

8th May 2009
Bulletin S09/16 FF

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Hot Wheels

3 years' 0% finance on sixteen models!

Dear Yamaha Partner,

The temperature is rising and the sun is now shining. As the season heats up, we are ready to enjoy it to the full with our new and exciting 'Hot Wheels' campaign.

The success of our 'No Worries' campaign only re-confirmed to us the requirement wherever possible to cater for all our customers' needs and things have now got even better...! Realising the importance of the next two months of the selling season, we are very pleased to announce - in conjunction with our partner, Black Horse - 3 years 0% finance with £99 deposit on the following models.

***YZF-R6 – FZ6 S2 – FZ6 Fazer S2 – FZ6 Fazer S2 ABS – FZ1
FZ1 ABS – FZ1 Fazer – FZ1 Fazer ABS – XT660Z Tenere – XT660X
XT660R – FJR1300A – XJR1300 – XVS950 – XVS1300A – XV1900***

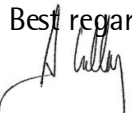
This campaign, covering all 2008 and 2009 models, is available with immediate effect and runs alongside our market leading 'Freedom Insured' and 'Tough Choice' initiatives until the end of June. This sends a clear message that Yamaha has something for everyone! We will of course be shortly sending out 'in-store' point of sale materials and artwork for use in local advertising and website activities. Press coverage will include various website advertising, MCN and leading monthly magazines.

As you will be aware we have an imminent price increase effective 18th May 2009. Where our stocks allow, you may want to take this opportunity to review your stock on key models such as mopeds and 125's through to FJR1300's. The final order deadline for pre-price increase machines which can be invoiced for immediate delivery will be Friday 15th May. Please also find enclosed the recommended retail price list and a full trade price breakdown.

As the season now really begins to take off, starting with the availability of 3 years 0% finance, an industry leading Insurance Campaign on the very best 125cc motorcycle and scooter range, and a Yamaha line up which equals one of the strongest ever, it's time to make hay as the sun shines!

Yamaha, demonstrating our commitment to you!

Best regards


Adam Kelley
Manager, Motorcycle Sales