

## Proud Celebration of 63 Years of YAMAHA Distinction

**YAMAHA DISTINGVISHED FORERUNNER** of the world of Motor Bikes recently celebrated its 63<sup>rd</sup> Anniversary world-wide, with high enthusiasm. YAMAHA was launched on the 1<sup>st</sup> of July 1955, in Japan, by **YAMAHA HATSUDOKI KABUSHIKI-GAISHA**. Today the company is active world-wide YA-1 the pioneering Bike of YAMAHA Co. took part in the FUJI Mountain Motor Bike competition in 1955 and won the & sweeping the podium with first, second and third place in the All Japan Auto bike Endurance Road Race that same year. This victory has been continued unbroken to-date. YAMAHA is on a non –stop winning spree. YAMAHA Brand Name has set up a sales record, in the global market.

YAMAHA motor bikes are continually subjected to quality monitoring. Priority is given to user safety. Miraculous, latest technologies are fully utilized in the manufacture of YAMAHA Motor Bikes in 2008 attention was especially focused on the manufacturing of family Motor Bikes, eminently suitable for daily travels. This variety was built with YAMAHA and guide collaboration. The far – sighted planning of YAMAHA Co. is vividly reflected by this move, since the modern youth is special target group of this class of Motor Bikes.



Mr.Zahran Ziyawudeen, the Head of the YAMAHA Sales Division of the AMW the Sri Lankan agent YAMAHA expressing his views on this significant occasion, stated: “ The YAMAHA Division of AMW Company, which functioning as a partner of the YAMAHA Motor Company, participates in these 63<sup>rd</sup> Anniversary celebration, with great pleasure and pride. We had the good fortune, to elevate YAMAHA to the status of the most trusted and the No1 preferred Motor Bike Brand Name in Sri Lanka, within a very brief period of time. I am quite keen to assure all our clients that we are dedicated to honor your trust, on all occasions. Our YAMAHA Motor Bike Brand Name was able to dominate Sri Lanka’s Motor Bike market, primarily become of the trust placed in us by our loyal clients. It is extremely difficult to succeed in a keenly competitive market, for over five decades, while maintaining our independence” concluding his observation Mr. Zahran said: “YAMAHA Brand Name has been able to achieve this high aim, almost effortlessly.”

Of the products released to the global market, under the YAMAHA Brand Name, all varieties of Motor Bikes, Snowmobiles, Motor Boats, Marine Engines, Personal Motor Crafts, Motor Car Engines and Drones are included in additions, there are the Golf Carts too. This brands have succeeded in attracting millions of satisfied clients the world over.