

YAMAHA MOTOR CO., LTD.

# Yamaha News

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**GENESIS**



## THE WAY FORWARD

Two unique engineering concepts—GENESIS in 1985 and G.E.N.I.C.H. in 2005—have helped define Yamaha's quest for the ultimate riding experience. Learn about them and how they point the way forward for Yamaha engineering and design.



**GENIC H**

# Two Breakthroughs

There are two fundamental engineering ideals that form the backbone of Yamaha Motor Co., Ltd.'s "product creation." But, that doesn't mean that Yamaha is trying to build products that contain these two ideals. Yamaha engineers are always trying to build products that are fun, a joy to ride, fast or easy to use. And in the end, what we strive to develop is products that bring that special combination of excitement and deep satisfaction we call *Kando*. The two engineering ideals that have emerged from this quest are GENESIS and G.E.N.I.C.H. They are not ideals that were drawn up intentionally but the natural and essential outgrowths of the bigger quest.

## GENESIS (1985~)

This is the machine development concept that Yamaha introduced in 1985. It is an engineering ideal that seeks to create an organic integration of every mechanism and part of the machine, from the engine and chassis right down to the individual components, with the aim of building in the type of total performance that creates a high level of "rider-machine communication."

## GENICH (2005~)

This is an engineering ideal that makes active use of electronic control technologies to further heighten the quality of the ride based on rider-machine communication. It is the acronym for "Genesis of Electrical engineering for New Innovative Control technology with human orientation."

### A machine called the FZ750

In the autumn of 1984, Yamaha unveiled a new machine at the Cologne Show in Germany. Its name was FZ750. The trend in large-displacement supersport bikes at the time was toward boosting performance with more cylinders for higher power output. It was a time when customers judged the bike by its horsepower spec. In the face of that trend, Yamaha introduced the FZ750 as a whole new breed of supersport bike designed for

overall rider-machine communication under a new engineering concept that Yamaha dubbed GENESIS.

For the FZ750, the design team changed the frame design to one that connected the head pipe and the rear arm pivot in a straight line and mounted on it a DOHC in-line-4 engine with five valves per cylinder for outstanding intake/exhaust efficiency. Furthermore, by mounting the engine with a 45-degree forward incline, they were able to boost performance by

fitting the engine with straight-intake down-draft carburetor(s). What's more, this layout contributed to improved chassis performance by enabling optimum front-rear weight distribution, lower center of gravity and greater concentration of mass.

This revolutionary design was something never seen before in a supersport model. Unlike the designs of the day that placed priority on spec numbers and treated the engine, chassis and all the other mecha-





The GENESIS concept was applied to the FZ750 to achieve fuller controllability and high performance that was fun to use. Those ideals are still alive in today's sports and supersport models

nisms of the bike as separate entities, the aim of the FZ750's design was to lay out the various components in a more organic relationship that improved the overall performance of the machine in a way that put the rider and machine in perfect sync so that the rider could enjoy the true excitement of being in complete control of the bike. In other words, it was a design that sought to realize the Yamaha ideal of "unity of rider and machine." And when the FZ750 was unveiled, Yamaha introduced the GENESIS concept at the same time as the engineering ideal that the FZ750 embodied.

After the birth of the FZ750 and the GENESIS concept, Yamaha continued to release a series of supersport models including the FZ250 Fazer and the FZR400 that carried on this GENESIS ideal. And it was this same ideal that eventually led to the epoch-making YZF-R1 introduced in 1998.

Now, more than 20 years after the birth of the FZ750 and the GENESIS concept, the layout of the FZ750 remains the standard in the sports and supersport categories, not only for Yamaha but for all makers, in Japan and abroad. And this fact stands as proof that Yamaha's GENESIS concept represented a true design breakthrough that gave birth to the sports and supersport categories as we know them today. In fact, you could say that it has become a shared asset of the motorcycle industry that helped move the whole industry forward and continues to evolve to this day.

## G.E.N.I.C.H.

Two decades after the release of the FZ750, Yamaha introduced two new electronic control technologies at the 2005

Paris and Tokyo motor shows. These were the YCC-T (Yamaha Chip Controlled Throttle) system adopted on the YZF-R6 and the YCC-S (Yamaha Chip Controlled Shift) system used for the first time on the FJR1300AS. Both of these were systems adopted on production motor-

cycles for the first time in the world (according to Yamaha survey). And with their release, Yamaha chose the name a G.E.N.I.C.H. to describe the engineering ideal that had given birth to them. An ideal of actively using electronic control technologies to improve the quality of ride through a higher level of rider-machine communication.

Mr. Shinichiro Nishimura, who works in product planning for Yamaha's sports models, comments: "GENESIS is an engineering ideal that aims to boost total performance by improving the interrelationship of the various parts of the machine (engine, chassis etc.) that can be considered the cardiopulmonary function, muscles and bones of the motorcycle. In contrast, G.E.N.I.C.H. represents the equivalent of control functions of the mind and nerves that can heighten the performance of the cardiopulmonary function, muscles and bones while also improving athletic ability and coordination," he says. Although the two approaches are different, the aim of both GENESIS and G.E.N.I.C.H. is "rider-

machine communication."

What were the factors that gave birth to the G.E.N.I.C.H. concept? "There are concrete limitations in the realm of hardware. For example, steel is not going to get ten times stronger than it is now in the next five years," says Mr. Makoto Shimamoto, who worked on the development of the YZF-R6. Of course, we are always working to push back those limits, and those efforts will continue. But, it is still very difficult to achieve real breakthroughs in the hardware realm. At the same time, however, the expectations of the customers are getting higher all the time, and we have to work to answer those expectations. That is why we have



YCC-T is a variation of systems already in use on automobiles that Yamaha has succeeded in applying to sport motorcycles by boosting system speed and designing a more compact system

been working aggressively in the area of advanced research in electronic control technologies for some time now. And the great advances in the memory capacity and calculating speed in the computer world recently have made it possible to design and put to use electronic control functions that were impossible even a few years ago. This ability to achieve higher



levels of rider-machine communication with electronic control technologies as well as hardware is what gave birth to the G.E.N.I.C.H. engineering ideal,” explains Mr. Shimamoto.

Yamaha’s electronic control technologies go back to the fuel injection system adopted on the 1982 model XJ750D, the EXUP system of the 1987 model FZR400R, the ABS system of the 1989 model FJ1200A and also the Traction Control system of the Lanza. So, what is the difference between these electronic control technologies of the past and the ones used in the newly developed YCC-T and YCC-S systems?

Here is what control system developer Mr. Takeshi Matsuda says: “The difference is that these new systems have brought control technologies into the most fundamental operations of motorcycle riding, namely the clutch operation, the shifting operation and the throttle operation. But when you bring control systems into these basic functions, it is absolutely necessary that they be non-intrusive functions. For example, if the rider actually feels the control function kicking in, then it is already a failure. We have to create a control system that operates at the moment the rider feels that he or she is in charge and operating the machine as they wish, and at that moment, the system has to function to



The YCC-S system adopted on the cruiser model FJR1300AS boosts running performance and convenience while also contributing to a more comfortable ride

make the machine even easier and more enjoyable to handle than a machine without the control system,” he explains.

Until now, motorcycles could only be evaluated in terms of the hardware elements of the engine and chassis. With the birth of G.E.N.I.C.H., though, there is now a new criterion for evaluation: the machine’s software. Hardware is a construction of materials and today anyone can and does copy a construction like the standard layout of the FZ750. But the software technologies being created by Yamaha today are the product of know-how accumulated by the company’s engineers over 51 years in the specialized environment of motorcycle development. That is why it can be said that the riding feeling

created by G.E.N.I.C.H. technologies is purely and uniquely Yamaha, and it is something that no one can copy.

Says Mr. Yoshihiko Takeuchi, who worked on the development of the YCC-S: “People dislike actions that feel strange, and we instinctively seek to avoid such actions. That is especially true in the case of something like a motorcycle where the rider’s actions are crucial to the operation of the machine. The reason that the new FJR1300AS and YZF-R6 models are receiving high praise in the marketplace is that their YCC-T and YCC-S systems fit human sensitivities. Just like the GENESIS breakthrough with the 1985 model FZ750, these two models are now creating another true breakthrough.”

## The future of Yamaha technology

The motorcycle is a machine with about a 100-year history, and one of the things that makes it different from products like the electrical appliances we use all the time is that you need a license to operate a motorcycle. That license is a prerequisite for using a motorcycle today and only people who get a license can ride one. That is the very reason why changing the operating feeling of the motorcycle is something that all riders will dislike. In extreme cases it could even make people unable to oper-



Yamaha will continue to heighten rider-machine communication in its motorcycles through the synergy of the GENESIS and G.E.N.I.C.H. engineering ideals

ate the motorcycle. That is why engineers have to be very careful about changing the basic standards of the operation processes and why those changes have to be made very slowly.

This is why Mr. Takeuchi says that the YCC-S development project was a very difficult one. As for the future of these control technologies, he adds: "The pioneers in this field of electronic control systems have a very big responsibility. Because what we are doing is changing the operating processes that have been the same for decades. If changes are made in the wrong direction, it could have a big effect on our existing motorcycle culture. But at the same time, we can't stay in the same place forever. We have to move forward, because the customers are always expecting and demanding something new."

Mr. Shimamoto adds: "Our current G.E.N.I.C.H. concept is to create control systems that don't feel strange to the rider, but I believe that in the future we will be searching for control systems that introduce new developments which will enable Yamaha motorcycles to open up new worlds of riding enjoyment. Of course, what we will be aiming for is new evolutions of rider-machine communication. And when we do, that may be our 3rd Breakthrough."

Yamaha's aim has never been to create concepts like G.E.N.I.C.H. and GENESIS. We have simply been answering the call from the customers for motorcycles that are even easier to control, and in the process of trying to create products with the next level of controllability, these two concepts were born.

As long as Yamaha strives to create peo-

ple-centric products, the GENESIS and G.E.N.I.C.H. concepts will live on, and they will help bring new evolutions of rider-machine communication.



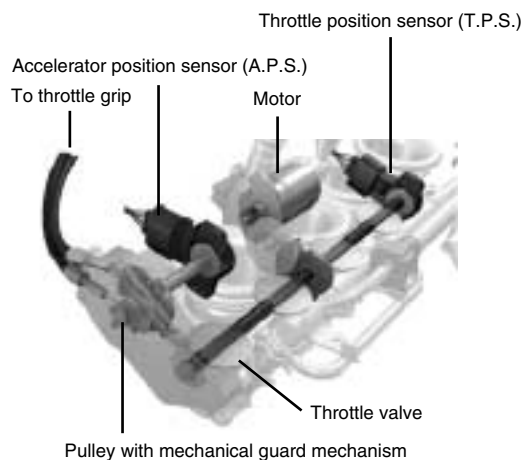
From left, Mr. Yoshihiko Takeuchi, Mr. Shinichiro Nishimura, Mr. Takeshi Matsuda and Mr. Makoto Shimamoto were involved in the development of the YZF-R6 and FJR1300AS

### YCC-T (Yamaha Chip Controlled Throttle)

#### Controlling intake air volume to improve torque characteristics with a super high-revving engine

The YCC-T is a feature mounted for the first time ever on a production model (Yamaha survey) with the 2006 model YZF-R6. The system senses the throttle action of the rider and based on that information the ECU instantaneously calculates the optimum throttle valve opening (at 1000th of a second increments). The control signals then actuate throttle opening by means of servo motors to actively control intake air volume.

The ECU contains a 3CPU having a capacity about five times that of conventional units, making it possible for the system to respond with extremely high speed (100th of a second increments) to the slightest adjustments made by the rider. In particular, controlling the throttle valve opening enables optimization of the torque curve and intake airflow speed to effectively bring out the performance potential of a large-bore, super high-revving engine and helps achieve smooth torque development across the full rpm range.



### YCC-S (Yamaha Chip Controlled Shift)

#### A new system that eliminates the need for clutch operation

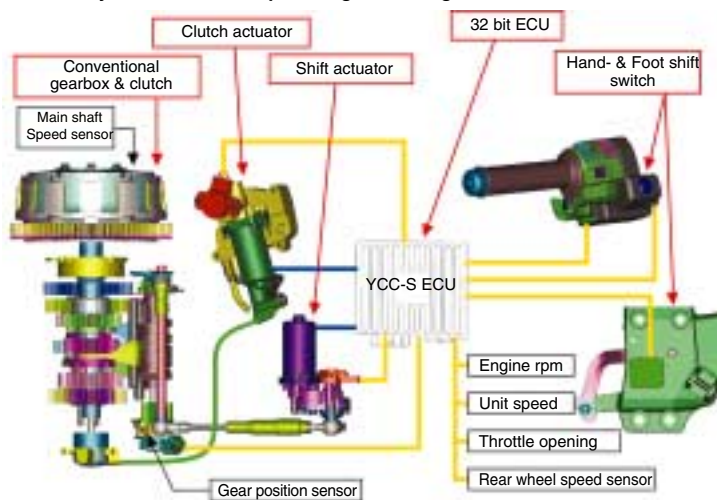
With the YCC-S system, information about engine rpm, running speed, gear position and throttle position (by TPS) is constantly fed to the ECU so that calculations can instantly be made in response to the rider's gear selection to govern the appropriate clutch and shift operations. Since the YCC-S system has no clutch lever, no conventional clutch operation is necessary and gear shifting can be performed either by means of the foot shift switch located where the conventional shift pedal would be or by a hand shift operation.

This eliminates the need for bothersome clutch operation in city riding and makes for smooth riding in all kinds of situations by enabling a big reduction in chassis reaction during shifting for a more comfortable ride, greater convenience in shift operation and more.

### YCC-S System make-up

#### Full-automatic clutch engagement & disengagement

#### Possibility of Hand or Foot operated gear shifting



## Yamaha Motor Asian Center Co., Ltd.

# Growing with

**Location:** Bangkok, Thailand

**Employees:** 128 (Thai = 100; Japanese = 28)

In the wake of the 1997 monetary crisis in the ASEAN region, Yamaha Motor Co., Ltd. established a new company, Yamaha Motor Asia Pte. Ltd. in Singapore to provide financial support for the Yamaha manufacturing bases in the Southeast Asian region. As the region recovered from the crisis and its motorcycle market began to grow rapidly, Yamaha moved again to establish another company to concentrate on strengthening the competitiveness of Yamaha motorcycle manufacturing and product development in the ASEAN region by coordinating production and purchasing operations. The new company named Yamaha Motor Asian Center Co., Ltd. was established in Thailand and began operations in April of 2001.



YMC's G-OP (Global Order Processing) system to support the ordering process which had been in operation among the Yamaha group's major ASEAN factories for all ordering of sets of parts for manufacturing, replacement parts and spare parts for Yamaha's first ASEAN-market standard commuter motorcycle, the NOUVO.

In July, 2003, another YMC system called the G-PORT system was implemented to support the G-OP system used for Thai Yamaha Motor Co., Ltd. (TYM) and PT. Yamaha Indonesia Motor Manufacturing (YIMM). Its aim was to boost service and business speed in our dealings with the Yamaha factories. This system was designed first of all to achieve smoother global logistics by sharing and upgrading accurate trading information. Secondly, it sought to improve the quality of our client services by providing (1) delivery information (Planned/Actual shipping bases), (2) detailed shipping information and (3) linkage within the Yamaha group's market management system for the ASEAN region. Lastly, it was designed to also pro-



Our reporter:  
Nawon Kuntichaikajon

The beginning of Yamaha Motor Asian Center Co., Ltd. (YMAC) came from Yamaha Motor Co., Ltd. (YMC) looking for a new location in South Asia to from

which to strengthen motorcycle parts purchasing and supply in the ASEAN region under the AFTA (ASEAN Free Trade Area) scheme. Eventually, YMC decided that the best location would be the central business area of Bangkok, Thailand. On April 1st, 2001, the YMAC office opened on Bangkok's Sathorn Road. At this same time, the winds of growth in the world market led YMAC to look beyond the ASEAN region to Yamaha group factories throughout the world. This is how YMAC came to introduce Yamaha's very first "Complement Parts Business" which involves supplying parts to the factories in model sets rather than individual parts. through our YMAC Order Control (ODC) operations.

The YMAC offices were opened in two phases: first the YMAC Sathon office on 26th April 2001, and second our

Bangna office also in Bangkok for our R&D Department on 11th February, 2002.

### Technology Development to support the ordering process - Sathon Office

When YMAC first began operations in 2001, the parts ordering system used for cross trading among our Asian factories used a manual control system for receiving and issuing order documents, with YMAC acting as the intermediary between the factories and the parts makers.

In April 2002, YMAC implemented



The staff members of YMAC whose office is on the 21st floor of a building on Sathon Road in Bangkok's business district

# the world market



A scene from the CS training held for YMAC staff in order to pursue and maintain service that "surpasses customer's expectation"

vide effective, practical PSI control integrated with Yamaha's production management system.

## Ongoing systems improvement and business expansion

To improve the system and the ODC project from the standpoint of SCM (Supply Chain Management), YMAC put in place its G-OP phrase II in September 2005 to initiate comprehensive management of the supply chain from production to sales, respond rapidly to changes in market demand and reduce lead time in G-OP operations and promote stock reduction, all with greater flexibility and speed.

After almost five years in operation, YMAC has played a significant role in keeping Yamaha production volumes growing in the ASEAN region through continued development of both technology and business. During this time YMAC's complement (set) parts business has grown from 480 model part sets in 2001 to 1,723 sets in 2005.

In the meantime, YMAC has also had success in expanding its complement parts business beyond the Asian region. In 2004, an agreement was made with Yamaha Motor Componentes Da Amazonia Ltda. in Brazil to begin complement parts supply instead of single-parts ordering, initially on the Brazilian market's "NEO" model. Now we are taking our business to Incolmotos Yamaha in Colombia for the "NEXT" model.

The operations of our R&D Department at

the Bangna Office are also bringing significant results. The greatest achievement of YMAC R&D to date has been the development of the new model X-1 based on minor changes in the Spark Z to create a new model with a Speedy and Sporty image.

Through these wide-ranging business activities, YMAC hopes to contribute to Yamaha's growth in the Asian region and beyond, while also helping to reduce labor and material waste through more efficient operating systems that eventually benefit the worker, the environment and society under the Yamaha slogan of "Touching Your Heart."



To enable the timely release of products that surpass customers' expectations, YMAC is strengthening its R&D function to develop ASEAN market models that are competitive and enhance the Yamaha brand

## Thailand

**Capital:** Bangkok  
**Area:** 514,000 sq. km  
**Location:** Southeast Asia  
**Population:** 61,970,000  
**Language:** Thai

**General Introduction:** The cultural heritage of Thailand was mostly influenced by ancient India after Indian merchants and scholars first entered and gradually settled in Southeast Asia some 2,300 years ago. Thailand has long maintained its independence as a monarchy since the 13th century. The area of Thailand is 514,000 sq. km and excluding the northern mountain ranges, most of the area consists of highland and lowland plains. The plain in the middle of Thailand is one of the biggest breadbaskets in Asia.

Temperatures in Thailand average 29°C for the year. In Bangkok, temperatures are highest in April, climbing up to 35°C, while temperatures in December average around 17°C.

**Food & Drink:** The staple food of the people of Thailand is rice. Thai food with its abundant use of peppers and garlic as well as nahm bplah sauce made of fish, cilantro leaf of cicelyaceae and shrimp paste made of shrimps as seasoning has become well known around the world.



Thailand also has various kinds of tropical fruits like durian, mangosteen and mango because of its tropical climate. They are very juicy and have high sugar content and they are not only eaten as fresh fruit but also used as cooking ingredients for a variety of dishes as well.

When walking on the streets of cities like Bangkok, you will often find food stands or hawker centers offering a variety of kinds of food and dishes. You can enjoy a meal at these stands or centers at a very affordable price.

**Scenic sites:** Especially in the capital, Bangkok, the contrast of old historic temples and modern skyscrapers beautifully illustrates the breath of tradition and modernness to be found in Thailand today.

Besides Bangkok, the historic cities of Ayutthaya and Sukhothai are UNESCO-designated World Heritage Sites now well known to international travelers.

Phuket, in the south is the biggest island on Thailand's Indian Ocean coast. The white sand beaches and the adjoining resort areas are well known around the world. Many small islands dot the coast around Phuket and their waters delight divers with the beautiful contrast of emerald water and white sands.



One of the old temples, Prasat Hin Phimai is a Khmer style temple completed in the 11th century (Angkor Period). The beauty of its buildings has led this site to be called the Angkor Wat of Thailand



When in Bangkok, a lot of motorcycles can be seen on the streets

# Yamaha and Stefan Everts win sixth straight championship title!



On August 6, Stefan Everts achieved an amazing feat by riding his YZ450FM to win his twelfth straight round of the season in Round 12 of the 2006 MX1 series, the Belgian GP. This win also gave Everts his 99th career GP win and clinched him the 2006 MX1 title with three rounds remaining in the series. This is Everts' third consecutive title since the MX1 class was established as the premiere class of world motocross competition and his sixth straight title since coming to Yamaha in 2001. It also gives Everts an incredible record of ten career championships in world motocross GP competition. Everts stunned the motocross world last year by suddenly announcing that 2006 would be his last season as a GP competitor, saying

that he wanted to end his career as the best motocross rider ever. This final season began with Everts winning the first two rounds but splitting the heat wins with Sebastien Tortelli (KTM). After that he continued to win heat after heat despite the best efforts of up-and-coming rivals T. Leok (Kawasaki), K. Strijbos (Suzuki) and S. Ramon (Suzuki) to keep him off the podium. At the 11th round of the season, the Czech GP, Everts scored his 11th straight victory of the season with another perfect win (winning both heats). This gave him such an advantage in the point standings that he only needed one more point to clinch the season title. The twelfth round brought Everts back once again to Belgium with a chance to win the title in front of his

home supporters, which he did in style by once again winning both heats.

Everts has given part of the credit for this season's title to his "wonderful machine" that "helps bring out my full potential as a rider." This YZ450FM machine that he rode this season featured an aluminum frame for the first time and its performance was certainly a factor in the title win.

Although the season title is now won, there are still three rounds remaining and Everts' challenge goes on. He still has one more goal to achieve in these remaining rounds: his 100th career GP win. Surely he will ride his YZ450FM to claim this final goal as part of his enduring legend.



# Season enters second half with Rossi ranked 4th

Repeated misfortune in the early stages of the 2006 MotoGP series left defending champion Valentino Rossi and his YZR-M1 back in 8th place in the season ranking at one point. But, true to his vow after round five, the French GP, to “do my best to win every race I can toward the season title,” Rossi came back to win round six, the Italian GP, and round seven, the Catalonia GP. Those wins brought him up to 3rd place in the ranking, just 29 points behind leader Nicky Hayden (Honda) and with his sights on the title at last.

Beginning from round eight, the Dutch TT, would come races on three straight weekends. It was a chance for the team and for Rossi to make the comeback real. Rossi took a fall, however, on the first day of practice for the Dutch TT and injured his right wrist and left leg.

Still, Rossi kept his sights set firmly on the title. Of course, his team was behind him 100% and together they managed to finish 8th in the race. For the following weekend’s British GP, Rossi’s wrist and leg were still not completely healed, but he



The rivals' siege on champ Rossi is tougher than last season. Despite their efforts, Rossi and his YZR-M1 have won four rounds

managed to finish the race 2nd. Then, in round 10, the German GP, Rossi found himself in a hot battle with the top ranking competitors, Hayden, M. Melandri (Honda) and D. Pedrosa. In the end it was Rossi who emerged to take his fourth win of the season and move up to 2nd place in the ranking. After overcoming a series of accidents and injuries that had plagued him for most of the season, Rossi finally had Hayden within range.

At round 11, the US GP, however, Rossi was once again struck by misfortune, as machine trouble forced him to drop out of the race. By winning that race, Hayden managed to open up a 51-point lead over Rossi in the ranking. With six rounds remaining in the season, Rossi and the team are determined that they won't give up and will fight to the end.



By winning the German GP, Rossi had almost caught up to the ranking leader, Hayden. But unexpected machine trouble forced him to drop out of the following US GP. Still the team says they won't give up and will fight to the end.



At the end of round 12, Colin Edwards is in 7th place in the season ranking. He has continued to place in the points every race but the fans are hoping to see him on the podium again like earlier in the season



Everts has won 12 straight rounds since the 2006 season opener (21 consecutive heat wins). This latest victory gave Everts his 99th round win, leaving just one more for the incredible record of 100 wins



“What a great day. I never dared dream of becoming World Champion here at Namur. It has always been a very special place with a special atmosphere,” said Everts. “The motos worked out well today and I am so happy for my 99th victory and the Championship. I had such an exciting feeling going out on the track, but unfortunately it is my last time here. Still, I cannot think of a better way to go out!”



In his 18-year racing career in the 125cc, 250cc, 500cc and MX1 classes of the motocross world GP, Everts has won 10 world championship titles

We always welcome your contributions.  
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TYM top management and all employees join the Royal Diamond Jubilee Celebrations by wearing yellow shirts all the month of June 2006

## Thailand

### TYM Joins Celebrations Commemorating 60th Year of the King's Reign

This year, Thailand's Department of Industrial Works, Ministry of Industry organized a "Healthy Factory Project" in commemoration of the 60th anniversary of His Majesty King Bhumibol Adulyadej's accession to the throne, and Thai Yamaha Motor (TYM) was proud to be awarded as one of "Healthy Factories" out of 1,500 factories considered. In this auspicious year TYM organized many activities to honor the beloved King, including employee blood donations to the Red Cross, supporting royal endorsed products to donate for foundations, displaying yellow flags with the royal ceremonial emblem given to the Healthy Factory Award winners and encouraging all employees to wear yellow t-shirts embroidered with the royal emblem to show respect to His Majesty.

From Premchit Maneesarachun, Corporate Planning, TYM, Thailand



The Royal Barge Procession marking the 60th anniversary of His Majesty's Accession to the Throne on June 12, 2006

## Taiwan

### YMT Celebrates its 20th Anniversary

On June 15, Yamaha Motor Taiwan (YMT) celebrated the 20th anniversary of its corporate founding with a grand-scale party attended by some 650 guests including

government officials, dealers, supplier representatives and business associates at the Grand Hyatt Hotel in the capital, Taipei. The opening ceremony began with a video tracing the history of YMT, starting with a prologue of YMC's history and progressing to the founding of YMT as a joint venture and the outstanding record the company has achieved since in establishing strict quality control in manufacturing and introducing a growing range of products and marketing programs. This was followed by an address by YMT's Chairman Hsieh thanking everyone for helping the company reach this momentous milestone, after which Taiwan's Minister of Health and Labor, the Vice Minister of Commerce and Industry and YMC's President Kajikawa took to the podium one after another to deliver messages of congratulations. YMT's Chairman Hsieh and President Yoshino also made an official donation of one ambulance each to Taoyuan County and Hsinchu County where the company's main factory is located. The party reached its climax when the guest representatives gathered on stage for a toast to YMT's 20 years of success.

YMT's Chairman Hsieh speaking to the participants, some 650 guests including government officials, dealers, supplier representatives and business associates at the Grand Hyatt Hotel in the capital, Taipei



The participants toasted on stage celebrating YMT's 20th anniversary

From Chen-Chung Chin, PR dept. YMT, Taiwan

## UAE

### WaveRunner Safety Riding School and Middle East's first S1 slalom event



The participants are together for a photo. The safety riding training and the S1 slalom event were both successful



The participants are seriously watching a demonstration

Yamaha Marine distributor for the UAE, Al Yousuf Motors, has organised a WaveRunner Safety Riding School program targeting potential users as well as sales and service staff. The event was held at the Palma Beach Resort in Umm Al Quinn on 18th May. Mr. K. Oishi and Mr. Ammar Wafi served as instructors for the course that included class-

room and practical hands-on riding training. Besides teaching safety awareness and PWC riding etiquette, a briefing about launching a PWC and inspection tips for after use were also given. A total of 34 people took the course and many returned the next day for first Yamaha S1 slalom time trail event ever in the Middle East. When the competition and prize-giving was over, the racers and the organizers jointly conducted a beach clean up before enjoying a dinner at the Palma Beach Hotel.

**From Rie Takushima, WV Overseas Marketing Group, YMC, Japan**

## Czech Republic

### Yamaha Summer Festival 2006 at Brno

Yamaha Motor Europe (YMENV) organized the 2nd Yamaha Summer Festival at the world famous Brno racetrack in the Czech Republic from June 16 to 18. The festival gathered over 900 Yamaha fans from across Eastern & Central Europe to participate in events including supervised riding and instruction on the Brno track with their own machines, a Special R1 Cup race, 125cc test track, scenic rides, off-road ATV test riding in the woods as well as displays and demos of classic Yamaha bikes and racers of the past. Also an opportunity was created to "test the best," and event for trying out different exciting Yamaha models by our dealers and customers.

All day catering and an evening party was organized with former Yamaha riders Kevin Curtain, Broc Parkes, Dieter Braun, Kent Andersson, Phil Read, Chas Mortimer and Morimoto as guests.

It was a fantastic weekend thanks to the efforts of many people including sponsors Arai, Michellin, Pirelli, Metzeler, Yamalube, Yamaha Original Parts and Accessories and the Yamaha Classic Racing Teams.

**From Roy Horstink, Area Manager Central & Eastern European Markets, YMENV, Europe**



The members of the winning team in a special R1 Cup race gathered for a photo



## Australia

### The Yamaha 24 Hour Reliability Trial

First run in 1924 and sponsored today by Yamaha Motor Australia (YMA), the Yamaha 24 Hour Reliability Road Trial is one of the longest running motorcycling events in the world. Held in South Australia's famous Barossa Valley wine country, 'The 24' is an ultimate test of human endurance and machine reliability, where a single rider endures four laps of a 1,000-km circuit in 24 hours. Proving the reliability of the Yamaha WR450F by finishing 2nd and 6th overall in only their second year of competition were the 18-year-old twins Tristan and Sean Throup supported by Yamaha Pitmans. Another young rider, Luke Sweetman, finished 4th on a YZ250 to give Yamaha 1st place in the prestigious Trade Team category.

**From Dave Ferris, YMA, Australia**



Tristan Throup on his way to second outright



Sean Throup at the start of the 2006 Yamaha 24 Hour Reliability Road Trial

## Donation for children of typhoon victims

The devastating first typhoon of the season that struck central Vietnam in May left more than 200 dead and missing. In response, Yamaha Motor Vietnam (YMVN) made a donation of 150 million dong (approx. 1.07 million yen) to benefit some 100 children who lost parents in the disaster by providing for future school fees and the like. In an event at the Yamaha Town Da Nang showroom, YMVN vice president Trinh Van Cuong presented savings account books directly to the children along with words of encouragement, hoping for a quick recovery from their grief and distress.

From Masahiro Imada, YMVN, Vietnam



The Yamaha Town Da Nang, where the event was held



YMVN vice president Trinh Van Cuong speaking to some 100 children who lost parents in the typhoon

## Thailand

### Another significant step to make Yamaha the customers' "Only One" brand



New exterior design of a Yamaha Square in Bangkok



New interior design of a Yamaha Square showroom in Bangkok

Thai Yamaha Motor (TYM) was the first in Thailand's motorcycle industry to revolutionize the merchandising standard with its "Yamaha Square" showrooms featuring modern design for retail outlets that has been well

received by customers and greatly enhanced Yamaha's image. To maintain this leadership in retail outlet appeal and enhance the brand image even further, Yamaha has announced a new concept of the Yamaha Square to dealers nationwide. In a dealer meeting on July 17, presentations were made on Yamaha's global brand strategy and implementation of Total Brand Design Management, including the new design and visual identity (VI) for authorized Yamaha dealers. Afterwards, all the dealers visited a model Yamaha Square shop to see the new concept in practice.

From Premchit Maneesarachun, Corporate Planning, TYM, Thailand

## Kenya

### YBR125 successfully debuts with rugged road test

On April 27, Toyota East Africa Ltd. (TEAL), distributor of Yamaha motor cycles in Kenya, launched the 4-stroke YBR125 as the serious competitor in the Kenyan 125cc street bike category in the capital city of Nairobi. TEAL organized a customer-centric launch campaign with a fun event where TEAL's staff met with and expressed their appreciation to customers, while introducing the YBR125 in the way that it deserves—with Pomp and Style.

To further prove the YBR125's quality performance on Kenyan terrain, one was sent off on a high-profile 1,300 km trip on some of the country's most challenging roads. When the YBR125 returned the message was clear: "No Breakdowns, No Punctures, and No Oil Leaks, ... just 1,300 km of exhilarating, trouble free riding! Now expectations are high for sales success.

From John Troughton, TEAL, Kenya



The long-awaited new model YBR125 makes its appearance!



Fleet customers looked over the new model with great interest

## Switzerland

### Firefighting with the Rhino

The fire brigade of the canton of Grisons in Switzerland has converted a Yamaha Rhino side-by-side 4-wheeler into a rapid deployment fire-fighting vehicle for first-stage fire extinction. The Rhino was chosen because it can move a lot faster through the narrow lanes of the City of Chur than a normal fire-fighting vehicle. Likewise, it can reach fire scenes faster in the narrow alpine valleys. The Rhino has been specially equipped with high pressure fire fighting equipment and a 100-Liter tank for water or foam, a 60-Meter hose as well as a high-speed loading system on the existing load bridge. It is also outfitted with a revolving beacon and a strong tone siren.

From Reto Winiger, Product Manager, hostettler motoren ag, Switzerland



## Vietnam

### YSKS contest strengthened for second holding

On June 2, Yamaha Motor Vietnam (YMVN) held the Finals of its second YSKS (Yamaha Sales Knowledge & Skill) contest, in which outstanding sales staff compete in a test of their Yamaha product knowledge and sales skills. Held at the Sofitel Vinpearl Resort & Spa near Nha Trang, this year's contest was conducted on a larger scale than last year and the competitiveness was reflected in the serious attitude of the contestants. The questions were more difficult than last year and the subjects were more realistic. But the answers of the contestants showed their skills had also improved. This year's contest has made it clear the contest is meaningful to improve the motivation of the sales staff and improve their knowledge and skills.

This program is part of YMVN's efforts to build the strongest sales network possible and plans are already under way for an expanded contest next year.

From Masahiro Imada, YMVN, Vietnam



The prize winners of the YSKS (Yamaha Sales Knowledge & Skill) contest

## Japan

### Yamaha Austria Racing Team wins SBK class at Suzuka 8-hour

In the July 30 "Coca-Cola" Suzuka 8-hour World Endurance Championship Race, round five of the FIM 2006 World Endurance Championship Series, the Yamaha Austria Racing Team (YART) ran a hard-fought race to finish 10th overall and win the SBK class. Starting in 38th position among the 70 teams, YART ran steadily as the teams around them dropped away one after another in a tough survival race. One of the teams to drop out early in the race after an unfortunate collision was the Yamaha Blue Racing team with riders Colin Edwards of MotoGP fame and WSB star Noriyuki Haga.



The YART riders, from left, Gwen Giabbani, Sebastian Scarnato, Igor Jerman

The specially outfitted Yamaha Rhino of the Grisons fire brigade (gets to fires quicker in narrow alpine valleys)



Edwards said, "We had a great team with a good chance to win, so it was a big let-down to have to drop out because of a collision"

#### To have your topic included in *Yamaha News World* Topics:

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

Notice of when your article will appear in YN will be made after the editing process. Send your articles to us by e-mail, the editorial staff, at the address below.  
E-mail: [yamahaneeds@yamaha-motor.co.jp](mailto:yamahaneeds@yamaha-motor.co.jp)

# Contributing to the Company and Society – the 31st YMC President Awards



On July 3, the Yamaha Motor Company President Awards ceremony was held at the Communication Plaza at the corporate headquarters in Iwata. In this 31st presentation of the President Awards, five groups were awarded for their great contributions in a variety of areas.

The President Awards began in 1986 with the launch of the “Special Achievement Awards” as the highest awards given out by YMC. Today, the President Awards are a global program to recognize outstanding contributions to the Yamaha Motor group and contributions to society by individuals and groups, not only within YMC but throughout the global Yamaha Motor group companies. The awards are presented in the five areas of Marketing, Product and Technology Development, Manufacturing, Business Achievement and Contribution to Society.

## 31st President Awards

### Establishing the Yamaha Brand in the ASEAN Region

Category: Product and Technology Development  
Theme: Development of the ASEAN market model T110  
Award recipients: Representing the CV Operations Development Div.,  
Mr. Takanori Murata (for all the members of the T110 related development teams at YMC and YMAC)

The “T110” is an ASEAN market “sporty moped” model mounting a 4-stroke engine with transmission. It was introduced in 2002 as the new standard for 4-stroke mopeds. It quickly won the trust of the market with its excellent balance of performance, economy, convenience and sporty exterior look and as of April 2006 it has sold a total of 1.43 million units in the six ASEAN countries where it is marketed, thus making a great contribution to the Yamaha brand image and market share in the region.



### Development of electronic control technologies Based on the “G.E.N.I.C.H.” Concept

Category: Product and Technology Development  
Theme: Development of the YCC-T and YCC-S systems for mass production under the G.E.N.I.C.H. ideal  
Award recipients: MC Engineering Division, MC Business Operations; Component Development Division, Engineering Operations; Advanced System Research Division, Research & Development Operations; Quality Assurance Division, Product Assurance Department, Motorcycle Headquarters

Yamaha’s new “G.E.N.I.C.H.” design/engineering ideal involves the active use of electronic control technologies to create a high quality ride based on rider-machine communication. Two of the first products of this new engineering direction are the YCC-T (Yamaha Chip Controlled Throttle) electronic throttle system and the YCC-S (Yamaha Chip Controlled Shift) electronic shifting system that eliminates the need for clutch operation by the rider. These two systems are world firsts on production motorcycles and have now won high praise on the YZF-R6 and FJR1300AS models respectively.



## Development of a high added-value painting method

Category: Manufacturing

Theme: The challenge of achieving high-efficiency, high-quality robotic painting through development of a revolutionary painting method

Award recipients: 5th SyS Division (Exterior Painting SyS Team: Hiroyuki Takai, Shinobu Hamada, and six others),  
Manufacturing Team: Nobutaka Takabayashi and 19 others, Manufacturing Technology Division (Painting Technology Group: Yasuhiko Matsumoto, Process Technology Group: Kenjiro Fujii and two others)



An effort was undertaken to use a new approach to completely revise the hand spraying method for painting that had continued for a quarter of a century. The result was an all-robotic painting method that dramatically increased productivity and painting quality. Analysis of the airflow in the painting booth and the flow of the paint mist led to the creation of optimum painting conditions that enabled an exclusive, high added-value technology that achieved top-level paint adherence rate within the industry and in turn contributed to reduced cost, improved quality and contribution to society in terms of reduced VOCs.

## Creating Business Opportunities with Corporate Efforts

Category: Marketing

Theme: Breaking a competitor's monopoly by convincing French police to use FJR1300A police bikes

Award recipients: President and staff of Yamaha Motor France (YMF)

In the French police bike market which had been completely dominated until the time by a German motorcycle maker, YMF set up a team to work aggressively on developing police bikes that would meet the French police requirements and open up a new business opportunity. Besides increasing sales and profits, the resulting FJR police bikes served to build the Yamaha brand image by helping to keep the peace, enforce traffic safety and escort state officials and visitors of foreign states.



## Personnel Resource Development in Indonesia

Category: Contribution to Society

Theme: Contributing to society through continued holding of YES (Yamaha Engineering School) courses

Award recipients: Indonesia's YMKI Service Division (for 80 YMKI staff and 50 dealerships)

In Indonesia with its high unemployment rate among young people, the YES (Yamaha Engineering School) program was launched in 1990 as a vocational training school for motorcycle mechanics with the aim of training highly qualified personnel and contributing to society. In 1991 it was certified by the Indonesian government as an educational institution and in the 15 years since it has trained 1,250 highly qualified technicians. The school has also contributed to the strengthening of service capability at Yamaha dealerships and increasing sales.



\*Organization names are those used before the July 1 name changes

### Criteria for the President Awards

The standard for evaluation is achievement in realizing our corporate principles and outstanding job results.

#### Areas of evaluation

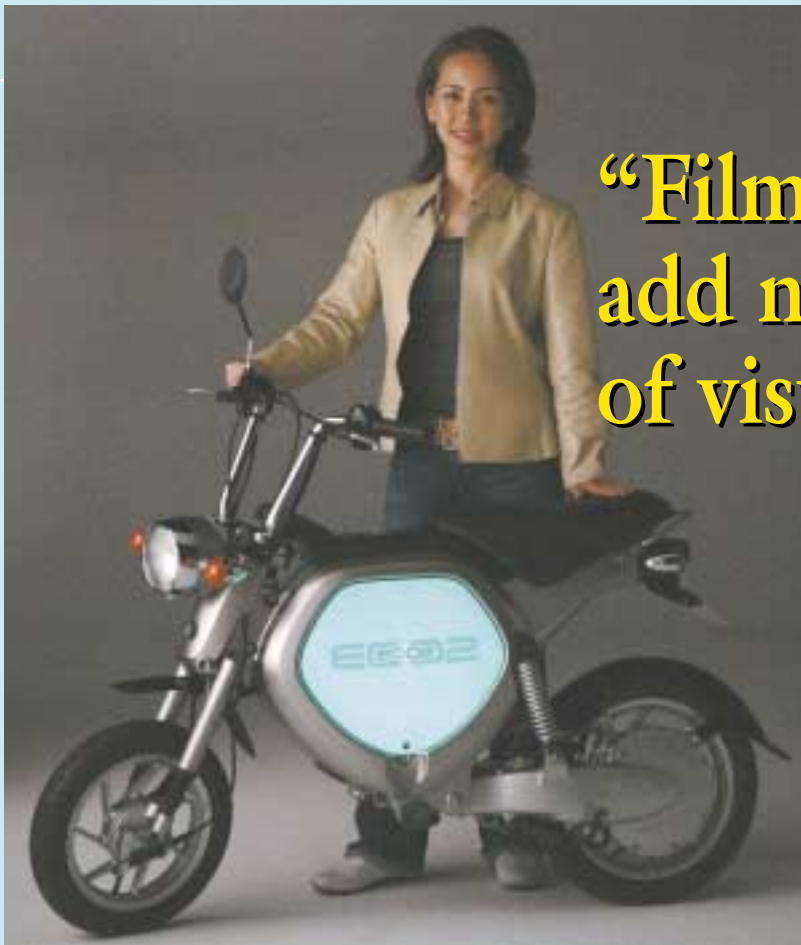
Outstanding achievement in realizing our corporate principles (Creating *Kando*, Surpassing Customer Expectations, Corporate Culture, Contribution to Society) and actions based on "Yamaha Value 21" plus exceptional contribution to society Activities that win a high level of recognition in the respective industry or from society

Activities that strengthen our corporate structure and conditions and strengthen our competitiveness in the industry or in society

### At the awards ceremony, President

**Kajikawa said:** "All of the awards this year are for achievements in areas of ongoing long-term efforts or achievements based on lofty long-term goals. I hope that all of the winners this time will continue their efforts in their fields of endeavor and continue to be models for Yamaha Motor group employees around the world in the true spirit of the President Awards."





## “Film-on Graphics” add new dimension of visual fun



Imagine a motorcycle with a phosphorescent finish that glows in the dark, or a motorcycle with 3D-effect graphics that give a cool look of depth and volume to the body. That is exactly what customers get to choose from with special editions of Yamaha's new “electric commuter” bike that went on sale on a limited basis in Japan recently. The name of this commuter bike that runs 100% on electric power is the “EC-02,” and what made possible the exciting look that adds fun and enjoyment to its just-released special versions is a new Yamaha-exclusive technology called “Film-on Graphics.”

Today's customers are looking for products with more fashionable designs and a look of higher quality than ever before. In the field of personal vehicles as well, people want greater variety of colors and designs in the exterior parts that are hard for makers to provide with conventional painted finishes. That is why makers are looking for finishing technologies that give them a wider range of design possi-

bilities.

One method that enables greater variety of designs with a look of higher quality than painted finishes is printing designs on film and applying the film to the product as the outer finish. Until now, however, such films have lacked the durability that exterior parts for products like motorcycles require, and it has also been difficult to apply these films in a way that makes them conform precisely to the shapes of the exterior parts.

Now Yamaha has cleared these hurdles and opened up exciting design possibilities with its newly developed “Film-on Graphics” technology. This method involves a new type of film developed by Yamaha and an exclusive vacuum-preserved method for molding the film onto the product surface. This method makes it possible to apply a film finish to either plastic or metal parts. What's more, it is an environment-friendly process that reduces VOCs (volatile organic compounds) in the manufacturing process to one-fifth that of conventional paint fin-

ishes.

The film Yamaha has developed for this new technology consists of four layers. If phosphorescent material is added to one of these layers, it produces a phosphorescent finish like the one now being offered on one of the special versions of the EC-02. If a plastic layer with a lens effect is added, it produces a 3-D effect that gives an impressive illusion of depth.

This new “Film-on Graphics” technology can also be used on the covers, cowlings and fenders of other products like our ATVs and snowmobiles. Indeed, it is the type of unique technology that Yamaha is developing to differentiate us from the competition according to the strategy of our “NEXT 50-Phase II” medium-term plan that will take YMC through the year 2007. At the same time, it is a technology that expands our range of expression as the brand that brings Art to every product we design.

