

1st May 2009
Bulletin S09/13

Sopwith Drive
Brooklands
Weybridge
Surrey KT130UZ

Telephone +44(0)1932 358000
Fax +44(0)1932 358030
www.yamaha-motor.co.uk

Into Gear with a Tough Choice!



Free Insurance or 0% finance on selected class-leading geared 125cc motorcycles

Dear Yamaha Partner,

Our 125cc range of Yamaha motorcycles has never been stronger. Not only are our customers generally new visitors to your showrooms purchasing clothing, accessories and training, they also create future opportunities for repeat sales within the Yamaha family. The practical YBR125 and sporty YZF-R125 continue to feature in the top ten best sellers so far this year. Having now been joined by the stylish WR125R and WR125X models, the 125cc geared range is strengthened once again and unrivalled within the industry.

We do understand however, that this sector is not only vitally important, it is extremely competitive and therefore we are pleased to announce in conjunction with our partners Lexham Insurance and Black Horse Finance our 'Into Gear with a Tough Choice' campaign. This exciting new incentive gives the customer the option of free and heavily subsidised insurance *or* 36 months 0% finance. The following models are available on the scheme:

YZF-R125 – WR125R – WR125X – YBR125 – YBR125 Custom

The customer can choose one of the following two options:

Option 1.

One year's Free Third Party Only insurance or heavily subsidised Third Party Fire and Theft and Fully Comprehensive (*Free* Third Party Fire and Theft applies to both YBR125 and YBR125 Custom). See enclosed chart for all upgrade costs.

Or...

Option 2.

36 months 0% finance with only £99 deposit.
(Please quote Black Horse scheme code Y13)

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contd...

We will of course shortly be providing you with showroom point of sale materials and will continue to target specialist press and websites. In the short term, please display these models prominently in the scooter and commuter area within your showroom.

I am sure you will agree this promotion will appeal to a broad section of customers from young or new riders through to the economy seeking rider on a budget. This campaign caters for everyone and is an addition to the current 'Freedom Insured' moped and scooter campaign which we are pleased to confirm is now *extended until the 30th of June* and keeps Yamaha out in front for product choice and affordability in these key market segments.

With the 'No Worries' campaign deadline of the 6th of May fast approaching, this Bank Holiday weekend provides a great opportunity to maximise sales during the next few days with our total range of powered two wheelers.

Let's together make sure our sales success continues for the next two important months of the season.

Good selling and good luck,

Kind regards

A handwritten signature in black ink, appearing to read 'A Kelley', written over a circular stamp or mark.

Adam Kelley
Manager, Motorcycle Sales