

News Release

Yamaha Motor Europe IM continuing its European sales growth

All Yamaha Motor Europe IM's European partners attended Yamaha's European Distributor Sales Meeting on 12th October 2017 in Yamaha's facility in Neuss, Germany.



Thanks to Yamaha Motor long and well-known history of applying intelligent technology to drive strategic success in electronic manufacturing market, Yamaha's distributors benefited from various presentations focusing on technology, products innovations, processes, and sales and leadership initiatives that support Yamaha achieving long-term success.

At this occasion, Yamaha's new products and best in class innovations were presented, machines demonstrations were taking place and open dialogs were exchanged.

All Yamaha sales partners and Yamaha team confirmed their full enthusiasm and their entire satisfaction at this event. A satisfied Mr. Ichiro Arimoto, YMEIM General Manager said in his closing statement "Yamaha Distributors Sales Meeting 2017 achieved the establishment of a solid strategy aiming a continuous future growth thanks to the general renewed strength and commitment to continuing to increase Yamaha European market share."

ABOUT YAMAHA MOTOR IM

Yamaha Motor IM is a subdivision of Yamaha Motor Corporation. Yamaha IM surface mounters are highly acclaimed in the market for their “module concept” that enables them to keep pace with the trend toward smaller and more diverse electric/electronic parts being mounted on circuit boards.

Yamaha Motor IM has created a strong business in the surface mounter industry that enables design and engineering, manufacture, sales and service to be conducted in one comprehensive system. Furthermore, the Company has used its core technologies in the areas of servo-motor control and image recognition technology for vision (camera) systems to develop solder paste printers, printed circuit board inspection machines, flip chip hybrid placers and dispensers. This allows Yamaha Motor IM to offer a full line of machines for electric/electronic parts mounting and propose optimum production-line makeup to answer the diversifying needs of today’s manufacturers.

Yamaha Motor IM has sales and service offices in Japan, China, Southeast Asia, Europe and North America provide a truly global sales and service network that will safeguard best in class on-site sales & service support for clients.

www.yamaha-motor-im.eu