

## ***Kando, Passion and the Future***

Yamaha Motor 50th anniversary issue offers a list of 50 key phrases that define company's past, present and future. Find out how much you know about the policies and milestones of the past, today's product lines and the technologies we are building our future on.



# 50 Yamaha Keywords

On July 1, 2005, Yamaha Motor Company celebrated the 50th anniversary of its corporate founding. During this half century, Yamaha has taken on a wide variety of challenges in many fields in all parts of the world. And all of these challenges had the ultimate aim of providing and sharing *Kando* with our customers and the people we work with. Now, as we open the door to our next 50 years, Yamaha is poised to take some important new steps forward into an even brighter future.

For our Up Front feature of this issue of *Yamaha News* we offer a list of 50 words and expressions that are important to the past, present and future of Yamaha Motor. We hope that all our readers in the global Yamaha family will take this opportunity to reconfirm your understanding of these expressions that will be vital as we work together in the directions that will define the future of the Yamaha brand.

## 1. The Birth of Yamaha Motor Company



In 1953, Genichi Kawakami, who had just been appointed the 4th president of Nippon Gakki Co., Ltd. (present Yamaha Corp.) decided that his company should venture into the motorcycle industry, utilizing machining equipment that had previously been used in the manufacture of aircraft propellers. In January of 1955, sales began of the company's first motorcycle, the "YA-1." On July 1, of that same year, the newly born motorcycle division was spun off from Nippon Gakki as a separate company named Yamaha Motor Co., Ltd.

## 2. Company Emblem



The arrangement of three tuning forks in the original emblem of Nippon Gakki embodied the idea of the three corporate branches of manufacturing, marketing and technology working together to produce world-class products. Today, Yamaha Motor adds its own meaning of "customers, society and individuals" to the emblem representing of our corporate philosophy.

## 3. The Brand Slogan "Touching Your Heart"



"Touching Your Heart" was chosen as the brand slogan expressing our corporate strategy as we strove for structural reform and corporate growth.

## 4. Motorcycles



Beginning with the first model "YA-1" in 1955, motorcycles have always been our central product line. Our full lineup of on- and off-road models and scooters are all products of world-class design and manufacturing.

## 5. Marine Engines



From our first "P-7" model outboard motor in 1960, we have continued to develop ever higher levels of power, durability and fuel economy as our lineup has expanded to include full ranges of 2-stroke and 4-stroke models. Today, continued growth has given Yamaha about 32% of the overall world market demand for outboard motors for everything from fishery to leisure use.

## 6. Water Vehicles (PWCs)



Yamaha began R&D efforts in 1983 that led to our first "Water Vehicle" personal watercraft. Later we introduced a sitting tandem type PWC that pioneered a whole new category of "fun riding" marine leisure. In 2002, we introduced the world's first PWC powered by a 4-stroke engine to further expand our lineup.

## 7. Boats



Yamaha's boat operations have continued to grow to the point that we now handle a full lineup of utility boats, fishing boats, motorboats for cruising and fishing and sailboats. Our boats are made of FRP (fiberglass reinforced plastics) which we first began producing in Japan in 1960.

## 8. Pools



Using the same FRP material used in our boats, Yamaha became the first maker to commercialize FRP swimming pools in Japan in 1974. In the 1980s we built pools to answer the leisure-use market demand, and in the '90s we developed a temporary-facility pool that can be taken apart and reused in different sites. One of these pools was the first to receive international certification and was used for the 2001 World Swimming Championships.

## 9. ATVs (All Terrain Vehicles), SSVs (Side by Side 4 Wheel Vehicles)



ATVs are small 4-wheeled buggies for off-road use. In 1979 Yamaha completed its first ATV model, the YT125. In 1984, we began marketing our ATVs in the US with models for sports riding, leisure and utility use. In 2003, we launched in the North American market the SSV, a two-seater ATV with a round steering wheel.

## 10. Golf Cars



In 1975, Yamaha developed and marketed its first golf car model, the YG292. In 1988, we built a manufacturing base in the US to build and market golf cars primarily in the North American market.

## 11. Generators



Portable electric generators are used as energy sources in times of emergency in industry and in natural disasters. Today's Yamaha generators include inverter types that deliver quality electricity equivalent to that supplied by commercial utilities. Boasting high power output and outstanding quietness, our lineup of generators includes models for utility use as well as general household use.

## 12. Snowmobiles



Snowmobiles originated in the snow belt of North America as vehicles for running on the snow and they serve as a means of transportation and for other purposes such as leisure touring. Yamaha commercialized its first snowmobile, the SL350 in 1967. Since then we have continued to supply the market with models primarily for leisure use.

## 13. Snow Throwers



In 1978, Yamaha began the development and manufacture of snow throwers to free people in the snow belt from the burden of snow removal. With continued improvement in durability, starting performance and operability in low temperatures, Yamaha snow throwers with their signature blue coloring are used and loved by people in both the home-use and commercial-use markets.

## 14. Racing Karts



Racing karts are the entry-level machines for people interested in 4-wheeler motor sports, which has its pinnacle in the Formula One (F1) class, and they are used for competition and recreation. Yamaha launched its first complete built-up model racing kart in 1973. In 1974, Yamaha began promotional programs for racing karts, and out of this program has come at least one F1 driver.

## 15. IM (Intelligent Machinery)



Among the intelligent machinery built by Yamaha's IM Company are industrial robots for things such as assembly work and surface mounters that mount electrical parts and chips on printed circuit boards. Yamaha-built industrial robots were first adopted on our assembly lines in 1976. This success led to the launch of sales in 1981. We began selling our surface mounters in 1987.

## 16. Automobile Engines



Pursuing automobile engine development along with our motorcycle engine development, Yamaha joined with Toyota Motor Corporation in the joint development of the Toyota 2000GT and began its manufacture in 1967. The reputation of Yamaha's high-revving, high output engines led to the start of engine supply to Ford Motor Company in 1988 and Volvo in 2004.

## 17. PAS



The Yamaha PAS is an electro-hybrid bicycle mounting a small motor and battery in a system that adds a power assist to your pedaling that lightens the load on uphill and the like. Launched in Japan in 1993, it was the first bicycle of its kind in the world. Today the PAS is used in a wide variety of ways.

## 18. UVs (Unmanned Vehicles)



Since the development of our industrial-use unmanned helicopters, Yamaha has gone on to develop autonomous navigation vehicles for the land, sky and sea, including an Unmanned Marine Vehicle for patrol or surveying on the water and an Unmanned Ground Vehicle that can perform in dangerous areas.

## 19. Electric Wheelchairs



In 1995, Yamaha developed and marketed a unit that can be attached to manual wheelchairs to give auxiliary electric power. In 1996, we marketed a power-assist unit for users of hand-powered wheelchairs. And, in 2004 we introduced an electric wheelchair that reduces the effort necessary for care-givers. We continue to develop wheelchairs with the comfort and conveniences of users and care-givers in mind.

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## 20. Water Purifiers



Development began on Yamaha purifying systems for markets like Southeast Asia in the latter part of the 1980s and they were first marketed in 1991. With the increasing concerns about environmental pollution and health in countries like Japan as well, we have marketed built-in type water purifiers and alkaline-ion types for home use to supply clean water.

## 21. Bio Technology



In a new business project begun in 1997, we succeeded in developing a method for high-volume production of scarce microalgae for aquaculture in 2002. This year we succeeded in establishing a mass production method for ingredients of a food supplement that has been recognized as an effective anti-oxidant and began supplying it to food manufacturers. In July of this year work was begun on a new research center. Plans call for our new production factory to be completed in 2006.

## 22. Electric Vehicles



In the face of energy problems and consciousness of environmental preservation, Yamaha unveiled its "Passol" electric scooter at the 2001 Tokyo Motor Show. In 2002, sales were begun of this scooter that runs completely on electricity. In 2005, we marketed the "EC-02" model with improved running distance and performance as another step in promoting the spread of low environmental impact vehicles.

## 23. Fukuroi Test Course



Completed in 1969, this 370,000 sq. m all-round facility with a 5.24 km track with elevation differenced of 31 m, gave Yamaha the capability to test 2-wheelers and 4-wheelers for improving product quality and performance. This is where the tests are conducted that give our products their truly Yamaha performance characteristics.

## 24. Yamaha Communication Plaza



This facility was completed in 1998 as a place where Yamaha group employees from all over the world can meet, discuss corporate principles and visions of the future and talk about the past, present and future. The facility also aims to present displays of Yamaha products, technologies and activities and deepen bonds with the local communities.

## 25. YPVS (Yamaha Power Valve System)



YPVS is a technology born of Yamaha research for exhaust measures for 2-stroke engines. By linking it to engine rpm, this system utilizes valve adjustments to optimize exhaust timing in a way that improves torque character. Today it is used on Yamaha motocrossers and Water Vehicles.

## 26. CF Aluminum Die Casting Technology



This is a Yamaha-exclusive technology that achieves both high productivity and excellent quality of cast pieces by controlling the speed and pressure at which the molten aluminum is injected into the die as well as the die temperature. This produces pieces with a metallurgic matrix that contains only about 1/5th the amount of air bubbles as conventional die-cast aluminum, which makes it possible to cast larger pieces with thinner sections.

## 27. Monocross Suspension



This is a mechanism that replaced the conventional two shock absorber layout with a single shock absorber and converted the vertical movement of the rear wheel into a horizontal one to be absorbed by the shock absorber. The system was made possible by developing on a patent acquired from a Belgian researcher in 1973. Later, a linked type Monocross system was developed that continues to be used to this day.

## 28. Overseas Bases



Genichi Kawakami, who served as president for both Nippon Gakki and Yamaha Motor in the company's early years, decided to look overseas for new market for Yamaha motorcycles. The first step in this move was the establishment of Yamaha De Mexico S.A. de C.V. in 1958. This marked the beginning of the road to Yamaha's global business operations.

## 29. The MT World (Europe)



This is the high added-value marketing strategy for Europe. It is a marketing plan for the MT-01 that will supplement the impact of the MT-01's styling and sensual ride with series variations, accessories and customizing parts that offer lifestyle appeal.

## 30. The ABC (ASEAN Brand Communication) Strategy



The aim of this strategy is to expand the stagnant Yamaha share in the ASEAN market and help establish Yamaha as the customers' "Only One" brand. It defines a brand core value and a promise to the customers. It clarifies the roles of YMC and the region's group companies for a cooperative relationship to work together toward the future.

## 31. The Star Strategy



The aim of the strategy for marketing the Star Series cruiser models is to break out of the stereotype of Japanese makers that supply durable, reliable, high-performance, low-cost models and create a new image as a maker that not only provides durable, reliable, high-performance models but also adds high-satisfaction and lifestyle elements that answer customer expectations at a higher level.

## 32. YSP and YOU SHOPS (Japan)



This is the nationwide dealership program for Japan. YSP dealerships handle Yamaha sports bikes and YOU SHOPS handle commuter bikes. This program's aim is to create a Yamaha brand and shop brands that the customers trust and support and to be "No. 1 in Customer Satisfaction."

## 33. Road Race World GP



Yamaha began participating in the World GP in 1961 with the aim of promoting its own technological development, and in 1964 we won our first World GP title in the 250cc class. In 1973, Yamaha began competing in the World GP's 500cc class, the pinnacle of competition in the sport of road racing, and in 1975 we won our first championship title in this class. That challenge to develop technology and win titles goes on today with the YZR-M1 ridden by Valentino Rossi in the pinnacle MotoGP class.

## 34. World Motocross Championships



Yamaha began competing in the World Motocross Championships in 1972 and won its first championship title the following year in the 250cc class. After that, Yamaha won 13 more championship titles by the year 2000. In 2001, Stefan Everts joined the Yamaha team and has won four straight titles since. In 2005 he is on his way to his fifth consecutive title on the YZ450FM.

## 35. Formula One (F1)



Yamaha entered car racing in 1984 with the development of the "Yamaha OX66," competing primarily in the Japanese formula race classes. In 1989, we moved up to the challenge of F1 racing. In the 116 F1 races we competed in over the following nine years, Yamaha gained extremely valuable technological experience as an engine supplier.

## 36. The America's Cup



With its 150-year history, the America's Cup is the pinnacle of ocean yacht racing. In 1992, Yamaha joined Japanese "Nippon Challenge" as builder of the challenge boat and made it as far as the semi-finals in that first challenge. In the next Cup race in 1995, the boat built by Yamaha drew world attention by making it to the top four in the challengers' tournament.

## 37. Yamaha ASEAN Cup



This is a competition started in 2003 with the aim of building the Yamaha brand image and promoting motor sports in the ASEAN region. In 2004, competitors from the five countries of Indonesia, Malaysia, the Philippines, Singapore and Thailand competed in the Cup. As riders compete in this Championship for the title of No.1 in the ASEAN region, they are helping build a grassroots base for motor sports.

## 38. Yamaha World Technician GP



This competition began in 2002 as a part of the world-class educational system named Yamaha Technical Academy that seeks to promote global service education. In it, Yamaha motorcycle service technicians from around the world compete in a format aimed at instilling high-level service techniques and consciousness as a member of the worldwide Yamaha family.

## 39. Chair Ski



The chair ski is a competition ski for the physically challenged. Moved by the competitive efforts of physically challenged athletes, Yamaha employees set out to develop this chair ski in cooperation with various corporations and organizations. Competitors using the Yamaha chair ski won five medals, including two golds at the Nagano Paralympics in 1998. Yamaha also provided support for athletes at the Salt Lake City Winter Olympics in 2002.

## 40. Human Powered Aircraft



This craft flies by the power of a human pedaling a bicycle mechanism mounted in the aircraft that turns the propeller. In Japan there is an annual "Birdman" human-powered flight contest, and in 1998 the Yamaha employee club won this competition with what was at the time a Japanese flight record of 23.7 km.

## 41. Yamaha Motor Rugby Team



In 1982, Yamaha employees formed a rugby club that officially became the Yamaha Rugby Club in 1983. In 2003, the team moved up to Japan's premier rugby league, where it continues to bring *Kando* to many fans.

## 42. Yamaha Football Club Jubilo Iwata



Yamaha's football (soccer) club was formed in 1972. In 1992, it was incorporated as the Yamaha Football Club and in 1994 it qualified for Japan's newly formed professional league. In 1997, Jubilo won the league championship for the first time and in 1999 it won the Asian club championship. Today it serves as one of the faces of Yamaha in our social exchange activities.

### 43. Sports Promotion Activities



We believe that the promotion of sports is one of the best ways to share *Kando* with people while contributing to society. Yamaha promotes programs that teach people the proper techniques and manners of motorcycle, marine and other sports as well as courses to help people get their licenses.

### 44. Safety Promotion Activities



Yamaha promotes safety education throughout the world for people using primarily our motorized products so that they can use these products more enjoyably and properly. One of these programs is the Yamaha Riding Academy, which sends experienced instructors to our sales and manufacturing bases worldwide to help educate riders from the public in proper riding principles and techniques.

### 45. Educational Support Activities



Yamaha organizes seminars on subjects involving social, economic, technical and environmental issues for students and adults. We also provide learning opportunities for children in the areas of sports and science. Our aim is to share in the learning experience by supporting educational and social-contribution activities.

### 46. Disaster Relief Activities



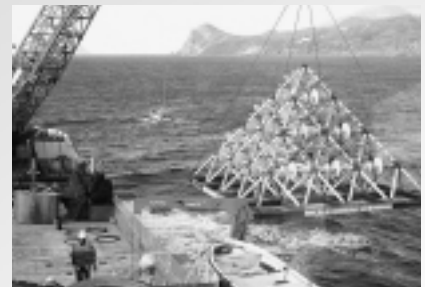
Yamaha has a corporate history of helping the victims of natural disasters by supplying products that will aid in recovery for them and their communities. The capabilities of Yamaha products to help in the prevention of fires and rescue operations are also recognized, resulting in the supply of products like the Yamaha Serow motorcycle to fire departments in Japan because of their ability to get through bad road conditions during natural disasters for information gathering and communications.

### 47. Environmental Activities



In addition to developing our products for lower environmental impact throughout their product life from the development, manufacturing and distribution stages all the way to the final disposal and recycling, we are working constantly to raise the environmental consciousness of our employees. One of the examples is the local beach clean-up and baby sea turtle release program for endangered species that many of our employees participate in with local citizens as a way of showing our concern for the environment.

### 48. International Cooperation Activities



Yamaha is involved in efforts aimed at helping to solve problems faced by societies around the world. One example is efforts to replenish fishery resources through the installation of our fish-propagation "Truss reefs" in areas where over-fishing has caused a depletion of fish resources that is affecting the lives of local fishermen.

### 49. Volunteer Activities



Yamaha is involved in numerous types of volunteer activities, largely through cooperation with NPOs (non-profit organizations). One example of these is our "Nice Ride Donations" program that was begun in 1989 to gather money for the training of guide dogs for the visually challenged by placing donation boxes in our motorcycle dealerships nationwide and at venues like race events. By 2004, our total donations had surpassed 50 million yen.

### 50. Next 50, Next 50 – Phase II



Our Next 50 plan is the 3-year medium term plan established in 2002 with the aim of building a stronger corporate base and a revenue-based corporate structure that meets international standards. This was supplemented in 2005 by our Next 50 – Phase II plan that lays out a strategy for the balancing of "creating value," "revenue" and "growth" while striving to be the customers' "Only One" brand.



At round 10, the German GP, Rossi scored his 76th GP win, tying the 3rd highest total in GP history

# Rossi has MotoGP title almost in grasp

With the first ten rounds of the 17-round 2005 MotoGP series complete (Round 10, German GP, July 31), the reigning champion, Valentino Rossi, and his Yamaha YZR-M1 have racked up an incredible tally of eight victories. This gives Rossi a virtually insurmountable 120-point lead over the second place competitor, Marco Melandri (Honda), in the season ranking. Although it is still mid-season, the countdown has already begun toward the day Rossi clinches his second consecutive title with Yamaha. And, hopefully, this year will also bring Yamaha the manufacturer's title.

In August, the announcement came that Rossi will be riding for Yamaha again in the 2006 season.

## Special "US Inter color" YZR-M1 commemorates YMC's 50th anniversary

This season, a US round of the road racing World GP was held for the first time in 11 years. This year also marks the 50th anniversary of Yamaha Motor and its race history. To commemorate these landmarks, the YZR-M1 machines ridden by Valentino Rossi and Colin Edwards in this US GP held at Laguna Seca were specially painted in the nostalgic yellow and black colors of the Yamaha racers from the 1970s, when teams representing Yamaha's US sales company at the time, Yamaha International Corp. (YIC), were a dominant force in US motorcycle racing. These colors are symbolic in the minds of many Americans with the Yamaha racing challenge and they are also familiar to world GP fans who saw Kenny Roberts ride to three world titles on his yellow and black Yamaha. In the US GP this time the Yamaha presence was strong again, with both the local favorite Edwards and Rossi mounting the winners podium with 2nd and 3rd place finishes.



The Yellow & Black YZR-M1 caused a sensation at the US GP

# Everts keeps his lead in the MX1 ranking

The 2005 Motocross World Championship is entering its final stages and the race for the season title is heating up in the premier MX1 class. As of the end of round 12, the Belgian GP (July 31), defending champion Stefan Everts and his YZ450FM stand at the top of the season ranking. But the battle for the title is far from decided, and Everts faces tough competition from rivals like Joshua Coppins (Honda) and Ben Townley (KTM). What's more, Everts has had a series of falls and disappointing finishes in the middle part of the season, that he himself has called a "slump." These included 4th place finishes in the first two meets of the second half of the season, rounds 9 and 10. But in rounds 11 and 12, the champ managed to keep his rivals from gaining ground by finishing 2nd and 3rd.



Coming back from his "slump," Everts won heat two of round 12

The last rounds of this year's long season will be a real test of the riders' skills and stamina, as well as their mental toughness. Let's hope Everts holds on to bring Yamaha its 5th consecutive title.





# Gratitude for these 50 years, and a pledge for bold new advances

## From the 50th Anniversary event lineup at YMC

### Official Anniversary Ceremony

On July 1, the date of YMC's founding 50 years ago, some 300 guests and employees, including past and present top executives from YMC and its affiliates, gathered to celebrate the company's 50th anniversary. In his speech, YMC president Takashi Kajikawa thanked all the people who have helped support YMC over the years. He then pledged that the company will look back over its activities until now as it prepares for bold new steps forward into a new future.



### 50th Anniversary Special Exhibition

The Communication Plaza of YMC's headquarters in Iwata has mounted a special 50th Anniversary exhibition that takes as its theme the quest to become the customers' "Only One" brand. Dividing the exhibits in the three thematic groups of "Technology," "Design" and "Corporate Activities," the exhibition

The exhibition crystallized 50 years of Yamaha products, technologies and race and sports activities

seeks to show some of the many challenges the company has undertaken over the years in the spirit of its founder, who always said, "If you are going to do something, aim to be the best."



With encouragement from many honored guests, Yamaha Motor is already moving on to its next stage



### Club Yamaha Motorcycle Meeting

On July 10, a 50th Anniversary customer appreciation event titled "Club Yamaha Motorcycle Meeting" was held at the YMC headquarters. About 4,000 Yamaha fans and local citizens gathered for the event, which included a variety of attrac-

Bringing customers new encounters with Yamaha motorcycles always brings new *Kando*

tions that brought smiles and cheers from the gathered fans while showing the appeal of Yamaha products.

## Yamaha Motor Golf-Car Company

Location: 1000 Highway 34 East, Newnan, Georgia

President: Rocky Atarashi

Employees: 80

# Marketing Golf best employees



YMMC - YGC



Our reporter: William O. Scoggins,  
Marketing Manager, YGC

Yamaha and two US manufacturers share almost 100% the golf cart business in North America. We at YGC visit golf courses on a daily basis to discuss business and put on demonstrations of our products. Participation in the golf industry shows is another important activity we engage in.

### A company with a clear focus in a vast market

Yamaha Golf-Car Company (YGC) was founded in 2000 for the purpose of marketing the Yamaha golf cars manufactured at the US production base, Yamaha Motor Manufacturing Corporation of America (YMMC). With its offices located inside the YMMC complex outside of Atlanta, Georgia, the staff of YGC are able to work closely with the production and development divisions with one aim in mind: to expand the sales of Yamaha golf carts for all over the world.

Of a total of 80 employees (including two staff from YMC in Japan), 20 people work in our offices, 10 in shipping, 10 in charge of the production of specially developed vehicles, and the remaining 40 are scattered throughout the United States providing for our customers' sales and service needs.

### The golf car markets

Golf car markets can be divided largely into two types, the golf course market (fleet use) and individual user market. The global annual demand for golf cars for fleet use stood at about 193,000 units in 2004, with 165,000 units of that in the US. In all, the US has about 16,000 golf courses owning about 720,000 golf cars. During the early 1990s, the golf car market grew every year thanks to the intro-

duction of a lease system. However, the growth has become very flat lately. We have seen few closures of existing golf courses, but the number of new golf courses has been declining.

There are gasoline and electric golf cars in the market and the breakdown is about 35% gasoline and 65% electric. The electric golf cars are favored in the warm and flat areas of the southern US, but the golf cars of choice in the north, where it is colder and often hilly, are the gasoline golf cars.



The golf car "G-MAX"



At the PGA Show

### Active participation in trade shows

There are three major golf industry shows in the



A modified "Beverage Car"

US, the PGA Merchandise Show, the Golf Industry Show, and Club Managers Show. All these shows take place in the first three months of the year, and because they attract many golf course operators (about 50,000 visitors per show), they are the greatest opportunities for the manufacturers to make statements and advertise their products, brand images, and business strategies.

This year, YGC launched a unique ad campaign to get our message across to fleet operators. When developing this campaign, which will be used for marketing in global publications, trade shows, POP materials, etc., YGC's intent was to provide excitement through a creative and

## United States of America

Capital city: Washington D.C.

Area: 9,631,418 sq. km

Population: 295 million

**Favorite foods:** Once upon a time, phrases like, "As American as apple pie," had some basis in America's identity, but today's Americans have such diverse range of ethnic backgrounds and cultures that it is hard to say what is American food anymore. When you think of America, you may think of fast food fare such as hamburgers and fried chicken, but we embrace the cultures of the world and their cuisines, such as Chinese, Mexican, Italian, Greek, Thai, and now Japanese delicacies like sushi.

**Famous scenic spots:** There are many popular spots to visit in the United States. From Mount Rushmore, to Niagara Falls to the Grand Canyon, the landscape of the United States is as varied as it is beautiful. A very popular spot near the Yamaha Motor Manufacturing Corporation is one of the largest single masses of exposed granite in the world called Stone Mountain. The impressive mountain is approximately 583 acres (25 million square feet) in size. It is 1,683 feet above sea level and rises 825 feet above the surrounding area. Carved onto the side of the mountain is the world's largest relief sculpture that depicts three Confederate heroes of the Civil War.

**In vogue:** As more and more baby boomers are becoming more aware of their lifestyle and health, sports clubs are beginning to pop up almost everywhere. Other popular shops like Tanning Salons and Coffee Houses are appearing on what seems like every street corner. On the technology forefront, Plasma Flatscreen Televisions, Playstation 2s, Blackberry wireless e-mail, and the Apple I-Pod are big hits, and as transportation costs rise, hybrid cars are becoming very popular.

# Cars as the course's



continuous storyline. The basis for the storyline was to "humanize" the golf car and present it as the golf course's best business staff in a 3-part story.

In these ads, the newly acquired Yamaha golf car fleet proves itself a hard-working, maintenance-free contributor to the golf course's bottom line that is eventually crowned "The Employee of the Year." With this campaign we are advertising heavily in the industry's trade magazines in order to continue our momentum in the golf car business.

### Other growing markets

The other big golf cart market is the US

"closed community" market, where people drive golf cars to go grocery shopping, to school and of course to the golf course. In a community like Peachtree City near YGC, the city has installed paths dedicated to golf cars. Many homes have garage spaces reserved for golf cars. In the grocery store parking lot, you see original golf cars painted in various colors and uniquely decorated. Some of them come with even air-conditioning and fancy stereo sets.

Other than these two major golf cart markets, there are some emerging markets for 4 to 6 seater Passenger Cars that have found use in the resort areas and airports. There are also Utility Carts that have gained popularity among industrial customers. In dealing with all these customers, the entire YGC staff makes every effort to provide our customers with satisfaction and *KANDO*.



Many residential areas have their own golf course



Everybody has a golf car



Shopping by golf car



Luggage RGB

# WORLD TOPICS

We always welcome your contributions.  
Write to Chief Editor Rika Niwa of the Corporate Communication Dept., Yamaha Motor Co., Ltd.  
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## Japan

### 2005 OMDO Marine Service Training seminar held

Over the week from June 2 to 8, the 2005 OMDO Marine Service Training seminar was held in Japan for 20 distributor service staff from 14 countries in Africa, the South Pacific, South Asia, Central America, the Caribbean region and Russia plus two OMDO staff stationed overseas. The subject of the technical training this time was the new fuel injection 4-stroke outboard models F250A, F200B and the F50-F90F, with a focus on the Command Link technology. While most of the OMDO markets are in developing nations, there is an increasing demand for 4-strokes for environmental reasons. The service reps who attended this seminar will now have the important job of training local mechanics in their countries.

From Minoru Fukuda, OMDO, YMC



The service representatives attended this technical seminar from 14 countries

## The Netherlands



The Dutch touring group were greeted and congratulated at YMC's Communication Plaza after completing their 15,000-km trip

### Dutch touring group reached destination Japan!

Leaving the Netherlands on June 19 and traveling an incredible 15,000 kilometers in 60 days, a group of 13 intrepid Dutch motorcyclists calling themselves "DE MC-Caravan" reached their final goal in Japan on August 13. The site chosen as their final goal after crossing the Eurasian continent was the Communication Plaza of Yamaha Motor's headquarters in Iwata. The leaders of the group, veteran long-distance tourers Rob and Dafne, made the trip riding tandem on the TDM900 and were very satisfied with its performance.

## Republic of Maldives

### Police bikes from Yamaha Motor India go on duty



Maldives police officers with their new YMI-built police bikes

On July 10, a ceremony was held in Male, the capital of the Republic of Maldives, the island nation lying southwest of the Indian subcontinent, for the police to take delivery of an order of new police bikes built and outfitted by Yamaha Motor India Private Ltd. (YMI). These police bikes are specially equipped versions of the popular YMI-made 125cc 4-stroke model "Fazer."

Furthermore, to make sure that the Maldives police are thoroughly acquainted with the new bikes and their proper use and maintenance, YMC held a very well received riding course for the police officers who will be using them.

From Yoshiyuki Ito, OMDO, YMC

## Turkey

### BURLA sponsors first Yamaha S-1 races for PWCs

The Turkish Jet-Ski Federation organized the First S1 Championship in the Bodrum region with the sponsorship of the Yamaha marine distributor BURLA Machinery Trade & Investment Company with support from its local dealers. The event was held on May 19th, which is Youth and Sports Day. Thanks to BURLA's close relations with the Federation, four units of Yamaha XL700 WaveRunners were used in the 1st leg of the Bodrum races. BURLA



BURLA supplied WaveRunners for the first S-1 slalom race competition

also prepared prizes for the first three winners in both the men's and ladies categories. More races will be held in other parts of the country to decide competitors who will compete in the World Jet Ski Championship in the USA in late 2005.

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

## D'Ieteren Sport hosts Yamaha Motor Europe 2005 annual convention

The annual convention of Yamaha Motor Europe was hosted this year by the Yamaha distributor for Belgium, D'Ieteren Sport. Held in Brussels over the two days of July 12 and 13, the convention was attended by an international group of over 200 Yamaha executives from all over Europe.

The theme of the meeting this time was "Growth by Brand Value Up" and it included marketing strategy presentations and business meetings and test rides for each product segment. At the Welcome Party on the 11th attended by YMC's president Kajikawa, participants were treated to a special 50th Anniversary presentation followed by an exciting sneak preview of the 2006 model ATV, PTW and Marine lineups.

From Catherine Hautet, PTW Communication Dept., YMENV, The Netherlands



YMC president Mr. Kajikawa addresses the convention



The new product introductions were made in a fashion-show type presentation.



A fantastic museum of the vintage vehicles D'Ieteren Sport has handled

## Yamaha Unmanned Helicopter shown at Paris Air Show

From June 13 to 19, Yamaha proudly displayed an autonomous-flight Unmanned Helicopter "RMAX GO-1" at the 46th International Paris Air Show (organized by S.I.A.E.). This advanced model is based on Yamaha's utility-use RMAX model that has already sold over 2,000 units for use in crop dusting in Japan. As software displays, various systems that can be mounted on the RMAX to expand its application to various fields were shown. Many of the show's 480,000 visitors also lined up to experience "operating" the helicopter by remote control on a special simulator of a ground control station.

From Makoto Hagiwara, Sky Operation Div., YMC



Yamaha Motor France president Olivier also visited the Yamaha booth



The steady flow of visitors to the Yamaha booth enjoyed displays like a simulation station for remote flight control of the helicopter

The Netherlands

# 50th anniversary celebrated at YMENV too

On 1st July, 2005, 100 people from Yamaha Motor Distribution, Yamaha Motor Europe N.V. (YMENV) and Yamaha Motor B.V. gathered to congratulate YMENV's president Inumaru on the 50th Anniversary of Yamaha Motor. After the video-speech from YMC's president Kajikawa and moving congratulatory speeches by vice-president Jan Erick Krogh and junior YMENV employee, Marteen Jansen, Mr. Inumaru was presented with a unique gift of a solar clock. In return, the employees received Yamaha pins and a Yamaha History book.

On the following day, 500 employees gathered in a leisure resort in the south of Holland to have lots of fun riding ATVs, WaveRunners, off-road motorcycles.

**From Catherine Hauet, YMENV, The Netherlands**



YMENV employees gathered to celebrate YMC's 50th anniversary



The celebration continued the next day at a beach in southern Holland

## Czech Republic

### Eastern European Yamaha Summer Festival

Saturday 18th June saw the first Eastern European Yamaha Summer Festival held at the famous race track Brno in the Czech Republic. Attracting over 600 people, the event offered attendees an action-packed schedule for experiencing the thrill of Yamaha products. Racing fans could imitate Rossi by running a lap of the race circuit on a Yamaha R1. More leisurely motorbike fans could test ride the Yamaha tourers across 200 km of the beautiful countryside. There were also ATVs for adventurous off-road riding and an MT-01 World, where riders could ride the exciting new MT-01!

**From Roy Horstink, YMENV, The Netherlands**



There was plenty of action and a guest appearance by GP star Norick (center, kneeling) for lucky participants

## Turkey

### WaveRunner riding courses build customer awareness

The first Water Vehicle School for Safety Riding was held in the Antalya region by Yamaha marine distributor BURLA Machinery Trade & Investment Company with the support of the Antalya Dealer Tansal Marine, on the 4th of June, 2005. Some 20 selected representatives attended the course from local PWC rental operators. The aim is to teach the rules of "safety riding" of PWCs initially to rental operator staff, so that they can transfer this vital information to the people who rent from them, thus contributing to a sounder marine sports environment. The event was well received, and plans are being made for follow-up events in the future.

**From Orhun Senturk, BURLA Machinery Trade & Investment Company, Turkey**



YMC's H. Itakura attended the event and helped distribute Certificates to all who completed the course

## Canada

### Yamaha goes 1-2 tough La Tuque 12 Hour ATV Race

Yamaha has been able to dominate the Canadian ATV racing circuit since the introduction of the YFZ450, and this model proved its speed and endurance again with a commanding victory on May 21, 22 in the "Les 12 Heures d'Endurance de La Tuque," Canada's toughest ATV race.

Some of the fastest riders in the world run on a tough motocross-based 4 km closed course for 12 hours over 2 days with 4 separate heats. For this race the YFZ450 was the choice of 21 of the over 50 teams competing. Yamaha Canada's #1 ATV team, "Splash'n Dirt" and "TM Quad YAMAHA" from France battled for the lead to give Yamaha a 1-2 finish, with the French team prevailing.

**From Peter Swanton, Motorsport Div., YMCA, Canada**



The captains of the three top finishing teams



Action was hot on a tough motocross-based course

## Italy

### YMIT events help build bonds with the customers

This year, Yamaha Motor Italia S.P.A. (YMIT) has held five events aimed at building the Yamaha brand image and customer satisfaction. In one of these, YMIT set up a stand at the Mugello circuit on June 4 and 5 to allow some 1,650 customers, Yamaha dealers and YMIT employees to watch the Italian GP round of the MotoGP. Also, a post-race party was held, for which Valentino Rossi lent the race's victory cup. Then, on June 17-19 YMIT rented the Misano circuit for a circuit riding event, a Rossi appearance, a stunt show, dealer booths, test rides with the new Yamaha models and an evening party. Over the three days a total of 15,000 people attended.

**From Masatoshi Endo, YMIT, Italy**



Rossi signs autographs for the gathered customers



Rossi and the winner of a special Rossi-version R6 in a dealership sales campaign

## Canada

### RS Venture Touring model chosen "Real World Sled of The Year"

"SnowTrax Television," the world's most watched snowmobile enthusiast program has made it clear what makes a great snowmobile when it chose Yamaha's RS Venture Touring model as "Real World Sled of The Year" for 2005.

Show host and Executive Producer John Massingberd explained that, "We initiated this award last year because we felt that there was a need to evaluate new snowmobiles from a consumer point of view after a full season of real world conditions."

The candidate snowmobiles were judged on categories of durability, reliability, new technological advancements, recall/service updates, cost of operation and value to consumers. And the Yamaha RS Venture Touring was the clear winner.

**From Peter Swanton, Motorsport Div., YMC, Canada**



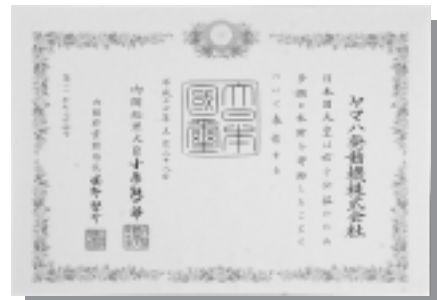
YMC National Marketing Manager, Tim Kennedy with Snowtrax Television's, "Real World Sled of the Year" award

## Japan

### YMC awarded Prime Minister's Medallion for disaster relief efforts

On July 25, a ceremony was held by Japanese Red Cross Society in which Yamaha Motor group was awarded a "Konjyu-hosyo, Medallion of the Prime Minister of Japan" for the company's efforts along with its group companies on behalf of the victims of last December's devastating earthquake that struck the island of Sumatra and the resulting Indian Ocean tsunami. The relief effort included donations of 100 units of Yamaha ET950 generators and free servicing of damaged motorcycles and outboard motors.

**From Tomoko Kakehi, Corporate Communication Div., YMC**



The medallion is displayed in the headquarters lobby

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- 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 e-mail, (Ms.) Rika Niwa, at the address below.  
E-mail: [yamahanews@yamaha-motor.co.jp](mailto:yamahaneeds@yamaha-motor.co.jp)



# Yamaha YZ250F

## 50th Anniversary model sports “US Inter colors” of the past



The super-high-performance motocrosser YZ250F, with its liquid-cooled, 4-stroke, DOHC 5-valve single-cylinder engine mounted on an aluminum semi-double cradle frame, has been chosen for a special Yamaha 50th Anniversary edition with the nostalgic coloring and graphics from the 1970s. This “YZ250F 50th Anniversary Special Edition” will sport the yellow and black color scheme of the Yamaha International Corporation (YIC) race machines. Founded in 1960, YIC was the US sales company for both the motorcycles of

YMC and the musical instruments of Yamaha Corp. for 17 years before the founding of Yamaha Motor Corporation USA in 1977. At the time, YIC also served as parent company for the Yamaha motorcycle racing teams, and the yellow and black “strobe” graphics of the Yamaha machines became famous among race fans the world over as they competed at the top

level of motor sport in the US and Europe. Known today as the “US Inter colors,” based on the YIC company name, these nostalgic yellow and black graphics are a strong symbol of Yamaha’s race activities over the years. That is why they have been chosen for the “YZ250F 50th Anniversary Special Edition” for a machine that is representative of the latest in Yamaha’s ongoing challenge to build advanced, highly competitive bikes.

The excitement of the performances of the Yamaha teams in the 1970s at the highest level of the sport in AMA Supercross, the motocross Nationals, AMA road racing and the World GP comes to life once again in the “US Inter colors” of this special anniversary model.

