

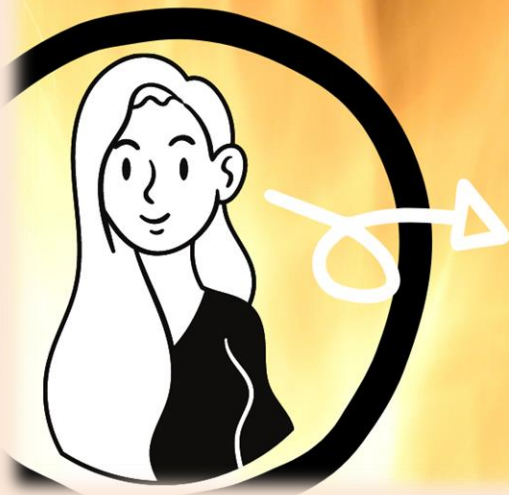
EVERY DAY IS A GOOD DAY FOR A RIDE...!

The greatest pleasure
in life is doing what
people say you can't do
therefore with Yamaha
YZF-R25
everything is possible.

YAMAHA

REVS YOUR HEART

YZF-R25, 250cc



BPM 3173
SALESMANSHIP (A201)
PERSONAL & PRODUCT
PORTFOLIO
LOGITHA LAKSHMI A/P
THIAGARAJAN
(264038)



BPMM3173

Salesmanship- Personal & Product Portfolio

(Based on the products assigned to you for your sales pitching)

Over the next 2 weeks, you as a Junior Sales Executive will present your products to your new clients. You are required to bring your personal and company portfolios during the presentation. Portfolio preparation is very important in boosting your reputation as well as the company. This will convince your clients that you are the best sales executive and your product is superior compared to other competitors.

INSTRUCTIONS :

Individual Assignment

*Read the guidelines CAREFULLY

*Learn and explore Canva/etc apps

*Please DO THE BEST

*Total marks for this project: 20% [150 marks]

CONTENTS

Final portfolio should meet the following criteria:

Personal Portfolio:

1. Create personal background and highlighting your unique qualities and attributes (e.g skills, abilities, education, passions, specialisation, personality)-15m
2. Collect and arrange evidence and materials to represent your competencies as a good sales executive/salesperson (your sales experience, and communication skills, sales awards, valuable sales experiences, any marketing skills that might help you as a junior executive) e.g product design/ brochure design, website creator, team building courses, csr project, public speaking etc.- 15m
3. Write your own personal statement (You are required to reflect/think yourself as a sales executive/salesperson.-20m

Product Portfolio (100 marks)

1. Company background (including awards, achievements etc.-10m
2. Lists of products or services-5m
3. Choose ONE product, list and explain all the product's FAB.- 30m
4. Where and how your clients/customer can get the product? Discuss about your company's product supply chain/logistic/distribution.-20m
5. Discuss about product warranty/ guarantee -5m
6. Design and propose ONE sales promotional campaign.-20m
7. Attach at least 2 product's brochure from the website.-10m

FORMATTING

- Develop Portfolio theme, content and structure suitable to your targeted audience/prospect.
- The portfolio is to be written in a professional report using Arial Narrow, Font 12, 1.15 Spacing, A4 format, page number and table of content.
- A Creative Cover Portfolio is a must with your name, matric no, the course number, course title, and semester written down, right and corner of the page.
- Attach this guideline after cover page.
- Please provide a genuine information in your personal portfolio. Attach pictures/materials as evidence.
- This is a combine portfolios, thus require a border page.

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- 2** Guideline
- 3** Table of Content

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- 7 - 15** Capabilities of Salesperson
- 16** Personal Statement

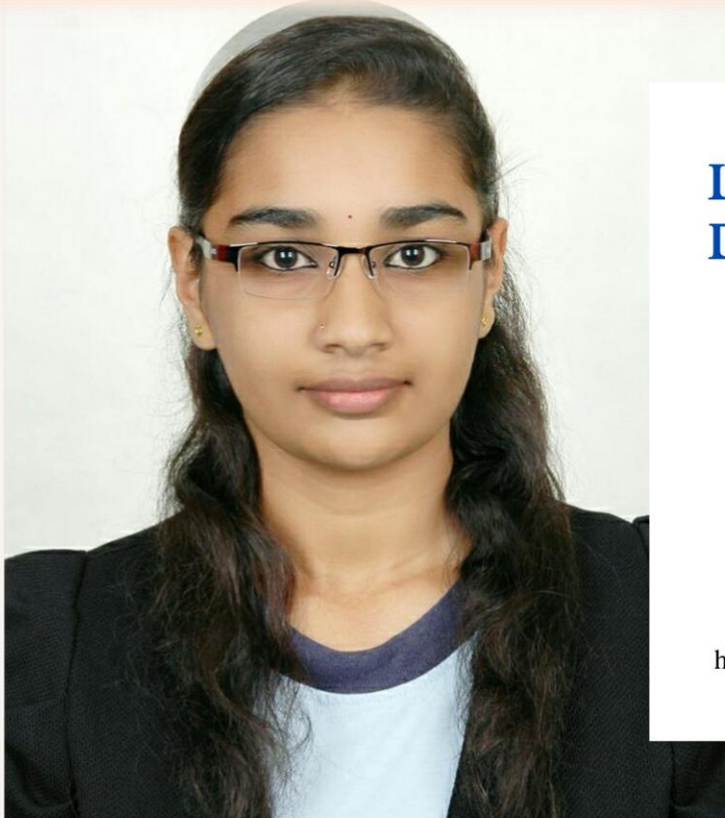
2.0 Product Portfolio

- 18 - 20** Company Background
- 21 - 25** List of Product
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PERSONAL PORTFOLIO

1.1 Resume



Logitha Lakshmi D/O Thiagarajan



Contact details:- Miss. Logitha
013-4989700

logithalakshmit@yahoo.com

logithagitha96@gmail.com

<https://www.yamaha-motor.com.my/>

Personal Background

I am Logitha Lakshmi D/O Thiagarajan one of the junior sales executive of Yamaha Company base in Penang for past 14 months.

I am capable with relevant experience in handling all aspects of sales support and with adequate product knowledge.

As a professional sales and executive my job is to sell the company products for neither individual use, business use or profit/non profit organization use.

As well as keeping in mind that customers are always right hence approaching potential customers with the aim of persuading and attracting them to purchase our product.

Awards

- Best Junior Sales Executive of the year 2020
- The Employee of the Month
- Top 5 sales catcher of 2020
- Best Team Player
- Best Attendance Award of 2020

Education

University Utara Malaysia

- Bachelor of Marketing (hons) Corporate Communication
- 2016 till 2019
- CGPA 3.69
- Member of Marketing Association club
- Member of Silambam Cup

Polytechnic Sultan Abdul Halim Mu'Adzam Shah

- Diploma in Marketing
- 2013 till 2015
- GCPA 3.53
- Member of Marketing Association club
- Member of ICS (Indian Cultural Society)

High School in Penang (Convent Light Street)

- Attended from 2008 to 2012
- Completed with flying colors
- President, of Break Monitor
- Class representative.

Working Experience

Hong Leong Yamaha Motor Sdn.Bhd

(Junior Sales Executive)

Sales Department

February 2020 till date

- Promote company products
- Sales Pitching
- Develop Sales Quotation
- Sales Support
- Finding Prospect Customers

The Star Media Group Bhd (Internship for Degree)

Sales and Marketing Department
Sep 2019

- Promote company products
- Develop quotation
- Sales Support

The Star Media Group (Internship for Diploma) Advertising Department Nov 2015

- Create Dummy
- Drop Ads
- Manage news papers ads
- Ads quality control

Personal Details

Age : 25
Birthday: 10/07
Marital Status: Single
Nationality: Malaysian
State: Penang
Address: 1/3 Sri York Condominium
Race: Hindu
Religion: Indian

Passions

One of my passion, in 10 years time is to become one of the Sales Director of Yamaha Company thus teach and guide the young fresh graduate of do's and don'ts in sales life.

Social Contact



Githa Thiagarajan



logitha_thiagarajan



Githa96



Logitha Lakshmi
(0134989700)



013-4989700

Specialisation

- Marketing
- Negotiation
- Research
- Data analysis
- Specialized in computer application.
- Internet
- Microsoft
- Canva
- Apps
- Typing
- Teamwork
- Sales Pitching
- Designing

Skills

- Computer software application skills.
- Driving skills
- Writing skills.
- Listening skills.
- Communicating using verbal and non-verbal skills.
- Presentation skills.
- Designing skills.
- Communication and interpersonal skills.
- Decision-making and problem-solving skills.
- Creative thinking and critical thinking skills.
- Assertiveness and equanimity, or self-control skills.
- Resilience and ability to cope with problems skills.
- Stress managing skills.
- Time management skills.

Abilities

- I have the ability to speak in 4 languages
- English
- Bahasa Malaysia
- Tamil
- Mandarin
- I have the ability to understand what the buyer wants.
- I have the ability suggest products according to customer's needs.
- I have the ability to sell products in a buyer-responsive manner.
- I have the ability to use psychology to engage the buyer since I have studied psychology in university.
- I have the ability to communicate professionally.
- I have the ability to sell effectively over the phone.
- I have the ability to be socially active with target buyers.
- I have the ability to use a variety of marketing skills.
- And most importantly I have the ability to build rapport.

Achievement

Diploma

- Gold medalist in diploma
- 4 semester of back to back AKJ
- Organized successful event during diploma
- Several certificates in marketing club
- Achieve several medals for producing great final year project

Degree

- 1st Class Graduation in degree
- 5 semesters of Deans
- Several medals from Marketing club
- Being the President of Silambam Cup 2018

Working

- Have working experience in both of my favourite field
- Worked on special project with Star Media Group
- Several awards from Yamaha company.
- Make 100 sales in a month
- Came up with new ideas to persuade customers

1.2 Evidence and Materials

Schooling Activities and Achievements.



Full Attendance Certificate



Pengawas Rehat Certificate



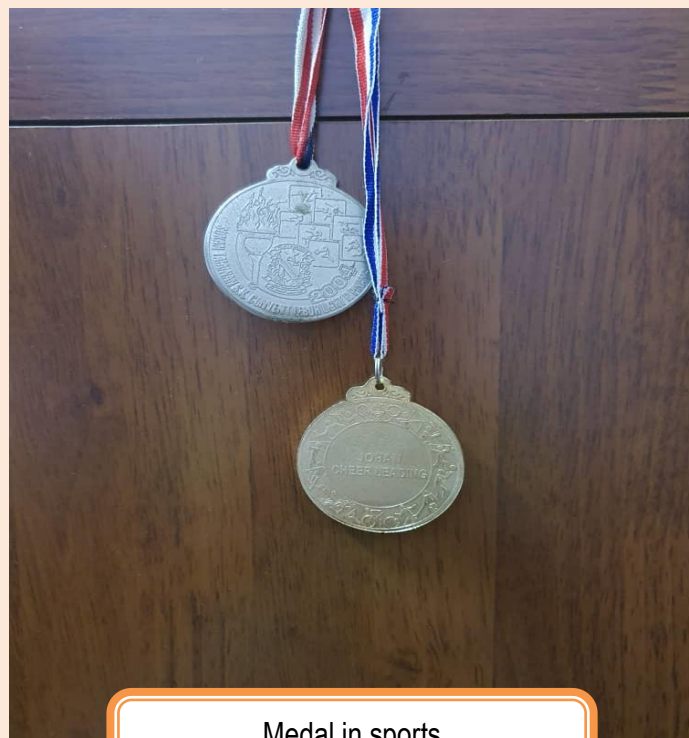
Ketua Kelas



Story Telling Champion
Public Speaking Champion
Karate 3rd runner



Pengawas Rehat Certificate



Medal in sports



AKJ Awards

Sem3, Sem 4 and Sem 5



Diploma Certificate



Award for hosting Poly program



Diploma Graduation Picture

University Activities and Achievements



University Deans Award

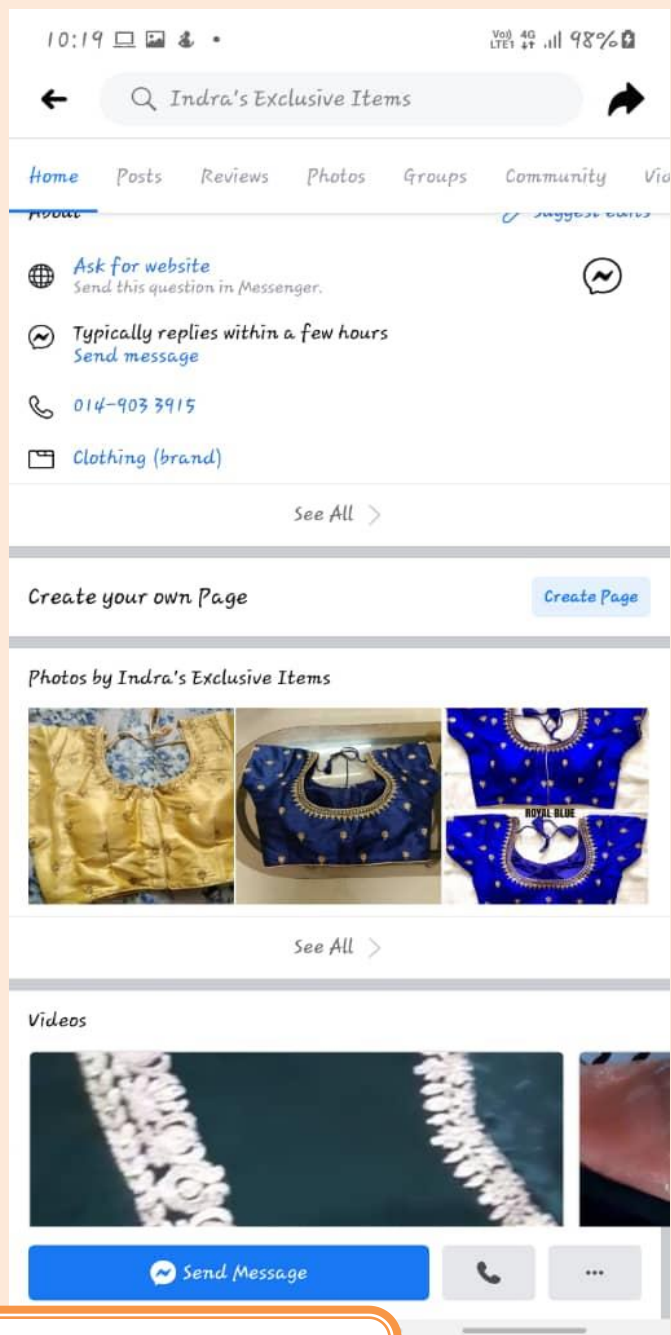
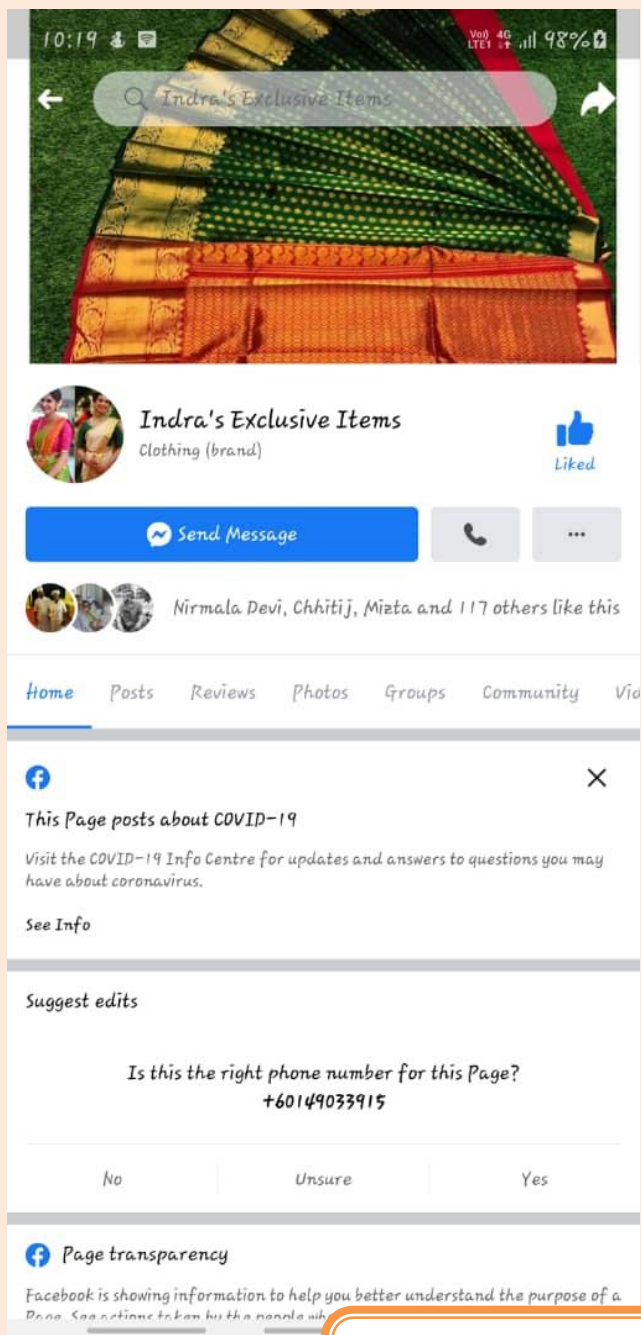


Silambam Cup AJK Award

University Online Deans Award



Helping Mom's business

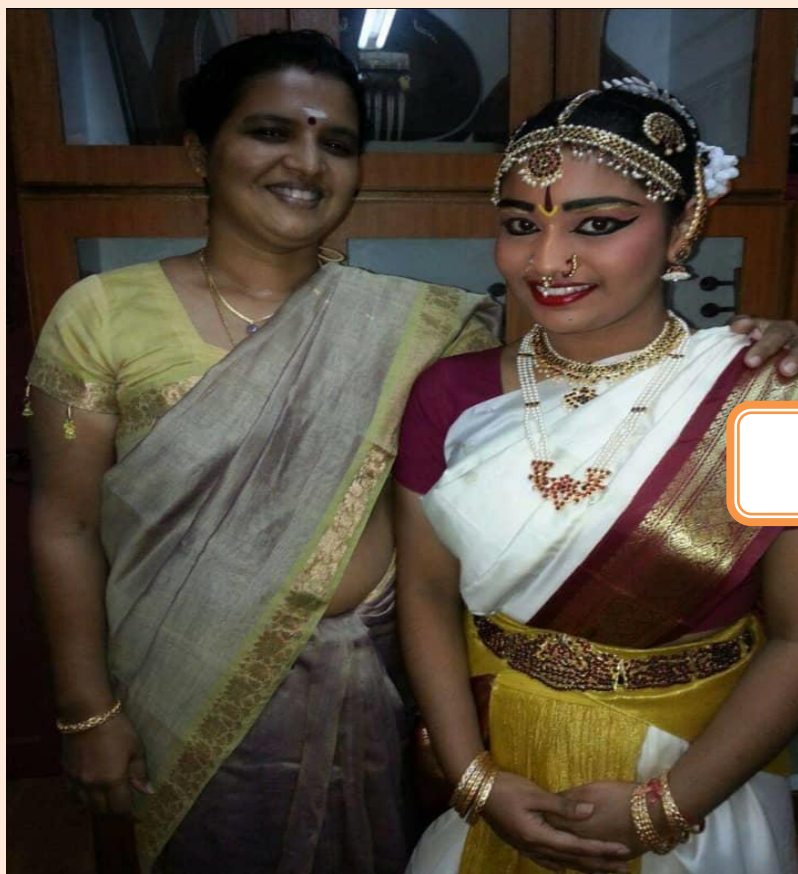


I'm helping Mom to increase her sales. She has her own business I'm helping her with digital promotion

Special skills



Being Host at Temple of Fine Arts



I'm a classical dancer



Star

the people's paper

starproperty.my
FAIR 2017
QUEENSBAY MALL

2 days
to go!

Sultan: Uphold Islam's image

To preserve the image of Islam in Selangor, Sultan Sharafuddin Idris Shah has decreed that mosques and surau in the state should lower their loudspeaker volume when lectures are delivered, and record all such talks for content monitoring purposes. The Ruler also instructed the Islamic Council to revoke the teaching credentials of Zamihan Mat Zin, stirred controversy with his remarks on Muar launderette issue.

Page 4

Several times being in News Papers

Regarding dancing



as a picture: Dance teachers K. Jeyalakshmy and M. Seethalakshmi (bottom) posing with their kalash at the Temple of Fine Arts in George Town. AFARAN NASIB/The Star



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4AD (BKC)-H

THE RETURNS ON THE GOLD INVESTMENT ACCOUNT ARE SUBJECT TO THE GOLD PRICE FLUCTUATIONS. ALL CUSTOMERS

1.3 Personal Statement

Today I am here to share with you about my journey of sales and marketing experience all this while, as I have mentioned earlier I'm the Junior Sales Executive of Yamaha company base in Penang. I'm extremely pleased to be given the opportunity to be part of Yamaha brand because I have gain lots of experience in the field for past 14 months. According my resume, I started to have experience in sales during my internship at The Star Media Group, University days by selling tickets for "Silambam Cub" as well as helping my mom in her business to increase sales since schooling. Besides that, I'm also selling my own baked cakes and surprise delivery during semester breaks and free time. I am obviously grateful because I have chosen the right field to pursue my studies it is way too beneficial for me now in this working environment thus I have graduated with flying colours during Diploma in Marketing and Bachelor of Marketing.

Basically when looking into my experience and skills that I have any difficult task or hard to handle with proper guidance and self interest in searching to learn it enhance my learning skills therefore I'm proud to say that I am a fast-learner that can cope to the current flow tutors. But I have to admit that my experience might be lesser than others salespersons who are well verse, but this thing will never stop me to keep fighting in my way. Some people might be successful after one try, but I will never give up even I am failed at my first try that is my only spirit. Furthermore, I'm definitely reliably on task which is assigned with an ability to recognize key publicizing methods and execute account course determinedly. An extraordinary communicator with a highlight on utilizing the characteristics of accomplices and making an area of historic considerations driven by business needs, bargains targets and creative publicizing plans

On the other hand, I had took part of in several school competition such as Storytelling, Public speaking and organising event, even more I'm a classical dancer "Bharatanatyam" whom has acquainted myself with large range of skills that would allow me to blend with your corporation. Not only that I was and I am active in performing at big stages competition and performance. Hence, my marketing sales and communication skills are sharpened through these experiences. As a salesperson, time and age does not matter in oneself to get involve in business as long as we are passionate and sincere in doing our job. These experiences of mine has made me learnt a lot to be who I am now. Such positions require versatility, sincerity, diplomacy and friendly. I am very passionate towards this field and I am sure that I could help you in handling your issues, doubts, and quires about Yahama products.

I strongly do believe that I am approachable, motivated and confident Junior Sales Executive with the ability to excel sales targets and make a real difference in boosting up the sales revenue for the organization. Besides that, I took psychological class in university hence I do have some psychological knowledge which enables me to recognise the human's emotional and body language aspects in buying and selling. I possess strong social skills that enable me to build strong rapport with clients, colleagues and third-party stakeholders. My excellent networking skills have provided my team with vital client leads and my ability to develop client relationships. In my past and current positions, I have gained experience in research, writing reports, designing using canva, presentations, videos for advertisements, editing posters and so on. Combine all this experience with personal skills such as writing, aesthetics, analytical problem solving, marketing research, data analysis, logistical planning and holding high to my work and personal ethic and moral values, thus I can assure you will be comfortable have .

Finally, I love exploring new things learning from my mistakes and step forward as bold person the reason why I can be so is because all the experiences which I have mentioned earlier I have viewed them as opportunities for improving myself, knowledge and obviously career advancement. I will bring the same entrepreneurial spirit and value-added vision to encourage and exposed you about Yamaha products. I will utilise my meticulous attention to detail, and friendly, professional manner while dealing with you. My career goal is to assume a role which allows me to take responsibility for the analysis and interpretation of commercial data for a well-respected and market-leading company. It generous hope is that we will meet for a cup of tea to share or ask any questions you may feel free to contact me at **013-4989700** or e-mail to logithalakshmit@yahoo.com / logithagitha96@gmail.com. In order to prove and convince you I have attached resume and supporting documents.

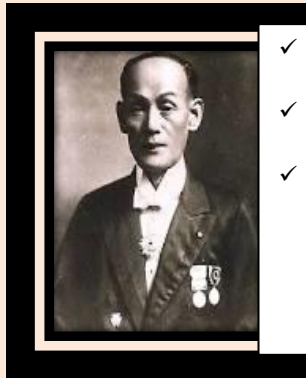


PRODUCT PORTFOLIO

2.1 Company Background

If you're looking for an amazing Motorcycle, ATV, or personal watercraft, Yamaha may be the perfect place to start your search. The Japanese motorsport giant started as a piano company, but today it makes a diverse range of vehicles, but all their products share a few qualities: versatility, power, and intelligent design. When you need uncompromising performance and reliability, Yamaha is the right brand to choose. So how did a piano manufacturer grow into one of the largest and most trusted power sports companies in the world?

❖ The Early Years



- ✓ Torakusu Yamaha (20 May 1851 – 8 August 1916)
- ✓ Japanese businessman the founder of the Yamaha Corporation.
- ✓ Yamaha was the first Japanese manufacturer of the reed organ and established Nippon Gakki Co Ltd in Hamamatsu to produce organs and other musical instruments including pianos and harmonicas.

Image 2.1.1 Founder of Yamaha Corporation



- ✓ Genichi Kawakami (January 30, 1912 – May 25, 2002)
- ✓ President of the Yamaha Corporation from 1950 to 1977, and again from 1980 to 1983.
- ✓ Introduce Yamaha Motor Corporation

Image 2.1.2 Founder of Yamaha Motor Corporation

Yamaha is one of the most legendary power sport manufacturers in production today, but motors and gear weren't always the company's forte. Originally, Yamaha Corporation was founded as a piano and reed organ manufacturer. The company continued to make musical instruments through the late 19th and early 20th centuries until 1953 when the fourth generation president, Genichi Kawakami, decided to branch out into small engines and motorcycles. During this post-war time period, many manufacturers around Japan were starting to convert their war-time production into new markets, such as motorcycles and automobiles.

Yamaha Motor Co., Ltd. also known as "Yamaha Hatsudōki Kabushiki-gaisha" is a Japanese manufacturer. The company was established in 1955 upon separation from Yamaha Corporation however, Yamaha Corporation is still the largest private company shareholder with 9.92%, as of 2019, and it's headquartered in Iwata, Shizuoka, Japan. The company conducts development, production and marketing operations through 109 consolidated subsidiaries as of 2012. Led by Genichi Kawakami, the company's founder and first president, Yamaha Motor began production of its first product, the YA-1, in 1955. The 125cc motorcycle won the 3rd Mount Fuji Ascent Race in its class.

The company's products includes motorcycles, scooters, motorized bicycles, boats, sail boats, personal water craft, swimming pools, utility boats, fishing boats, outboard motors, 4-wheel ATVs, recreational off-road vehicles, go-kart engines, golf carts, multi-purpose engines, electrical generators, water pumps, snowmobiles, small snow throwers, automobile engines, surface moulters, intelligent machinery, industrial-use unmanned helicopters, electrical power units for wheelchairs and helmets. The company is also involved in the import and sales of various types of products, development of tourist businesses and management of leisure, recreational facilities and related services. Yamaha's motorcycle sales are the second largest in the world and Yamaha is the world leader in water vehicle sales.

❖ Motorcycle Development Beginnings 1955 and its success

The motorcycle division of Yamaha was founded in 1955, and was headed by Genichi Kawakami. Yamaha's initial product was a 125 cc, single cylinder motorcycle, the YA-1. The YA-1 was a competitive success at racing from the beginning, winning not only the 125cc class in the Mt. Fuji Ascent, but also sweeping the podium with first, second and third place in the All Japan Auto bike Endurance Road Race in same year. Early success in racing set the tone for Yamaha, as competition in many varieties of motorcycle racing has been a key endeavor of the company throughout its history, often fueled by a strong rivalry with Honda, Suzuki, Kawasaki and other Japanese manufacturers.

Yamaha began competing internationally in 1956 when they entered the Catalina Grand Prix, again with the YA-1, at which they placed sixth. The YA-1 was followed by the YA-2 of 1957, another 125cc two stroke, but with significantly improved frame and suspension.

The YD-1 of 1957 was a 250cc two-stroke twin cylinder motorcycle, resembling the YA-2, but with a larger and more powerful motor. A performance version of this bike, the YDS-1 housed the 250cc two-stroke twin in a double down tube cradle frame and offered the first five-speed transmission in a Japanese motorcycle. During this period Yamaha offer its first outboard marine engine.

❖ Success and growth in 1960s

By 1963 Yamaha's dedication to both the two-stroke engine and racing paid off with their first victory in international competition, at the Belgium GP, where they won the 250cc class. Success in sales was even more impressive, and Yamaha set up the first of its international subsidiaries in this period beginning with Thailand in 1964, and the Netherlands in 1968. 1965 saw the release of a 305cc two-stroke twin, the flagship of the company's line-up. It featured a separate oil supply which directly injected oil into the gasoline prior to combustion (traditionally riders had to pre-mix oil into gasoline together before filling the gas tank on two stroke engines). In 1967 a new larger displacement model was added to the range, the 350cc two stroke twin R-1.

In 1968 Yamaha launched their first four-stroke motorcycle, the XS-1. The Yamaha XS-1 was a 650cc four-stroke twin, a larger and more powerful machine that equalled the displacement and performance of the popular British bikes of the era, such as the Triumph Bonneville and BSA Gold Star. Yamaha continued on with both the two-stroke line and four-stroke twins at a time that other Japanese manufacturers were increasingly moving to four cylinder four-stroke machines, a trend led by Honda in 1969 with the legendary CB-750 four-stroke four-cylinder cycle.

❖ Yamaha Today

Today Yamaha produces numerous types of motorsports vehicles, from motorcycles to ATVs to side by sides and even snowmobiles. Their legendary motorcycles are currently divided into three groups: Dirt, Road, and Tour. In the world of Dirt, Yamaha makes numerous motocross bikes such as the YZ450F, YZF-R25 as well as a selection of dual sport bikes that easily transition between pavement and dirt. On the pavement, you'll find the cruiser class which combines style and power. The Stryker, Raider, and Bolt are all popular models. Nothing channels the company's racing heritage quite like their line of super sport bikes, of which the YZF-R1M is the leader. Finally, if you love touring bikes, nothing compares to the transcontinental touring line. Check out the Star Venture or Star Eluder for modern features mixed with classic styling. Yamaha makes a wide variety of amazing motorcycles, but you'll just have to ride them yourself to feel the performance.

❖ Most recent 5 awards

Year	Category	Awarded	Picture Evidence
2019	Japan Foundry Engineering Society Casting of the Year Award	Lightweight, high-rigidity aluminium wheels	
2019	The Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology: Prizes for Science and Technology (Development Category)	Development of Control Systems for Industrial-use Unmanned Helicopters	
2019	JSME Tokai Branch Technology Award	Study on self-standing motorcycle control mechanism (AMCES)	
2018	SLAS New Product Award	CELL HANDLER™	
2018	IBEX Innovation Award	F425A	

2.2 Product list



135 LC

Colors Available:



Price: 6,868
(135 cc)

Y15ZR

Colors Available :



Price: 8,168
(150 cc)



LAGENDA 115Z

Colors Available :



Price: 5,180
(113.7 cc)

135LC SUPER SPORT

Colors Available :



Price: 8,000
(135 cc)



❖ **AUTOMATIC**



NMAX

Colors Available :



Price: 8,998
(155 cc)



NVX

Colors Available :



Price: 10,088
(155 cc)



XMAX 250

Colors Available :



Price: 21,225
(155 cc)



EGO SOLARIZ

Colors Available:



Price: 5,200
(125 cc)



EGO AVANTIZ

Colors Available:



Price: 5,536
(124 cc)

❖ STREET

MT-15


Colors Available :



Price: 11,998
(155 cc)





YZF-R15
Colors Available :

Price: 11,988
(155 cc)

MT-25
Colors Available:

Price: 21,500
(250 cc)



YZF-R25
Colors Available:

Price: 19,464
(250 cc)

❖ BIG BIKES

TRACER 900 GT

Colors Available :



Price: 58,888
(847 cc)



MT-09

Colors Available:



Price: 48,920
(847 cc)

MT-07

Colors Available:



Price: 38,288
(689 cc)



2.3 Overview of the product and its Features, Advantages & Benefits

2.3.1 Overview of YZF-R25



Image 2.3.1.1 Sporty look of YZF-R25

Motorcycles in the 250 cc segment are considered to be a great platform for aspiring riders. These machines are not too intimidating but powerful enough to get you acquainted with the term 'speed'. Also, they are easy on the pocket to buy and maintain such as the motorcycle of Yamaha YZF-R25. In its latest avatar, the R25 appears to be a complete package - sporty looks, twin-cylinder engine, fully-digital dash and etc. Enter the new YZF-R25. This lightweight super sport gets a whole new MotoGP®-inspired look that makes it the most radical 250cc machine on the street. Its sleek new bodywork echoes the Yamaha's YZR-M1 MotoGP® machine – and the aggressive new dual LED headlights underline its pure R-series DNA. It comes in a total of two variants in Malaysia which looks like below.



Image 2.3.1.2 Colour of the bike

Yamaha has been doing its best to keep the spirit of racing alive in every offering made to date and the best example of an affordable sports bike can be seen in the R25. It clearly shows that style and power can mix evenly together and form such a bond that won't even break at the hardest times of all. The Yamaha R25 has a really impressive design with its aggressive twin front headlight design and the side body evenly surrounding them. The fuel tank is full of edges, giving it a very muscular appeal. The rider seating position is so well managed that the seat height gets evenly reduced and riding becomes easy for a medium length person also. The design clarifies the racing definition and a very gently designed exhaust gives the side profile 5 out of 5.

2.3.2 Features, Advantages and Benefits



Feature: ERGONOMICS

Advantage: The YZF-R25 provides plenty of space and freedom of movement. The gathered sitting position supports relaxed touring, alone or two-up, as well as committed cornering.

Benefit: Unsurpassed operability and large contact surface ensure optimum control and maximum feedback, with the upright, relaxed sitting position providing a perfect overview every time.

Example: If the rider uses the bike for long distance he/she can lean back on the seat so they don't feel back pain.



Feature: FUEL TANK

Advantage: Has the capacity level of 14.30 litres.

Benefit: The fuel tank of YZF-R25 not only provides the rider with perfect knee contact, but also with a greater range of additional kilometres, even when ridden on the edge.

Example: The rider can use the bike for long distance travelling.

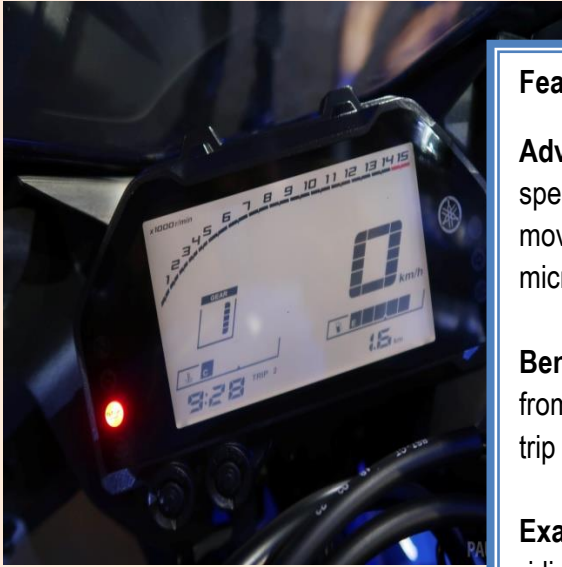


Feature: BRAKES

Advantage: Has hydraulic disc brakes on both the ends and in front, it has a dual-piston floating setup, while the rear has single piston. It also has shock absorber for pre-loads

Benefit: Hydraulic disc brakes on both the ends allow the lightweight, super sport bike to stop in a dime hence the braking performance excellent and provide safety.

Example: If the rider is going very fast and need to use sudden break he/she can still stop within the time limit It's safe

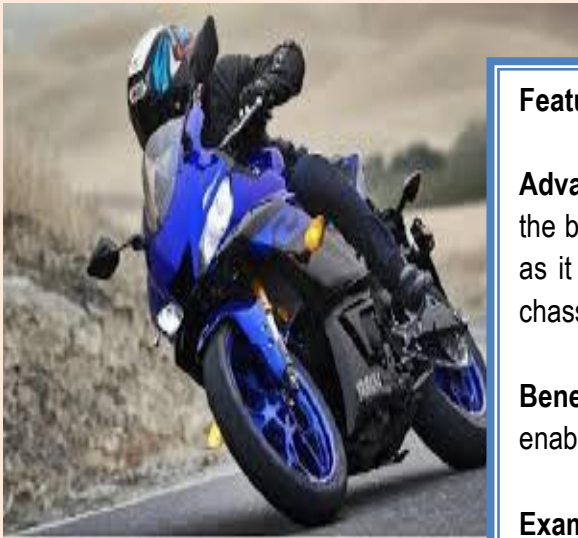


Feature: DIGITAL SPEEDOMETER

Advantage: More accurate and reliable readings because digital speedometers use speed sensors which actually reads the vehicle's moving rate, and then sending results to the speedometer's microprocessor, which is responsible for the display.

Benefit: Compact LCD that provides the rider with all the information from gear position, real-time and average fuel economy, oil change trip meter, water temperature, and clock.

Example: The rider does not have to look at the watch for time while riding



Feature: Phenomenal handling

Advantage: Another reason why the R25 is considered to be one of the best learner's bike is the fact that it weighs less - 166 kg as well as it could be handles very well. Apart from the weight, the bike's chassis also plays a significant role in its phenomenal handling.

Benefits: Easy for the rider to handle in any difficulty situation thus enables the rider to have safe sharp corner.

Example: While the rider is riding fast and all a sudden the rider have to avoid something it's easy for him/her to avoid since its light



Feature: FUEL INJECTION

Advantage: The intricate engine design, cutting edge infusion gadgets and the nearby proportion, six-speed transmission not just assistance the YZF-R25 to accomplish amazing execution, yet in addition incredibly low fuel utilisation. Because of the controlled exhaust system, it creates just negligible discharges.

Benefit: Provides higher power and torque than a carburetted version of the same engine. the rider with fuel safe energy as well as make them save some money.

Explanation of FAB

One thing that Yamaha has been known for, since the days of the RD, and following that, the RD-LC and YPVS models, is how to put a whole lot of performance, and fun, in a small, 250 cc package. The latest iteration of Yamaha's small sports bike, the YZF-R25, assumes the mantle of the R5, and it's racing sibling, the TR3. With the basic building block of a parallel-twin, the YZF-R25 makes no bones about being a sports bike, targeted to the young rider who is stepping up to their first 'real' bike. As the "baby" 'R' of the Yamaha sport bike range, the R25 does most things right, for a sports bike. Come along as we take the YZF-R25 through its paces on a test ride review, and find out what we liked about the 250 cc sports bike, and what we didn't.

Approaching the Yamaha YZF-R25, the first thing that strikes the eye is its handsome looks, drawing heavily on the design DNA of its bigger siblings, the R6 and R1. Most notably, the head-on look of the R25 resembles most strikingly the R6 of a generation ago. The sharp, flat planes and folded angles of the fairing certainly give the R25 a very aggressive, sporty look that would appeal to the young man this bike is targeted for. Getting on the R25 drops you into a 780 mm-tall pocket, with the 14.3-litre fuel tank in front, and the tail-piece with its diminutive seat pad placing the rider into a very central position.

Starting up the YZF-R25 lights up the Christmas tree on the instrument panel, and the readout is divided into a large analogue tachometer on the left, and numeric speedometer on the right. All the basic information necessary for the rider is there, including an LCD-bar fuel gauge and temperature meter, and gear indicator. Two trip meters and an odometer complete the display, and fuel consumption calculator. We thought the instrument panel was a little lack-lustre and basic, until we noticed the little shift-light at the top of the cluster.

Starting off on the R25 is with a "snikt" into first on the very smooth gearbox. On the launch, the power delivery is controllable, and is definitely a plus for beginners. Speaking of power, the YZF-R25's engine, an EFI DOHC eight-valve four-stroke parallel-twin with liquid-cooling, pumps out a very appropriate claimed 36.5 hp at 12,000 rpm and 22.6 Nm at 10,000 rpm those rpm figures should raise an eye-brow, or both, and for good reason. With its 14,000 rpm redline – comparable to the current 15,000 rpm limit for current Formula 1 cars – means that the rider has to twist the throttle a long way, and without mercy, for the YZF-R25 to perform at, shall we say, interesting levels.



This means that the meat of the powerband lies in the upper reaches of the tachometer, something that will be familiar to readers who have taken a 250 cc two-stroke road bike for a good run. While keeping the tachometer needle below 7,000 rpm lets the R25 behave quite tractably, and suitable for dealing with urban traffic, a little prodding of the engine reveals that there is more meat to it than first appears. Wringing the throttle out – and this is where we wished for a quarter-twist race throttle – brings the little 250 cc engine into the meat of the powerband, and the R25 wakes up. Not suddenly, no light-switch on-off power here, just a sudden urge and push forward as the engine pours on the steam and delivers and this is the key to riding the YZF-R25. Like its two-stroke ancestors, keeping the R25's engine in the powerband makes the bike feel like it has a much bigger engine.

While the YZF-R25 can be ridden by any rider, regardless of experience level, an experienced rider will have a lot of fun winding out the R25's engine and rowing the gearbox lever. Getting the best out of the R25, like most every other 250 cc motorcycle, is corner speed and lean angle.

The rear shock absorber, also an OEM unit, was adjustable only for pre-load. As tested, the standard setting worked for general riding duties, but rather more spirited, sharp-corner and leaned over riding would call for the spring to be wound up a little tighter. Thus good enough for highway cruising and general city riding duty, the R25's engine characteristics does mean that the rider will have to put the bike in a state of high rpm on the highway. This translates into a slight buzz in the handlebars and pegs, and the cacophony of engine and wind noise will tire the rider out, eventually.

Speaking of riding the 166 kg YZF-R25 hard, its diamond configuration frame was suitably stiff everywhere, and showed no signs of flex when pushed to the limit in corners and swift changes of direction. The R25's quality of build was exemplary throughout, save the fact that the pillion seat pad was loose in its mounting. Finally comes with twin-headlights separated by the air-intake runner in front, and LED tail-light, the R25 ticked the boxes for adequate lighting in typical riding conditions. Of note was the headlight beam throw at night, which was more than enough to light the way for fast highway night riding in confidence.

Additional “FAB’s” in Table Format

Features	Advantages	Benefits
1) Aerodynamic bodywork 	The entire bodywork has been designed to serve two purposes <ul style="list-style-type: none"> - First, good looks - Second aerodynamic efficiency enables to go through wind pressure (this lightweight, super sport bike excels in speed & look) 	The aerodynamic enhanced bodywork gives incredible high-speed stability and luxury feeling.
2) Digital speedometer 	More accurate and reliable readings because digital speedometers use speed sensors which actually reads the vehicle's moving rate, and then sending results to the speedometer's microprocessor, which is responsible for the display.	Compact LCD that provides the rider with all the information from gear position, real-time and average fuel economy, oil change trip meter, water temperature, and clock.
3) Engine 	Powered by 250cc two-cylinder, 4-Stroke, 8-valve, fuel injection, DOHC engine and horsepower with slick 6-speed transmission that comes with Slipper Clutch and an Assist	Produces a maximum power of 36 PS at 12,000 rpm along with a peak torque of 22.6 Nm at 10,500 rpm therefore it provides fantastic speed as well as it helps the rider accomplish faultless moves in even the most frightening traffic around your city.
4) Brakes	Has hydraulic disc brakes on both the ends and in front, it has a dual-piston floating setup, while the rear has single piston. It also has shock absorber for pre-	Hydraulic disc brakes on both the ends allow the lightweight, super sport bike to stop in a dime hence the braking performance excellent and



loads

provide safety.

5) Large Tires



Front 110/70-17 & Rear 140/70-17 tires improve handling and sharp cornering, due to wider tread faces and stiffer sidewalls.

Large tires enables to decrease braking distances on dry pavement, could increase acceleration, and has more grip on uneven roads. This provide customers confidence in safety while riding speedily.



6) Headlights



Twin-headlights separated by air-intake runner in front, and LED tail-light, there are few modes of lighting to select.

The lighting provide adequate lighting in typical riding conditions and the headlight beam at night is more than enough to light the way for fast highway night riding in confidence.

2.4 Company's Product Supply Chain, Logistics and Distribution

Yamaha is a global brand with its products being sold in more than 180 countries and regions. Asian markets, North American markets and Japan are among the most important markets for Yamaha. It worked proactively in 2017 to grow its sales in the fast growing Indian and ASEAN market. The Yamaha motor company do focus of its motorcycle business in ASEAN, India, Brazil, China, and developed markets. Yamaha has its headquarters in Japan. Apart from that it has several manufacturing as well as research and development facilities around the globe for regional production.

The number of employees in the headquarters itself has 28,112 in 2019, when we look into Malaysia there are 289 authorised Yamaha Motorcycle dealers across the states. Several Yamaha Motorcycle dealerships have service centre facility as well as most of the dealers sell Motorcycle accessories. You can buy original Motorcycle accessories from them too. However, a good number of dealerships have a separate service centre and also websites for creating additional awareness and provide promotion updates. It is advisable to inquire about this to the nearest authorized Yamaha dealers with contact number provided. Yamaha Motorcycle dealers and insurance companies are known to have tie-ups, thus making it easy for the buyer to get their Yamaha Motorcycle insured at the dealership only.

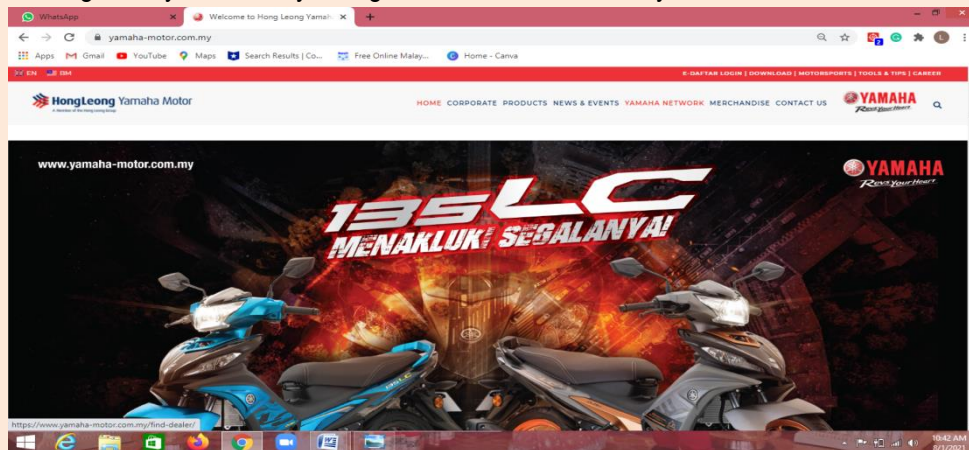


Image 2.4.1 Authorised dealers online page

On the other hand customers don't have to worry that they could be cheated by fake dealers hence in order to solve this issue and find an authorized Yamaha showroom or dealership in Malaysia is now very easy just by using your finger tip to find an authorised dealer by surfing internet under zigwheels.my. They do provide you with all the required contact details of Yamaha Motor Company whom are authorised showrooms within Malaysia. You can select your state and able to search the entire showroom at your own convenience. All the required details of Yamaha Motor Company showroom in Malaysia can access via internet. Yamaha Motor Company Malaysia Lifestyle Centre (Showroom & Workshop) is the top dealers for Yamaha Motor Company Motorcycles in overall Malaysia.

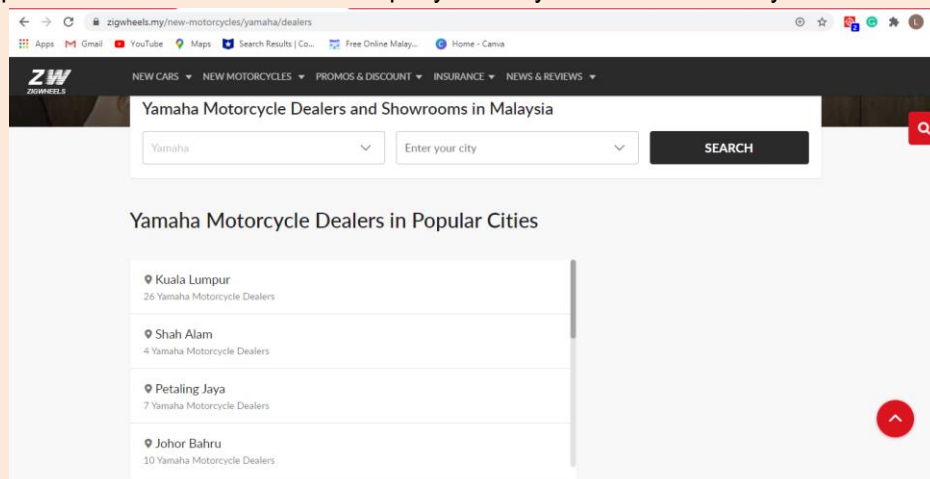


Image 2.4.2 Zigwheels website

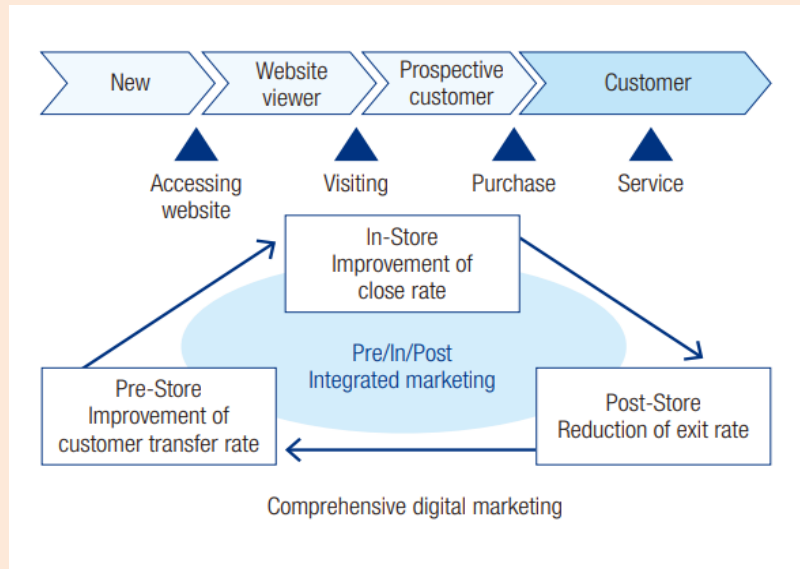


Image 2.4.3 Flow of online website

The Yamaha Motor Company products are available throughout Malaysia in showrooms including Sabah, Sarawak and Brunei. If customers requested colours are not available in their region due to out of stock or any other reason the showroom would be responsible get the specific model from other dealer at the same rate. Thus in all the showrooms of Yamaha Motor Company provides customer the service of test drive. Within two to three weeks after booking and loan approval you can receive your product from the showroom.

Basically if you order bikes from different states or country we use A-1 Auto Transport. The A-1 Auto Transport is the shipping company whose niche is bike transport and vehicle logistics. With many years of operation, we have gathered adequate experience, and have grown to become a premium brand in the shipping industry, highly effective and very reliable. We handle different forms of transportation of automobiles and motorcycles. Our company is licensed and insured. Our credibility is certain. We do not only ensure that you get your purchased items but also your motorcycle will be insured if there is any damage during the transit. With a strong network of shipping agents and customs brokers present in various parts of the world, there are able to handle the successful shipment of your motorcycle. We take care of customs issues and the documentation process. We handle all aspects of vehicle logistics, and will ensure there are no errors, like delivering to wrong location.



A global procurement and sales network based on a spirit of cooperation and fairness Yamaha Motor products are created through collaboration with numerous suppliers in Japan and other countries. As our procurement and sales structures expand with our increasingly global business, the Yamaha Motor Group is establishing cooperative relationships with suppliers and dealers in Japan and around the world based on a spirit of mutual trust and mutual prosperity. For this reason, we strive to conduct fair business in compliance with the competition laws of all countries and regions while working to create partnerships that aim for mutual, sustainable growth.

For the Yamaha Motor Group, our suppliers are vital partners in supporting the entire supply chain. When it comes to providing safe products to our customers and to society, we emphasize not only volume and monetary value but also quality and the procurement process. In particular, we strive to ensure that suppliers of important parts share and understand our vision and policies, and engage in activities to deliver excitement to our customers. Cooperation with our main suppliers is also important in terms of raising the quality of the entire supply chain, and must be assigned greater priority, going forward.

Under the Yamaha Motor Group's Basic Policies of CSR, we expect our business partners to support the intent of the policies and to act accordingly. To have suppliers engage in sustainability activities that enable them to respond appropriately to the demands and expectations of society, our CSR Guideline for Suppliers informs our suppliers around the world of our policies with regard to issues including safety and quality, human rights and work environment, consideration for the environment, risk management, and compliance from the perspective of the environment, society, and governance (ESG), and we obtain a Commitment form from each supplier and promote sustainability activities throughout the entire supply chain. For the Medium-term Management Plan (2019–2021), we provided the CSR Guideline for Suppliers to more than 1,000 suppliers targeting approximately 90% of our global supply chain in purchase value terms, and we received a Commitment form from about 600 of them.

Matters stated in the CSR Guideline for Suppliers are evaluated by the suppliers themselves, and in 2019, the first year of the Medium-term Management Plan, about 60% of the business partners that submitted a Commitment form conducted self-assessments. Going forward, we will review the figures obtained through self-assessments and incorporate them into our evaluation system for business partners, thereby promoting more effective measures. Based on issues identified through this process, our subsidiaries in each region will create a risk control activity schedule outlining improvements for the entire supply chain. Information will be shared with the headquarters to help manage progress.

Specific environmental activities are covered in the Green Procurement Guideline, and cover ways in which Yamaha Motor works with its suppliers in areas like managing and reducing environmentally hazardous substances and the efficient use of resources and energy. From 2018 uniform information on chemical substances as determined by the automobile industry is included in the Yamaha Motor Technical Standards, to inform suppliers and ensure their thorough compliance. We use the International Material Data System (IMDS) as evidence for conformity with the Yamaha Motor Technical Standards, which is required in drawings and specifications. We have registered 10,000 parts as of the end of 2019. Going forward, we will work to further increase coverage of existing mass-produced parts while enhancing our system with the aim of registering all new parts.

In addition, the Basic Purchasing Contract that we conclude individually with each supplier guarantees legal and regulatory compliance by requesting that suppliers “comply with related laws and regulations, directives, and other guidelines.” Meanwhile, we invite lawyers to hold workshops on the Act against Delay in Payment of Subcontract Proceeds, Etc. to Subcontractors for the procurement staff at the headquarters, in addition to other CSR training programs designed to raise awareness.

2.5 Product warranty

Yamaha Motor Company offers good warranty which is “YAMAHA MANUFACTURER'S WARRANTY”. Yamaha Motor Company stands for reliability and quality. Our faith in our products is such that we provide a 24-month manufacturer's warranty on our street motorcycles. Professional servicing and inspections by authorised Yamaha dealers must be carried out to maintain the right to claim under warranty.

Malaysian distributor of Yamaha motorcycles, Hong Leong Yamaha Motor (HLYM) has launched an extended warranty programme for all Yamaha Malaysia motorcycles. The warranty applies to Yamaha motorcycles registered on and after July 1, 2019 and provides two years or 20,000 km of coverage against manufacturing defects.

The extended two year warranty is applicable only if the motorcycle is serviced at an authorised HLYM dealer according to the recommended schedule, using only genuine Yamaha spare parts and lubricants. Additionally, the motorcycle should be in standard condition and not modified with warranty claims being entertained only if accompanied by service records from an authorised HLYM dealer along with the original receipts of work done.

“With this new feature, HLYM looks forward to increase consumer confidence, as well as Yamaha's competitiveness within the Malaysian automotive industry which would help bring a positive push to the industry as a whole,” said Datuk Jim Khor, managing director of HLYM. A pre-delivery checklist from HLYM has also been implemented, to ensure all motorcycles are delivered in best condition from the authorised HLYM dealer.

The benefits that the customers gain from our warranty and services is Comprehensive warranty cover extendable up to 12 years/80,000 km. Fair, value-based reimbursement of costs, also in the event of theft or actual total loss and European-wide validity. Increased resale value of the motorcycle (the extended warranty continues to run with the motorcycle) according to the contract conditions by Car Guarantee.

➤ Scope of Warranty

For motorcycles that register from 1st July 2019 onwards are entitled for the 2 years or 20,000km warranty period. Battery and tyres are warranted for a period of 5,000KM or 6 months, whichever comes first from the date of purchase.

All Models (Yamaha Brand) Manufactured in Hong Leong Yamaha Motor	
For 2 years or 20000 km from the date of purchase (whichever is earlier)	
Valid (Only if)	Invalid (In case of)
Vehicle serviced as per recommended schedule at authorized Yamaha dealer.	Parts subjected to consumable or normal wear & tear.
Using ONLY Yamaha genuine parts and YAMALUBE engine oil during warranty period.	Parts / repairs subjected to misuse or accident
Having manufacturing defect in parts.	Repairs subjected to normal maintenance
Vehicle is in standard condition (not modified).	Vehicle used for commercial purpose.

Attach service record in Authorize Dealer shop with original copy of Tax invoice/Receipt during warranty claim submission	Vehicle serviced and repaired at unauthorized workshops.
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➤ Warranty Policy

Please contact the nearest Authorized YAMAHA Dealer when your YAMAHA Vehicle requires warranty service or repair. We advise our valuable customers to read the “Jaminan & Kupon Servis” booklet before you contact our Authorized Dealer to avoid any inconvenience.

The claim for replacement or repair of part (s) shall be considered only when:

- The customer avails all free and paid services from Authorized YAMAHA Dealer as per Recommended Service Schedule (please refer Owner’s Manual) and only genuine spare parts (e.g. YAMALUBE engine oil) are used.
- The customer ensures that immediately upon occurrence of the defect he/she approaches the nearest YAMAHA Authorized Dealer with the affected vehicle. The expenses if any, to bring the vehicle to Authorized YAMAHA Dealer shall be borne by the customer.
- The customer must present the service record in “Jaminan & Kupon Servis” booklet for YAMAHA to verify the vehicle and servicing details. YAMAHA reserves the right to refuse warranty, if the service records are not presented or if the information contained is incomplete.

For the avoidance of doubt, Yamaha Motor Sdn. Bhd.’s total liability under this warranty shall be limited to the cost of the defective parts only.

➤ Limitations

- Consumable (wear and tear) items, i.e. sprocket set, air filter, bulbs, engine oil, coolant, belting, weight (scooter), clutch plate, bearing, brake shoes, brake pad, spark plug, brake disc, gasket, fuse, and oil filter.
- Use of non-genuine parts, non-genuine oil and lubricants.
- Parts of motorcycle that have been subjected to misuse, accident, negligent treatment or which have been used in conjunction with parts and equipment not manufactured or recommended for use by YAMAHA such use prematurely affects the performance and reliability of the motorcycle.
- Parts of motorcycle getting rusty or damage due to environmental factor (acids, detergent, urine of animal, sea water, water cement), natural disaster (flood, earthquake, fire) or any external causes beyond the control of YAMAHA.
- Parts of motorcycle that have been altered and modified or replaced in unauthorized manner and which in the sole judgement of YAMAHA affects its performance and reliability.
- Motorcycle used for any competition or race and/or for attempting to set up any kind of record. YAMAHA undertakes no liability in the matter of any consequential loss or damage caused due to failure of parts.

- For normal phenomenon like noise, vibration, hard or soft, which do not affect the performance of the motorcycle.
- Any profit loss, transportation charges, time loss, and external repair charges due to the breakdown of the motorcycle

➤ Pre-Delivery Inspection

Check list for new motorcycle delivery:

- Check for scratch of overall motorcycle.
- Check for the number plate, engine number and chassis number.
- Check for the main switch and seat lock.
- Check for the lights, switches and horn.
- Check for engine oil and coolant level.
- Check for front and rear brakes.
- Check for tires and rims condition
- Check for the chain condition.
- Check for the suspension.
- Check for the battery condition (start the bike).
- Check for accessories (e.g. mirror).
- Check for warranty booklet and tools set.

PEMERIKSAAN UNIT BARU 新車交車前檢查										
SKRU, BOLT, NAT DIKAT KEMAS <input type="checkbox"/> OK <input type="checkbox"/> NG	LAMPU, SUBS & HON <input type="checkbox"/> OK <input type="checkbox"/> NG	PENDAKIT <input type="checkbox"/> OK <input type="checkbox"/> NG	SISTEM SUNTUKAN KABURETOR <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	MINYAK ENJIN <input type="checkbox"/> OK <input type="checkbox"/> NG						MODEL - 125Z PELEPASAN UDARA <input type="checkbox"/> OK <input type="checkbox"/> NG
BATERI <input type="checkbox"/> OK <input type="checkbox"/> NG	OPERASI KUNCI STERENG <input type="checkbox"/> OK <input type="checkbox"/> NG	KELEGAAN RANTAI PANDU <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	TAHAP MINYAK BREK <input type="checkbox"/> OK <input type="checkbox"/> NG	BREK DEPAN & BELAKANG <input type="checkbox"/> OK <input type="checkbox"/> NG						MINYAK 2-LEJANG (2T OIL) <input type="checkbox"/> OK <input type="checkbox"/> NG
MINYAK TRANSMISI <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	TEKANAN ANGIN (TAYAR D&B) <input type="checkbox"/> OK <input type="checkbox"/> NG	INJAK (PENUKAR GEAR) <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	BREK BELAKANG <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	<input type="checkbox"/> SKUTER <input type="checkbox"/> MOPED <input type="checkbox"/> STREET BIKE						
SUSPENSE BELAKANG <input type="checkbox"/> OK <input type="checkbox"/> NG	SUSPENSE DEPAN <input type="checkbox"/> OK <input type="checkbox"/> NG	TAHAP CECAIR PENYEJUK <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	ALIRAN MINYAK ENJIN <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A	KLAC "LEVER" <input type="checkbox"/> OK <input type="checkbox"/> NG <input type="checkbox"/> N/A						

2.6 Sales Promotional Campaign



The poster features a vibrant yellow background with a traditional Chinese cloud pattern. At the top, there are two large red lanterns with gold floral patterns, and a branch with pink and red blossoms. A speech bubble in the top right corner contains the text: **CNY Rebate up to RM1000 & Exclusive give away**. The Yamaha logo is prominently displayed in the center, with the word **YAMAHA** in large red letters and **CHINESE NEW YEAR 2021 PROMOTION** in bold black letters below it. Two Yamaha motorcycles, a silver and black one on the left and a blue one on the right, are shown at the bottom. The text **Make your dreams come true with a wise decision, let us create a path to your dreams. So what are you waiting for, book your dreams now @** is written in a stylized font. Below this, contact information is provided: a WhatsApp icon with the number **+60013-4989700 @ Logitha**, an email icon with **logithalakshmit@yahoo.com**, a location pin icon with **24, Jalan Perusahaan Jelutong 2, Fortune Park, 11600 George Town, Pulau Pinang**, a Facebook icon with **Githa Thiagarajan**, and an Instagram icon with **logitha_thiagarajan**. A QR code is located in the bottom right corner. A small icon of a gift box is also present. The text **Terms and Conditions: Promotion applied for selected models while stock last, valid for bookings from 1st Jan till 28th Feb 2021, Yamaha Motor Bhd has the rights to change or vary the promotion scheme without prior notice** is written in a smaller font. At the bottom, it says **For more info visit <https://www.yamaha-motor.com.my/> or Scan the QR Code**.

CNY Rebate up to RM1000 & Exclusive give away

YAMAHA
CHINESE NEW YEAR
2021
PROMOTION

Make your dreams come true with a wise decision,
let us create a path to your dreams.
So what are you waiting for, book your dreams now @

+60013-4989700 @ Logitha
logithalakshmit@yahoo.com
24, Jalan Perusahaan Jelutong 2, Fortune Park, 11600 George Town, Pulau Pinang
Githa Thiagarajan
logitha_thiagarajan

Terms and Conditions: Promotion applied for selected models while stock last, valid for bookings from 1st Jan till 28th Feb 2021, Yamaha Motor Bhd has the rights to change or vary the promotion scheme without prior notice

For more info visit <https://www.yamaha-motor.com.my/> or Scan the QR Code

Chinese New Year is just around the corner! As usual, businesses everywhere are trying to cash in on the festivities. Many businesses in Malaysia like to use Chinese New Year or any festival to offer discounts and promotions. Basically I do feel businesses can do better than offering only just sales, premium and advertising. A well-executed creative marketing campaign can delight your target audiences and the wider public. Therefore I would like to come up with a campaign to promote our business the base idea of coming up with this promotional campaign is because as I have mentioned earlier Chinese New Year is around the corner more people will have a plan in buying something as their luck hence I have design this campaign with two sales promotion included. The first promotional tools is discount/rebate and the second one is freebies

In order to promote this campaign I am using the help of one printed media the Poster. By using poster we gain several benefits which are CHEAPER COSTSC creating and distributing posters is a much cheaper form of advertising than radio or face to face. The process is much simpler, only involving a few people and a printing service. A poster can go from the concept stages all the way through to finalisation in a matter of days, meaning you can begin your promotional work much quicker.

Next using poster it's EASILY VISIBLE we can target specific locations with our posters to increase brand visibility in that area. With poster promotion we can bombard people with imagery, making sure what they see will stick in their heads for longer. On the other hand, ENCOURAGE AN ACTIVE RESPONSE if we get someone to look at your poster then they're engaging with their surroundings. It could be that they're walking through the area, or that they're bored at a bus stop, but once you have their attention we can use a good call to action and encourage them to respond. Whether it's making a phone call, attending an event or going to a website, a poster can send a clear message that inspires people to be active.

Furthermore, THE AUDIENCE YOU WANT TO TARGET unlike other forms of promotion, posters can be used to get the attention of exactly the kind of people we need to be appealing to. We can put them up in the ideal locations where your target audience is located, increasing the chance of a positive response. The versatility of posters makes them an ideal form of promotion. The large amount of benefits that come with poster promotion mark it out as an effective and efficient way to get people involved with our chosen message. A great poster design spread across our target location can pay dividends in the end, and with a good call to action you should receive a great response for our efforts.

2.7 Product Brochure



YAMAHA
R25
KLASA DAN PRESTASI DI GENGGAHAN ANDA!

MATT SILVER

MATT BLUE

SPESIFIKASI

<p>ENJIN</p> <p>Jenis: 4-Lejang, 8-Valve DOHC Sejukan Cecair</p> <p>Susunan Silinder: 2 Silinder / Tegak</p> <p>Sesaran: 249 cc</p> <p>Lubang x Lejang: 60.0 mm x 44.1 mm</p> <p>Nisbah Mampatan: 11.6 : 1</p> <p>Kuasa Maksimum: 26.5 kW (12,000 rpm)</p> <p>Tork Maksimum: 22.6 Nm (10,000 rpm)</p> <p>Sistem Penghidup Enjin: Elektrik</p> <p>Sistem Pelincir: Takungan Basah</p> <p>Isi Tangki Minyak Enjin: 2.4 L</p> <p>Isi Tangki Bahan Api: 14.3 L</p> <p>Sistem Bekalan Bahan Api: Suntikan Bahan Api</p> <p>Jenis Sistem Nyalaa: TCI</p>	<p>TRANSMISI</p> <p>Jenis Transmisi: Jenis Klac</p> <p>KERANGKA</p> <p>Jenis Kerangka: Jenis Kerangka</p> <p>Panjang Seluruh: 2,090 mm</p> <p>Lebar Seluruh: 720 mm</p> <p>Tinggi Seluruh: 1,135 mm</p> <p>Tinggi Tempat Duduk: 780 mm</p> <p>Kelegaan Min. Dari Tanah: 160 mm</p> <p>Berat Isi: 166 kg</p>	<p>SUSPENSI</p> <p>Depan: Teleskopik</p> <p>Belakang: Monocross</p> <p>BREK</p> <p>Depan: Cakera Hidraulik Dwi Omboh (Dual Piston)</p> <p>Belakang: Cakera Hidraulik Piston Tunggal</p> <p>TAYAR</p> <p>Depan: 110/70 - 17M/C (S4S)</p> <p>Belakang: 140/70 - 17M/C (66S)</p>
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YAMALUBE RS4GP DISYORKAN UNTUK SEMUA MOTOSIKAL BERKUASA TINGGI YAMAHA

PERCUMA! KUNCI CAKERA YAMAHA BERNILAI RM100

Cop Wakil Penjual



HongLeong Yamaha Motor

a member of the hong leong group

Kompleks Hong Leong Yamaha, Lot 57, Persiaran Bukit Rahman Putra 3, 47000 Sg. Buloh, Selangor D. E.

Sales & Marketing: Tel: 03-6157 7011 Fax: 03-6157 7002

Manufacturing: Tel: 03-6157 7006 Fax: 03-6157 7131

Spare Parts: Tel: 03-6158 6700

Spesifikasi YZF R25 ABS

DIMENSI

P X L X T : 2090mm X 720mm X 1135mm

JARAK SUMBU RODA : 1380mm

JARAK TERENDAH KE TANAH : 160mm

TINGGI TEMPAT DUDUK : 780mm

BERAT ISI : 168 kg (ABS) / 166 (Non-ABS)

KAPASITAS TANGKI BENSLN : 14 L

MESIN

TIPE MESIN : 4 Langkah berpendingin Cairan, DOHC

JUMLAH / POSISI SILINDER : 2 Silinder / Tegak

DIAMETER X LANGKAH PERBANDINGAN KOMPRESI : 60.0 x 44.1 mm

DAYA MAKSIMUM : 26.5kW (36PS)/12,000rpm

TORSI MAKSIMUM : 22.6 Nm/ 10,000rpm

SISTEM STARTER : Elektrik starter

SISTEM PELUMASAN : Basah

KAPASITAS OLI MESIN : Total = 2.40 L; Berkala = 1.80 L; Ganti filter oli = 2.10 L

SISTEM BAHAN BAKAR : Fuel Injection

TIPE KOPLING : Basah, Kopling manual, Multiplat

TIPE TRANSMISI : Constant mesh 6-kecepatan

POLA PENGOPERASIAN TRANSMISI : 1-N-2-3-4-5-6

RANGKA

TIPE RANGKA : Diamond

SUSPENSI DEPAN : Teleskopik

SUSPENSI BELAKANG : Swing Arm

BAN DEPAN : 110/70-17M/C (S4S)

BAN BELAKANG : 140/70-17M/C (66S)

REM DEPAN : Single disc brake (ABS)

REM BELAKANG : Single disc brake (ABS)

KELISTRIKAN

SISTEM PENGAPIAN : TCI

BATTERY : GT28V

TIPE BUSI : NGK/CR9E



GARANTEE

3 Tahun / 50,000 Km (whichever comes first)

5 Tahun / 100,000 Km (whichever comes first)

5 Tahun / 100,000 Km (whichever comes first)

PARTS

YAMAHA PARTS

YAMAHA PARTS

EX

YAMAHA

YAMAHA

YAMAHA

YAMAHA

YAMAHA

YAMAHA

YAMAHA

SPESIFIKASI

ENJIN

Jenis Enjin	4-Lejang, sejukan cecair, 4-injap, SOHC
Susunan Silinder	Silinder Tunggal
Sesaran	134cm ³
Lubang x Lejang	54.0 x 58.7mm
Nisbah Mampatan	10.9 : 1
Kuasa Maksimum	8.93kW (8,500rpm)
Tork Maksimum	11.79N.m (5,500rpm)
Sistem Penghidup Enjin	Elektrik dan Enjutkan
Sistem Pelincir	Takungan Basah
Isi Tangki Minyak Enjin	0.9 liter
Isi Tangki Bahan Api	4.0 liter
Jenis Karburetor	BS25 x 1
Jenis Sistem Nyalaan	DC - CDI
Lampu Depan	12v, 35W/35W

TRANSMISI

Jenis Transmisi	4-kelajuan jenis berputar
Nisbah Penurunan Pertama	2.875
Nisbah Penurunan Kedua	2.600
Nisbah Gear	Pertama : 2.833
	Kedua : 1.875
	Ketiga : 1.353
	Keempat : 1.045

Jenis Klac

Centrifugal Automatik /
Pegas Gegelung Multiplat Empar Basah

BREK

Jenis Brek Depan	Cakera Tunggal Hidraulik
Jenis Brek Belakang	Gelendong

KERANGKA

Jenis Kerangka	Berlian
Panjang Seluruh	1,960mm
Lebar Seluruh	695mm
Tinggi Seluruh	1,080mm
Tinggi Tempat Duduk	775mm
Kelekaan Minimum Dari Tanah	130mm
Berat Kering	105kg

SUSPensi

Jenis Suspensi Depan	Teleskopik
Jenis Suspensi Belakang	Monocross

TAYAR

Tayar Depan	70/90 - 17
Tayar Belakang	80/90 - 17

PILIHAN WARNA



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SPESIFIKASI

ENJIN

Jenis Enjin: 4-Lejang, sejukan cecair, 4-injap, SOHC

Susunan Silinder: Silinder Tunggal

Sesaran: 134cm³

Lubang x Lejang: 54.0mm x 58.7mm

Nisbah Mampatan: 11.6 : 1

Kuasa Maksimum: 14.2kW (19.3PS) @ 10000rpm

Tork Maksimum: 14.2Nm (1.5kgf.m) @ 6500rpm

Pelinciran: Elektrik dan Enjutkan

Jenis Klac: *Centrifugal* Automatik / Pegas Gegelung Multiplat Empar Basah

Sistem Nyalaan: DC

Sistem Penghidup: Elektrik

Jenis Transmisi: Manual (6-kelajuan)

Transmisi Akhir: Rantai

KERANGKA

Jenis Kerangka: Diamond (dengan Dehalogen)

Caster Angle: 25°

Tail: 80mm

Suspensi Depan: Fork Teleskopik

Suspensi Belakang: Swingarm

Brek Depan: Cakera

Brek Belakang: Cakera

Tayar Depan: 110/70R17M/C (54S) Tubeless

Tayar Belakang: 140/70R17M/C (64S) Tubeless

Dimensi

Panjang Keseluruhan: 1965mm

Lebar Keseluruhan: 690mm

Tinggi Keseluruhan: 1080mm

Tinggi Tempat Duduk: 775mm

Jarak Roda: 1335mm

Jarak Minimum dari Tanah: 135mm

Beza Isi: 133kg

Isi Tangki Bahan Api: 4.0L

Isi Tangki Minyak Enjin: 0.9L

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ENGINE

Engine Type: 3-cylinder, liquid-cooled, 4-stroke, DOHC, 4-valves
 Displacement: 647 cm³
 Bore x Stroke: 78.0 mm x 59.1 mm
 Compression Ratio: 11.5 : 1
 Maximum Power: 84.6 kW (85PS) @ 10,000 rpm
 Maximum Torque: 87.5 Nm (64.4 kg-m) @ 8,500 rpm
 Lubrication System: Wet sump
 Clutch Type: Wet, Multiple Disc
 Fuel System: Fuel Injection
 Ignition System: TCI
 Starter System: Electric
 Transmission System: Constant Mesh, 6-speed
 Final Transmission: Chain

CHASSIS

Frame: Diamond
 Front Suspension System: Telescopic Forks
 Front Travel: 137 mm
 Caster Angle: 25°
 Trail: 103 mm
 Rear Suspension System: Swingarm, Link Type Suspension
 Rear Travel: 130 mm
 Front Brake: Hydraulic Dual Disc, Ø 246 mm
 Rear Brake: Hydraulic Single Disc, Ø 245 mm
 Front Tyre: 120/70ZR17 M/C 60W (1700mm)
 Rear Tyre: 180/55ZR17 M/C 60W (1700mm)

DIMENSIONS

Overall Length: 2,075 mm
 Overall Width: 85 mm
 Overall Height: 1,130 mm
 Seat Height: 820 mm
 Wheel Base: 1,440 mm
 Minimum Ground Clearance: 135 mm
 Wet Weight including P.U.C.I: 193 kg
 Fuel Tank Capacity: 14 L
 Oil Tank Capacity: 3.7 L

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SPESIFIKASI

ENJIN

Jenis Enjin: Sejukan Cecair, 4-Lejang, SOHC
 Susunan Silinder: Silinder Tunggal
 Lubang x Lejang: 57.0 x 58.7mm
 Nisbah Mampatan: 10.4 : 1
 Kuasa Maksimum: 11.8kW / 8500rpm
 Tork Maksimum: 13.8Nm / 7000rpm
 Sistem Penghidup: Elektrik
 Pelinciran: Takungan Bersah
 Isi Tangki Minyak Enjin: 13.6L
 Sistem Bekalan Bahan Api: Suntikan Bahan Api
 Sistem Nyalakan: TCI
 Jenis Bateri: GTZ4V
 Jenis Plug: NGK / CR8E
 Jenis Klac: Basah, Multiple
 Jenis Transmisi: Constant Mesh, 5-Kelajuan

KERANGKA

Jenis Kerangka: Backbone
 Suspensi Hadapan: Teleskopik
 Suspensi Belakang: Lengan Buai
 Tayar Hadapan: 70/90-17M/C (58P)
 Tayar Belakang: 120/70-17M/C (58P)
 Brek Hadapan: Cakera Tunggal Hidraulik
 Brek Belakang: Cakera Tunggal Hidraulik

DIMENSI

Panjang x Lebar x Tinggi Keseluruhan: 1960mm x 670mm x 1080mm
 Jarak Roda: 1290mm
 Jarak Minimum dari Tanah: 135mm
 Tinggi Tempat Duduk: 780mm
 Berat Isi: 115kg
 Isi Tangki Bahan Api: 4.2L

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