

#yamaha60th

YAMAHA

60

Anniversary

Valentino Rossi Underlines Yamaha Motor's 60th anniversary at 2017 Goodwood Festival of Speed

Valentino Rossi shone as a special guest at the 23rd edition of the Goodwood Festival of Speed. Yamaha Motor Co., Ltd. celebrated its 60th anniversary.





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Goodwood (UK), 28th June 2015

After a stunning race at the TT Assen Circuit yesterday, where Valentino Rossi won his third race this in his career, starting from pole position, today the **Movistar Yamaha MotoGP** rider made his first e the prestigious **Goodwood Festival of Speed**, which carried a theme of nostalgia and pride in the motorsport, as **Yamaha Motor Co., Ltd.** took the occasion to celebrate its 60th anniversary.

The nine-time World Champion was specially invited by **Lord March** to make his debut at this famous star. **Rossi** traveled straight from the Dutch GP to the UK to be able to attend the event, where he wa Yamaha Motor Co., Ltd Executive Vice President, **Takaaki Kimura**, Yamaha Motor Europe N.V Pr **Kuwata**, YMC Motorsports Division's General Manager, **Kouichi Tsuji** and Yamaha Motor Racing Mar **Jarvis**.

They had the pleasure of joining a star studded guest list including numerous famous sportsmen, cel for a gala dinner and ball on the Saturday evening at **Lord March's** grand estate, before the action s after.

Sunday kicked off with **Rossi, Lord March, Kimura-san, Kuwata-san, Tsuji-san** and **Jarvis** reve Yamaha YZR-M1, equipped with a special livery, in Yamaha's display area in the F1 Paddock. Th styled bike commemorates **Yamaha Motor's 60th anniversary** and the ceremony was complet legends **Kenny Roberts, Giacomo Agostini** and **Phil Read** taking part in this celebration of Yamaha heritage.

Rossi's yellow bike was in good company at the Yamaha exhibition; other iconic show bikes on **Read's 1965 RD56, Giacomo Agostini's 1975 YZR500 OW23** and **Kenny Roberts's 1978 YZR750 O**

The unveiling of **Rossi's** bike was followed by the Doctor delighting thousands of spectators when he the 1.16-mile Hillclimb in the yellow livery at 11:40 am. The special colour scheme of his **YZR-M1** was he and **Colin Edwards** sported ten years ago when they marked Yamaha's 50th anniversary at the Seca with a double podium.

After the thrilling ride, involving a 300ft rise, there was more excitement waiting. **Rossi** was interviewec on the balcony of **Lord March's** mansion before joining the host and Formula 1 rider Nico Rosberg for l

The Italian concluded his first **Goodwood** experience by honouring this year's theme of the **Goodwood and Fearless: Racing on the Edge**. He fully enjoyed riding in a historical Le Mans-winner as well as heading home to prepare himself for the **Grand Prix in Germany**, to be held in two weeks' time.

The extended imagery from Goodwood's Festival of Speed is available on

www.yamahamotogp.com



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VALENTINO ROSSI

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It's been an incredible weekend. I was barely off the podium before immediately heading to the United Kingdom, but I'm very happy that I got to attend the Festival of Speed at Goodwood, it has been a great pleasure! I knew about the event because I saw videos of it, but I had never been there before and it was more impressive than I imagined. It is a very large venue and there were many fans but also many riders, drivers and other VIPs which gave it a great atmosphere, especially when I rode my Yamaha YZF-M1 up and down the hill. I revealed my bike's special Yamaha Motor 60th anniversary livery early on together with Giacomo and Kenny. For Yamaha Motor to be a part of motorsport history for so long and to have achieved so many accomplishments is very special and something to be proud of. At the event I also got to drive a historic Le Mans car and also a rally car, which was great fun as well. I would like to thank you to Lord March for inviting and hosting me at this year's event. I had a great time and I will have memories I will never forget!



TAKA AKI KIMURA

EXECUTIVE VICE PRESIDENT, YAMAHA MOTOR CO., LTD



We now get to celebrate Yamaha's 60th year, after celebrating Yamaha Motor Co., Ltd.'s 50th Laguna Seca ten years ago. Over these years we have always strived to bring every Yamaha professional or recreational – the feeling of 'Kando'; a Japanese word for the simultaneous of satisfaction and intense excitement that we experience when we encounter something of excitement.

This year we experienced something truly special; to see Valentino participate in this year's 'Festival of Speed' at Goodwood and being able to share our 60th anniversary celebrations with fans is a unique experience. Their enthusiasm for our work and sport is one of the driving forces of our racing efforts. The special livery reflects Yamaha racing's DNA and its successful history. The spectators cheer as Valentino rode on a yellow Yamaha YZR-M1 MotoGP bike once again this moment, and I'm sure it has left a lasting impression on everyone.



LIN JARVIS

MANAGING DIRECTOR, YAMAHA MOTOR RACING



It's been really an enormous pleasure for us to be here and a wonderful new experience for us at the Goodwood Festival of Speed for the first time. We have come here straight from a highly competitive event in Assen, to this incredible atmosphere, which is one of the most famous motoring and motor racing events in the world. For us it's the first time together with Valentino and to be able to celebrate our 60th anniversary together with our top management from Yamaha Japan and Yamaha Europe has been so special.

To see this amazing yellow, black and white color scheme again has brought back memories of racing that has been such a rich part of our company's history. It has been 60 years since the company started racing in 1955 and I think the crowd had a wonderful opportunity today to see Valentino relax and in true Yamaha colors. In recent years the reason why we have been unable to attend the Assen event traditionally clashes with the Festival of Speed, but on this occasion Lord March made arrangements to facilitate our coming to this event so it was a true pleasure and memorable experience here. A great thanks to Lord March and the organisation of Goodwood for inviting us, for hosting us here. A great thanks to Lord March and the organisation of Goodwood for inviting us, for hosting us here.

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NOTES

*Staged every summer since 1993, the **Goodwood Festival of Speed** is the world's largest motorcycle party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over 100 motorcycles spanning the phenomenal history of motoring and motor sport take part with some of the most legendary figures from the sport as well as international celebrities regularly attending. Highlights of the event, which takes place on June 25-28, include the Moving Motor Show presented by the BBC, with The Telegraph, Forest Rally Stage, Michelin Supercar Run, Goodwood Action Sports, 'luxe' concours d'elegance, Aviation Exhibition and Bonhams auction.*