to create a profile that focuses everything on the massive presence of the engine. The result is a design that makes the engine look even bigger and all the other components smaller. In short, the design image is one of a running “engine on wheels.”

In late November of last year, motorcycle journalists from around the world gathered in South Africa to test ride the MT-01, and they came away convinced that Yamaha has created a machine that delivers a completely new riding experience. Now the time has come for the customers to experience the *Kodo* of Yamaha’s proud new “soul beat” machine.

* *Kodo* is the Japanese word for pulse and “soul beat.” But its true essence is best felt by Japan’s legendary *kodo* drum music, an earth-trembling expression of awesome latent power produced by a bass drum so massive that its intense beat resonates in your heart and soul.