

## News Release

### Yamaha Factory Automation Section opens direct robot sales and support office for Europe

Yamaha Factory Automation Section, a subdivision of Yamaha Motor Robotics Business Unit, has opened a European office to strengthen support for sales partners and customers of Yamaha's advanced industrial robotic systems and products.

The new support office, part of Yamaha Motor Europe N.V in Neuss, Dusseldorf, Germany, is strategically located to connect with Yamaha's agents and distributors throughout Europe. The network comprises partners with long expertise in industrial robotics, who are currently serving a rapidly growing customer base to facilitate an easier access to more extensive services direct from Yamaha.

"The time is right to increase support for our European partners as leading corporations are increasing robot deployments as a mainstay of digital transformation," said Ichiro Arimoto. "Yamaha Factory Automation Section offers a unified product range, world-class support, and the assurances that come with in-house production and R&D that let industrial communities engage confidently with robots and derive maximum competitive advantage."

The latest generations of robots, leveraging advanced control techniques infused with machine-learning artificial intelligence (AI), are driving fast-paced productivity growth and represent a key enabler for Industry 4.0 and the Industrial Internet of Things (IIoT).

Drawing on over 40 years of experience rooted in the introduction of robot technology for assembling Yamaha motorcycles, the Yamaha FA Section creates cutting-edge articulated robots and continuously improves traditional industrial types such as cartesian, SCARA, and single-axis robots for state-of-the-art performance and flexibility. The portfolio of standard products streamlines access to advanced robotics solutions that are faster, quieter, more responsive, more precise, and more space-efficient than traditional automation. A comprehensive range of advanced controllers, accessories such as grippers, and customization services, is also available.

#### ABOUT YAMAHA FA Section

Yamaha Factory Automation Section (FA Section), a subdivision of Yamaha Motor Robotics Business Unit in Yamaha Motor Corporation, is focused on delivering flexible, high-accuracy industrial robots for precision automation challenges.

With its roots in the introduction of robot technology to Yamaha motorcycle assembly activities, the division has over 40 years' experience solving automation challenges from factory-scale to micron-level. Yamaha's industrial robots are now trusted by leading corporations worldwide, in activities as diverse as semiconductor fabrication and assembling electronic products, domestic appliances, automotive components, and large liquid-crystal panels.

Yamaha FA Section offers a unified range of solutions for robotic assembly, including single-axis robots, SCARA, cartesian, and articulated robots. Innovations such as the LCM100 linear conveyor module; a smoother, space-saving and more versatile successor to conventional belt and roller conveyors continue to set the pace in factory automation. Core robotic technologies as well as key

components and complete robot systems are all produced in-house, ensuring consistent quality and control over lead-times.

Headquartered in Hamamatsu, Yamaha FA Section serves customers globally through its worldwide sales network spanning China, Taiwan, Korea, south Asia, north America, Australia/New Zealand, and Europe.

[www.yamaha-motor-im.eu](http://www.yamaha-motor-im.eu)

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