

Promoting Community-based Social Contribution Activities

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Yamaha Motor group has operations all over the world and its business activities are well supported by people in the various local communities. It is our sincere hope that our products will be used by people all over the world and that they will contribute to creating a more fulfilling life for them. At the same time, based on our recognition that corpora-

tions must coexist harmoniously with the communities surrounding them, we believe strongly in the necessity of maintaining and enhancing trusting, sustainable relationships with the stakeholders in these communities, through open communication and regular dialogue. In 2007, we focused our social contribution activities in four areas where we believed Yamaha Motor group's resources could best be utilized. Within these areas, we have been working to develop future leaders through manufacturing and sports initiatives, and are also taking actions that put to use the various types of environment-related knowledge we have gained through our business activities. We are also promoting our "40,000 People's V Campaign" to encourage each employee to be more proactive. Capitalizing on our corporate resources, including the technologies and expertise Yamaha Motor group possesses and the facilities owned by our group companies, we hope to continue working with governments, schools, NPOs, and people in the communities in which we operate to promote activities that will benefit them.

The Yamaha Motor Group Social Contribution Policy

1. By "fulfilling its social responsibility globally," as stated in its corporate philosophy, the Yamaha Motor group shall strive to contribute positively to society, and aim to become a corporation that contributes to the development of a sustainable society.
2. We will utilize our human and technological resources to promote the development of leaders, environmental conservation, safety, and solutions for community issues.
3. We will support employee participation in proactive social contribution activities.

Important areas of activities contributing to society

		Global issues			Local issues
Key themes		Developing future leaders	Environmental conservation	Improving traffic safety	Community issues
Activities	Social contribution towards coexistence with society	<ul style="list-style-type: none"> Promoting mental/emotional and physical health through sports Promoting creativity through product manufacturing 	<ul style="list-style-type: none"> Protecting the global environment Respecting biodiversity 	<ul style="list-style-type: none"> Providing transportation safety education to the community Awareness raising 	<ul style="list-style-type: none"> Supporting the community with Yamaha Motor's products, human resources and know-how

Fostering Those Who Will Shoulder the Future by Promoting Sports



The winning Da Nang team from Vietnam

The Yamaha Motor group, which seeks to develop "Kando* Creating Companies," is active in promoting the spread of and participation in a variety of sports in Japan and overseas, including motor sports and marine sports as well as rugby and soccer as one aspect of its activities designed to support and foster the youth of today who will shoulder the responsibilities of tomorrow's world.

In the ASEAN region, which is one of the main markets for our core motorcycle and marine products business, Yamaha Motor has contributed to the promotion of soccer as an official sponsor of the Asia Football Confederation since 2005. In 2007, YMVN, a Yamaha group company in Vietnam, held the Yamaha Cup 2007 as the sole sponsor of the National Children Soccer Championships held by the Vietnam Football Federation. In addition, the winning team was invited to Japan and a goodwill match was held with the Junior Youth team of Jubilo Iwata, a team active in

Japanese national J. League system, to support friendship among youth through sports.

In 2008, the 1st Yamaha ASEAN Cup U-13 Football Vietnam 2008 tournament was held with representative teams of youth aged 13 years and under from Indonesia, Vietnam, Thailand, Malaysia, and Singapore with the support of YMC and YMVN.

Moreover, the Yamaha ASEAN Cup Race motorcycle race has been held in the ASEAN region every year since 2003 to help develop young riders. This new soccer tournament has been positioned with the motorcycle race as an important symbolic presence of the Yamaha Motor group's support for sports in the ASEAN region. We will continue to support the expansion of sporting activities so children devoted to soccer can achieve their aspirations and goals, and plan to hold this event in coming years in the participating countries in rotation.

Vu Quang Binh
Deputy Director of the Vietnam Football Federation



We actively implement various programs to enhance support for soccer players and we place the greatest emphasis on young athletes. The tournament is in complete agreement with our activities. It is not just a competition, but also an opportunity to develop international friendship and to hone skills through friendly competition. We hope that this event can be held far into the future as an opportunity to show the potential of sports to as many people as possible and to help motivate promising children.

Masaki Asano
General Director YMVN (Vietnam)



The 1st Yamaha ASEAN Cup U-13 Football Vietnam 2008 tournament was held successfully with the cooperation of numerous people, including the members of the Vietnam Football Federation. The athletes played enthusiastically until the end without giving up, and their smiling faces after the game moved the many spectators at the event. I hope that during this impressionable period of the player's lives, the experience of participating in the event as representatives of their countries will be useful not only in soccer, but in other aspects of their lives in the future. We plan to continue this event in a manner characteristic of the Yamaha Motor group to contribute to local communities and share our concept of *Kando*.

* *Kando* is a Japanese word for the simultaneous feeling of deep satisfaction and intense excitement that people experience when they encounter something of exceptional value.



Environmental Symposium 2008: Raising Environmental Awareness



Exhibits presented information on environmental activities by the Yamaha Motor group and local NPOs

The event was held in the Act City Hall Hamamatsu (Medium hall, approximately 700 people attended)

Under the Yamaha Motor Group Environmental Policy slogan "In Harmony with Nature," the Yamaha Motor group considers environmental issues from a variety of perspectives together with members of communities where we operate and takes measures to develop a common understanding.

Once such endeavor was the Yamaha Motor Environment Symposium 2008, the second such symposium, held in July 2008 in cooperation with Nikkei BP magazine.

The previous symposium, held in the winter of 2007, was designed for group companies and concerned members of local communities with a focus on employees, but in 2008, we sought participation by a broader segment of society and recruited participants on our website. The event venue was moved from the Yamaha Motor headquarters Communication Plaza to the Act City Hall in Hamamatsu city, Shizuoka prefecture, where an eco-event for the general public was held. Approximately 700 people attended and participated in active debate on environmental issues.

The symposium started with a keynote address entitled Cleanup Mountain Climbing by world-renowned alpinist Ken Noguchi. Mr. Noguchi, who conquered the world's highest peak at a young age, sounded a warning about the ongoing environmental destruction as a result of the low level of environmental awareness among alpinists, including himself, and discussed his experiences concerning environmental preservation activities through the Cleanup Mountain Climbing movement.

Following the keynote address, Mr. Noguchi and Takako Shirai, a musician who also works as a Ministry of the Environment 3R meister,* participated in a panel discussion with YMC President Takashi Kajikawa. The discussion, which started with Mr. Noguchi's Cleanup Mountain Climbing activities, included comments by Ms. Shirai and President Kajikawa about the importance of environmental activities in local communities and corporate responsibility regarding the development of a sustainable society. The participants emphasized that measures for preserving the

environment are among the most important issues we face today.

In addition, booths at the event venue used panel displays to present information on Yamaha Motor group environmental preservation activities as well as environmental volunteer activities by various community members, including non-profit organizations and employees, to encourage the visitors to consider environmental activities from a variety of perspectives and provide opportunities for each individual to raise their awareness.

The Yamaha Motor group will continue to undertake measures to preserve the environment in cooperation with members of local communities while taking into consideration the opinions and comments obtained from a questionnaire conducted at the symposium.

* A person appointed by the Japanese Ministry of the Environment to promote the concept of reduce, reuse, recycle (the 3Rs).



Mr. Ken Noguchi gave the keynote address, discussing his valuable experiences in cleaning up Mt. Everest and Mt. Fuji



Musician Takako Shirai discussed her personal experiences and awareness of the environment in day-to-day activities

Promoting Traffic Safety among Children

Yamaha Motor conducts safe riding programs through group companies around the world with the aim of reducing motorcycle accidents.

The programs convey basic information concerning safe riding in a transportation-centric society and also recommend the use of safety equipment such as helmets and gloves and provide information on tire characteristics, braking, and other riding skills. The programs are taught by instructors who have completed training at the Yamaha Riding Academy (YRA), a system unique to Yamaha Motor. As one part of these activities, Yamaha Motor puts particular effort into safety courses for children and young people before they acquire driver's licenses with the aim of raising awareness of safety in communities from a long-term perspective. Personnel who conduct these programs visit local schools and government facilities and give courses based on scientific theory, hold hands-on type classes, and conduct parent and child motorcycle courses.

Safety courses for children in 2008 were held mainly in



A course for high school students in Thailand using part of the science based YRA curriculum

Japan, but the Yamaha Motor group plans to expand this program globally in 2009.

Supporting Disaster Recovery in Cooperation with Local Group Companies

Yamaha Motor made a donation of one million yuan (approximately 15 million yen) through the Japanese Red Cross Society on May 14, 2008 to provide emergency support to the devastated regions following the major earthquake in Sichuan, China that occurred earlier that month.

Then, on May 19, a total of 14 group companies in China made an additional donation of 1.16 million yuan (approximately 17.4 million yen) and relief supplies worth 126,800 yuan (approximately 1.89 million yen), including cold weather clothing, mineral water, and tents.

In addition, YMSM*1, which sells motorcycles in China, played a central role in collaborating with the production sites of CJYM*2, ZJYM*3, and LYM*4 to conduct the Smile Project*5 Yamaha Sichuan Support Campaign, a program that provided human support for recovery activities for about one month starting at the end of October.

A caravan of 42 volunteer service personnel from YMSM and dealers in China with at least fundamental motorcycle service skills acquired from the Yamaha Technical Academy, a special Yamaha service personnel training program, donated stationary goods to children in the afflicted region, performed free service and inspections of all Yamaha motorcycles in Sichuan province, replaced oil and spark plugs free of charge and provided other parts at special discount prices, and conducted safety education activities.

Also, when the cold became severe in February 2009, YMSM donated winter jackets to elementary school age children. The Yamaha Motor group plans to provide

additional support and earthquake recovery support in the future as necessary.



Free inspections and service were performed in earthquake hit areas in October and November 2008



YMSM donated winter jackets to schoolchildren in earthquake hit areas

*1: YMSM = Shanghai Yamaha Jianshe Motor Marketing Co., Ltd.
*2: CJYM = Chongqing Jianshe Yamaha Motor Co., Ltd.
*3: ZJYM = Zhuzhou Jianshe Yamaha Motor Co., Ltd.
*4: LYM = Jiangsu Linhai Yamaha Motor Co., Ltd.
*5: The Smile Project is the name used for safe riding educational activities conducted in China since 2007